

RADIO & TELEVISION RETAILING

CALDWELL-CLEMENTS, INC.

14



Do Your Christmas **SELLING** Early!

See Pages 1, 29, 50 and 34

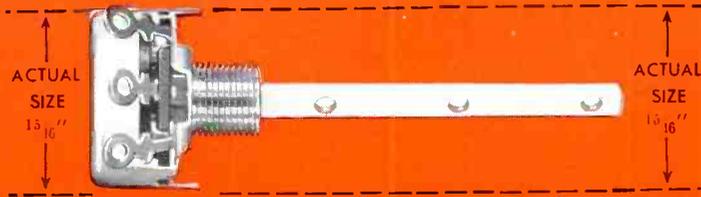
- AM, FM, TELEVISION
- ELECTRICAL APPLIANCES
- RECORDS & PHONOGRAPHS
- SERVICING & SOUND

OCTOBER 1948

TV Antenna Specs. Pages 42-46

**ALL
NEW**

P. R. MALLORY & CO. Inc.
MALLORY
Midgetrol



*The Little Volume Control
with BIG Advantages*

**Bigger
Market**

The small size of the Mallory Midgetrol lets you service portables, auto radios and small AC-DC receivers which require $1\frac{5}{16}$ " controls.

**Simpler
Installation**

The unique shaft design of the Mallory Midgetrol saves installation time with *all* types of knobs.

**Simpler
Stocking**

Electrical characteristics let you use the Mallory Midgetrol to replace $1\frac{1}{8}$ " as well as $1\frac{5}{16}$ " controls. Stocks are further reduced because no special shafts are needed.

The Mallory Midgetrol is quietest by actual tests — and tests prove it stays quiet, too. In addition, it has nine big features that are *all new*.

- NEW SIZE
- NEW SHAFT
- NEW SWITCH
- NEW CONTACT
- NEW DESIGN
- NEW EXTENSION
- NEW ELEMENT
- NEW TERMINAL
- NEW TWO-POINT SUSPENSION

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

OCTOBER, 1948

★ AM, FM, Television

COVER—"Do Your Christmas SELLING Early!" For, remember, Xmas is just around the corner. And it won't be long before holiday decorations will be going up, and Christmas shoppers will be coming into your store looking for newest ideas in radio, TV, records, and appliances. November and December are the great retail selling months of the year. But to build profitable volume, Xmas business must be spread out over this happy season. So, start your Christmas selling early!
—Photo from Lamp News Bureau, Nela Park, Cleveland Ohio.

EDITORIAL—Christmas—the Proper Spirit	29
WHAT'S AHEAD—IN RADIO, APPLIANCES, RECORDS & TELEVISION	30
CHRISTMAS—RIGHT AROUND THE CORNER	34
HIS BUSINESS GROWS AND GROWS	36
SURE SELLING SETS FOR DEALER PROFITS	39
COMMENT ON PHONO RECORD ARTICLE FROM ALL INDUSTRY LEVELS ..	40
TELEVISION ANTENNA SPECIFICATIONS	Begins on page 42
Three pages of information about TV Antennas including prices, types and important characteristics of each. Also, a listing of makers of boosters, lenses, filters, and antenna mounting accessories.	
CHECK-LIST FOR EXTRA SERVICE PROFITS	48

★ Records, Phonographs, Accessories

COVER—Review of the Latest Discs	51
TOP PLATTER FAVORITES	52
NEWS OF THE RECORD INDUSTRY	Begins on page 54

★ Electrical Appliances

COVER—Knowledge is SALESPOWER	59
HOT IDEAS FOR COOL WEATHER SALES	60
NEW ELECTRICAL HOME APPLIANCES	64
HELPS MAKE CUSTOMERS LOYAL	66
NEWS OF THE INDUSTRY	Begins on page 70

★ Servicing and Sound

COVER—Choosing the Right Speaker	73
AM, FM, TV, PA SERVICE AIDS	74
TV SHOP ON WHEELS	76
NEW TEST INSTRUMENTS	80



Member of
**AUDIT BUREAU
OF CIRCULATIONS**

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

ORESTES H. CALDWELL
Editorial Director

M. CLEMENTS
Publisher

JOHN L. STOUTENBURGH
Executive Editor

RUTH MORRIS
Records Editor

M. R. LABATT-SIMON
Assistant Editor

ROBERT HERTZBERG
Contributing Editor

CHARLES F. DRYER
Art Director

BUSINESS DEPARTMENT

M. H. NEWTON
Sales Manager

EDWIN WEISL, JR.
BETTY HALL
Production

BRANCH OFFICES

CHICAGO 6
R. Y. FITZPATRICK, Manager
3. GASKINS
201 N. Wells St. RAN. 9225

DUANE WANAMAKER
613 E. Broadway
Los Angeles 14, Calif.
MUtual 2161

CIRCULATION DEPARTMENT

B. V. SPINETTA
Circulation Director

W. W. SWIGERT
Credit Manager

October 1948, Vol. 48, No. 4, 35 cents a copy. Published monthly by Caldwell-Clements, Inc., 480 Lexington Ave., New York 17, N. Y. M. Clements, President; Orestes H. Caldwell Treasurer. Subscription rates United States and U. S. Possessions \$2.00 for one year, \$3.00 for two years, and \$4.00 for three years. Pan American Countries \$3.00 for one year, \$5.00 for two years, \$6.00 for three years. Canada \$3.00 for one year, \$4.00 for two years, \$5.00 for three years. All other Countries \$5.00 for one year, \$7.50 for two years, \$10.00 for three years. Printed in U.S.A. Entered as second class matter April 9, 1946 at the Post Office at New York, N. Y., under the act of March 3, 1879. Member of Audit Bureau of Circulation. *Trade-Mark Reg. U.S. Pat. Off. Copyright 1948 by

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

FADA

Television at its Best!

MODEL 899 . .



*In Mahogany . . . List \$375.
In Walnut . . . List \$375.
In Bleached Mahogany
List \$389.50
All plus tax and inst.*

*Television that gives your
customers what they expect of
Television . . .*

The name FADA has been associated with quality electronic products for over a quarter of a century. The name FADA is a hallmark of quality. FADA Model 899 Television Receiver is a worthy addition to the FADA quality family. Live dealers will appreciate the many advantages in featuring this ace quality television receiver. For greater sales turn-over . . . for profitable sales volume, join the FADA bandwagon with not only Radio but with the TELEVISION of To-Morrow . . . TO-DAY!

- ★ Large 54 Inch Screen
- ★ Full 12 Channel Coverage
- ★ Exceptional picture resolution brightness and contrast even in daylight
- ★ 30 Tubes including five rectifiers
- ★ Beautifully moulded picture frame front
- ★ Choice of Mahogany, Walnut or Bleached Mahogany Veneer Cabinets

"The Television of To-morrow . . . TO-DAY!"

MATCHING TABLES

*To complement Mahogany,
Walnut and Bleached Mahogany
Cabinets Model 899*



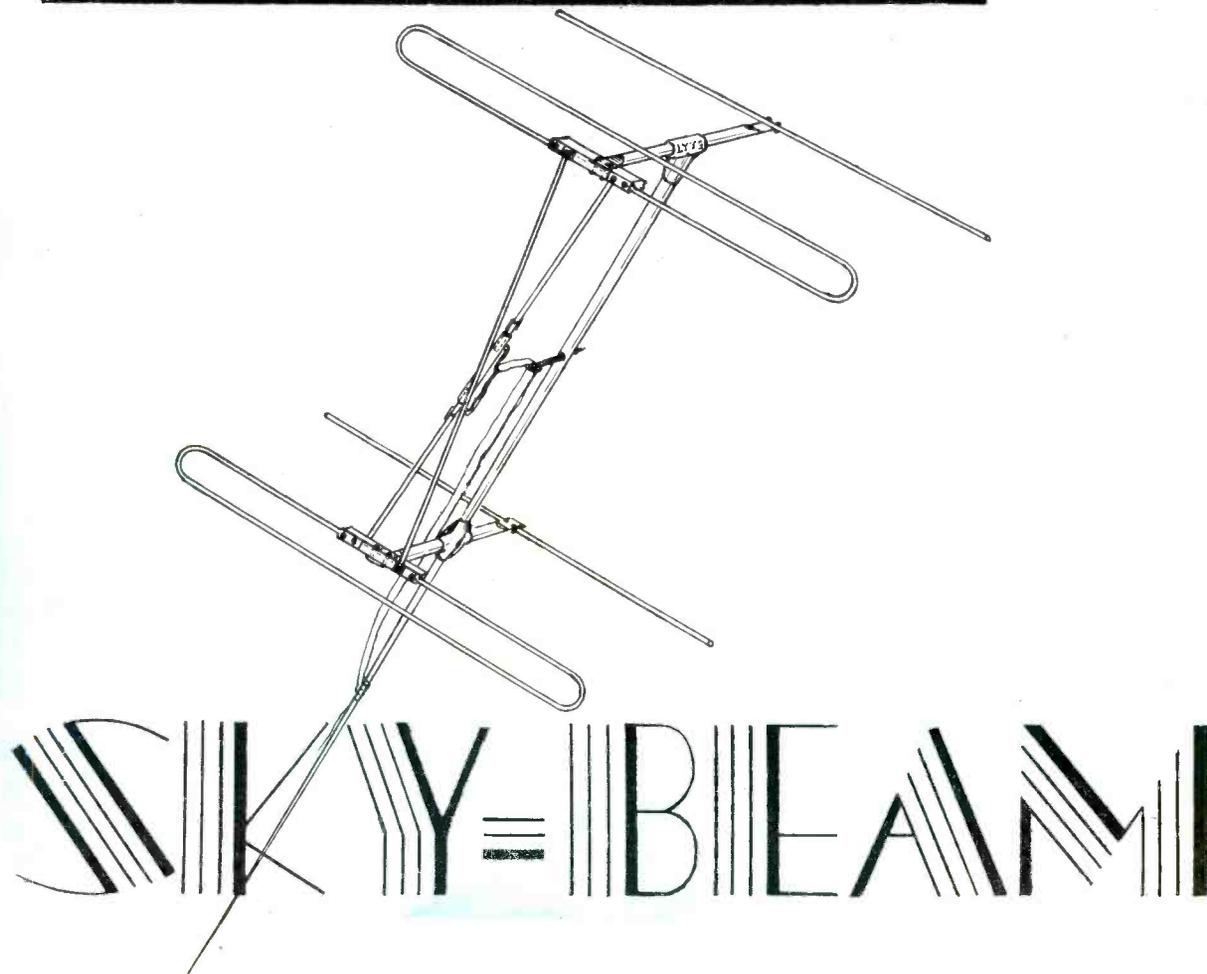
*Model 200 BM . . . List \$37.50
Solid Bleached Mahogany Table
to match Television Model 899 BM*



*Model 200 M or W . . . List \$25
Mahogany or Walnut Finish.
Tables to match Television
Model 899 M or W*

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

Tops Them All!



THE ONLY HIGH FREQUENCY ANTENNA

Announcing SKYBEAM, the only successful high frequency antenna in the field. This amazing antenna includes all the proven fine features of Lyte products, precision, rigidity, proven scientific construction.

SKYBEAM is guaranteed to produce the ultimate in television reception, the only high fidelity, high frequency antenna covering channels 7 to 12.

Aluminum tubing used throughout. Insulated with plastic, partly assembled, complete, extremely light weight (3½ lbs.). Factory adjusted for maximum efficiency. Packed in individual cartons.

FOR PERFECT TELEVISION RECEPTION on all high frequency channels the Lyte SKYBEAM IS an absolute necessity.

DEALERS—Even the finest Television Set is only as good as its Antenna. Install the new LYTE for 100% Brighter, 100% Sharper, clearer images with minimum interference. Satisfied customers mean more PROFITS for YOU! Specify LYTE—the best by every test.

CHECK THESE FEATURES:

- Easily attached to existing installations.
- Only perfected high frequency antenna.
- Scientifically manufactured and tested.
- Guaranteed to produce outstanding results.
- Easy to install.

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

Where only the strong survive!

In the jungle, life is to the strong. Strong beasts. Strong men. And here in the deepest of jungles, the strongest of all living things are the prizes these men seek—Mahogany trees. They have survived the long, long decades of the cruelest environment on earth. They have pushed up through the lush, teeming growth and choking vines . . . up through vicious tropic storms . . . up and up till they tower far above all rivals for the sun.

That long struggle is written in the grain of every piece of Mahogany. In its wild variety of ripples and swirls . . . in its classic strength and durability. No other cabinet wood has these qualities in such full measure—none can match the workability of Mahogany. Mahogany for furniture is now in greater supply. Keep asking for it. You'll find the customer satisfaction that goes with Genuine Mahogany as lasting as the wood itself.



To protect you and your customers against substitution, the Mahogany Association issues these labels to manufacturers producing genuine and honestly made Mahogany items. Use them in your personal selling.



Send for the new and revised 7th edition of the informative 74-page Mahogany Book.



NEXT! A slash of the machete marks this Mahogany tree as ready for cutting. Mahogany trees are widely separated—only one or two in an acre of jungle.

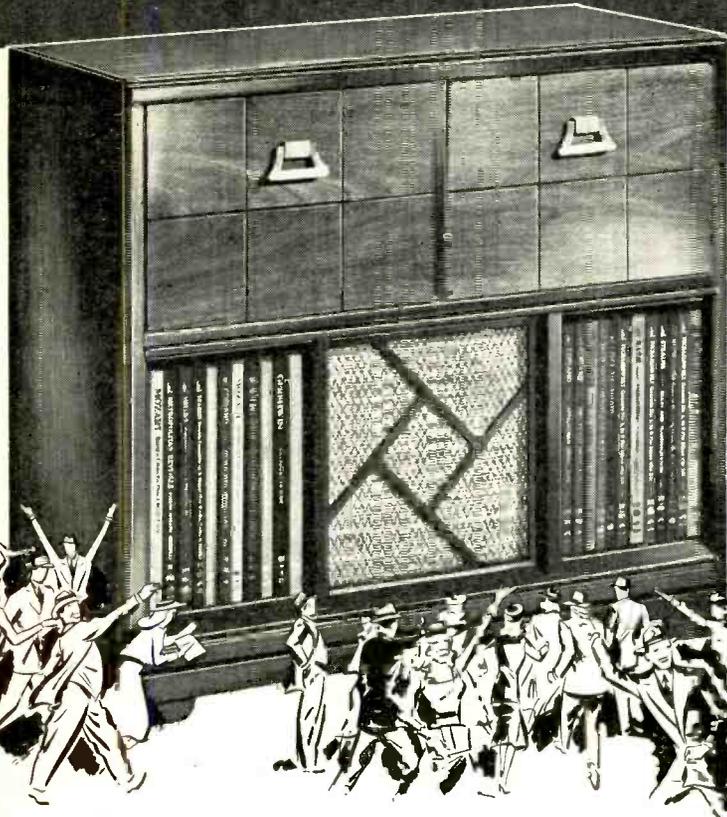


MAHOGANY
ASSOCIATION, INC.

Suite 803-C • 75 East Wacker Drive • Chicago 1, Illinois

"AFTER ALL . . . THERE'S NOTHING LIKE MAHOGANY"

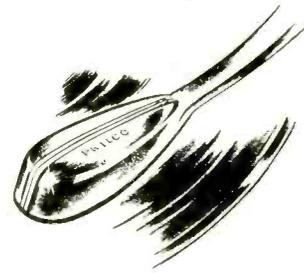
ALL AMERICA WANTS THIS AMAZING NEW PHILCO



that plays the new
**45-Minute
Record!**

THE whole country is buzzing about this sensational new Philco development! It plays *Standard recordings* automatically AND plays *the revolutionary new 45-minute records* as no other instrument can! Yes, it brings you up to 45 minutes of music from both sides of *one 12-inch record . . . plus* a host of other new developments which widen *still further* the margin of Philco leadership . . . in sales appeal, promotional power and *public demand!*

The new Philco 269E, above, is only one in a whole series of new Philco Double Tone Arm Radio-Phonographs covering every price bracket.



**The new PHILCO
Balanced Fidelity Reproducer**
. . . a triumph of Philco Research!

A long program of Philco research perfected the new Philco Balanced Fidelity Reproducer, specially created for the new long playing record. It caresses the record with a mere 1/5 ounce pressure, avoids distortion and wear and reproduces the wide range of tone in the record. No other instrument permits *full enjoyment* of this history-making advance. *There's nothing else like it on the market!*

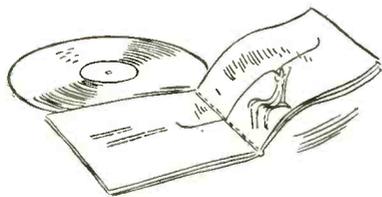


Put this super salesman on your pay roll today!

**NOW YOU CAN HAVE THE SERVICES OF
TED MALONE, THE VOICE OF WESTINGHOUSE,
TO HELP YOU CLINCH YOUR RADIO SALES**



This is Ted Malone, whose voice on the ABC network reaches 2,000,000 potential Westinghouse Radio customers daily, Monday through Friday.



The "Talking Picture Book" on Rainbow Tone FM presents the highlights of Ted Malone's sales talk in simple, story-book style. Malone's persuasive voice on the 12-inch record explains the benefits of Westinghouse FM, makes the customer want to BUY!



Ted Malone's super-salesmanship holds the customer's interest in the "Talking Picture Book" describing the Electronic Feather. Result: the customer understands the benefits of the Feather . . . wants it . . . buys it!



It's tough for your salesmen to hold the customer's interest for a detailed sales story. But with the "Talking Picture Books" customers listen with real interest and in a buying mood.

Ever wish your customers knew the benefits of Rainbow Tone FM or the Electronic Feather as well as you do? Of course you have, and your sales would soar to a new high if they did.

But it's hard for you and your salesman to get across to a customer the advantages of these highly technical Westinghouse Radio features. And yet, if they could be explained easily and simply, a high percentage of your toughest sales would be made easier.

HOW TED MALONE CAN HELP YOU SELL FM

It all started when we heard about the radio dealer who made a sensational success of selling FM by recording a carefully-prepared sales story and playing it to his customers. At Westinghouse we improved the idea, had Ted Malone do a narration on high fidelity records. Then we produced a "Talking Picture Book" to illustrate each step of Ted's talk. The result is as simple as a nursery book. It focuses the customer's attention on the sales talk . . . makes each point clear-as-a-bell. This potent combination of record and Talking Picture Book makes it easy for any salesman to put on an interesting and entertaining demonstration, using the record player of the Westinghouse Radio he's selling. Once your salesmen try it, find out how favorably customers react—and how sales increase—they'll keep on using it!

HOW TO BUILD SALES WITH THE ELECTRONIC FEATHER

Ted Malone gives the same sales-stimulating punch to the Talking Picture Book describing the amazing Electronic Feather. This quality feature of Westinghouse Radio-Phonographs needs really convincing salesmanship to put it across. Ted Malone narrates a simplified story of the highly technical Feather . . . makes the customer understand its workings, realize its advantages. And when your salesmen play this high fidelity record over a Westinghouse radio with the Electronic Feather, the evidence is even more convincing. Such double-barreled demonstrations make sales . . . build customer satisfaction and store prestige. Take a tip from the hundreds of dealers who have already put Ted Malone on their payrolls, and watch your radio business build up by leaps and bounds!

Home Radio Division
WESTINGHOUSE ELECTRIC CORPORATION
Sunbury, Pa.

Please have my Westinghouse Distributor give me a demonstration of the amazing Talking Picture Books now!

NAME _____

COMPANY _____

STREET _____

CITY _____ ZONE _____ STATE _____

**YOUR DISTRIBUTOR WILL TELL YOU
HOW YOU CAN PUT ON THESE
AMAZING DEMONSTRATIONS IN
YOUR STORE . . . NO OBLIGATION!**

You have just time enough to mail the coupon for your demonstration of the Talking Picture Books, before the limited supply is depleted. Remember, the big Fall and Winter selling season is on now. Don't miss this rare opportunity to build your business!

You can be sure...if it's
Westinghouse
RADIO TELEVISION

"KEN-RAD TUBES STAND UP!"

"Nobody can tell me about Ken-Rad tubes—I've been using them for 14 years!"

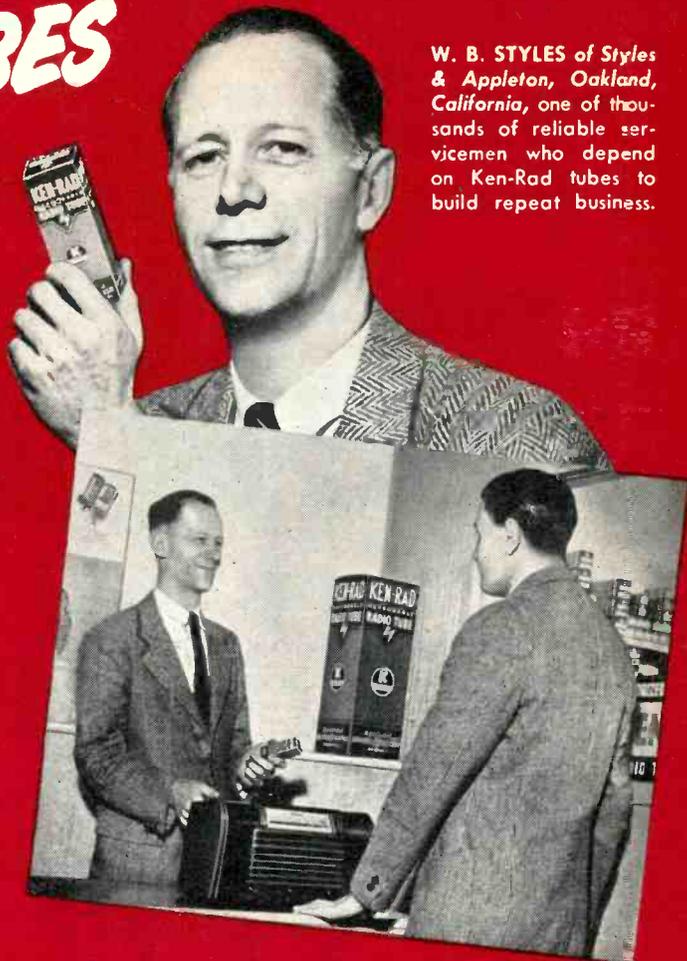
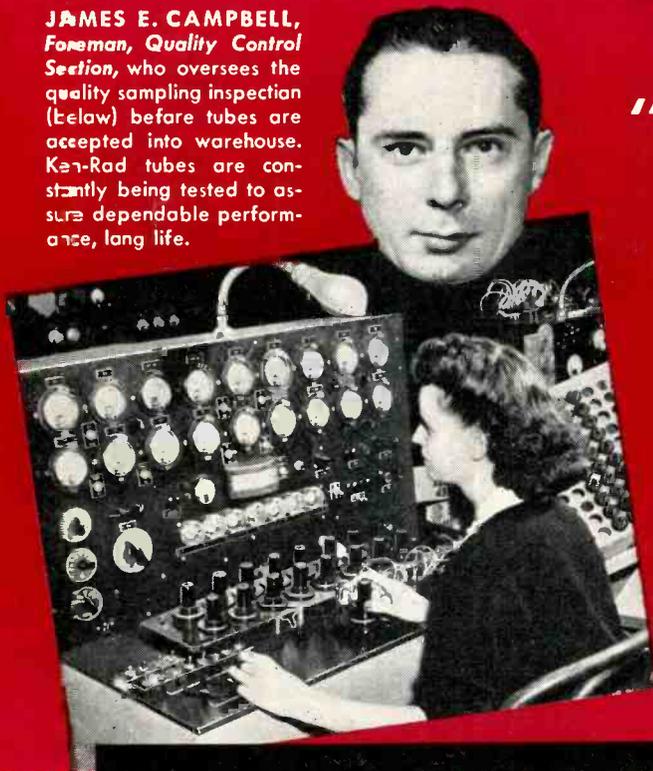
"When you've used them as long as I have, you know you can depend on them.

"I don't know any tube that stands up better than Ken-Rad tubes. They're quality through and through.

"Customers like them. This means repeat business—better business.

"Ken-Rad tubes do the trick, all right!"

JAMES E. CAMPBELL,
*Foreman, Quality Control
Section*, who oversees the
quality sampling inspection
(below) before tubes are
accepted into warehouse.
Ken-Rad tubes are con-
stantly being tested to as-
sure dependable perform-
ance, long life.



W. B. STYLES of Styles & Appleton, Oakland, California, one of thousands of reliable servicemen who depend on Ken-Rad tubes to build repeat business.

"KEN-RAD TUBES MUST STAND UP!"

"They *have* to stand up—through test after test.

"This comprehensive testing results in dependable tubes that satisfy your customers, increase your business.

"Ken-Rad tubes are factory-tested for noise, microphonics, static, life, shorts, appearance, gas, air and hum.

"No wonder they're tops in quality, stamina and endurance. No wonder they're customer-pleasers, profit-makers."

KEN-RAD *Radio Tubes*

PRODUCT OF GENERAL ELECTRIC COMPANY

Schenectady 5, New York

178-GA11-8850

**The
Serviceman's
Tube**



**BENDIX RACE TOPS NATIONAL
AIR RACE EVENTS**

THE FRANCHISE Links You With



Malcolm Ferguson, President of Bendix Aviation Corporation, presents the Bendix Trophy to Paul Mantz, winner again in 1948 of the world-famed Bendix Transcontinental Race.

BENDIX RADIO

REG. U.S. PAT. OFF.

BENDIX RADIO AND TELEVISION ARE BACKED BY THE INDUSTRY'S FINEST HERITAGE OF QUALITY

Aviation standards of quality are, of necessity, the strictest in the world—and Bendix Radio has for years been the foremost supplier of radio and radar to the Army and Navy, and the major airlines. Bendix Radio and Television home receivers have truly had a flying start—which means that, as a Bendix Radio dealer, you now offer your customers not only prices competing with chain store merchandise, but also the finest receivers money can build or buy.

*Why Not Handle
the Headliner—*

**SEND THIS COUPON TODAY. REMEMBER — THIS FRANCHISE IS
AVAILABLE TO ONLY ONE SELECT DEALER IN EACH COMMUNITY.**

WINS BENDIX TROPHY

BENDIX TROPHY RACE
WON BY MANTZ

WITH A FLYING START

A Mighty Front Page Name!

Your store is in the headlines when you handle Bendix Radio and Television. Year after year, the famous Bendix Trophy Race at the National Air Show captures the interest and front pages all over America. And that's just one of myriad activities that keep

the great Bendix Aviation Corporation in the news. It's good business to be linked with a leader—and better than ever now that Bendix Radio offers you an exclusive direct-to-dealer merchandising plan with the wonderful profit advantages listed below.

*Exclusively Yours Only With This New Power-Packed Direct-to-Dealer **RADIO AND TELEVISION** Merchandising Plan*

- 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 builds 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.

Bendix Radio

AND TELEVISION

DIVISION OF
BALTIMORE 4, MARYLAND
DEPT. C



*Please send me all the facts about your new direct-to-dealer,
radio-television merchandising plan.*

MY NAME _____ MY FIRM _____

MY ADDRESS _____





"The Giant Ten"
Table Model

Model T-10823, a picture almost 9" x 7", featuring Syncro-lok.

\$375*



Deliveries

Because UST owns Zetka Television Tubes, Inc., leading quality producer of 12" and 15" tubes, we can guarantee prompt delivery of Big-Picture sets.



"The Giant Twelve"
Console Combination

Model KRV-12831P with radio and record changer, featuring Syncro-lok, and a 80 1/2 square inch screen.

\$795*



"The Giant Fifteen"
Table Model

Model T-15823, featuring Syncro-lok, and a 130 square inch screen.

\$895*



UNITED STATES TELEVISION

presents

"The Giant Fifteen"



"The Giant Fifteen" console combination
KRV-15831P, with radio and record
changer, featuring Syncro-lok,
and a 130 square inch screen. **\$1495***

★ UST, pioneer in the "Best of the Biggest Pictures," now offers the ideal direct view set for the home.

It features the now-famous Zetka flat-faced fifteen-inch view tube which gives 130 square inches of undistorted picture. UST's ten years in television pioneering has developed special circuits for the "Giant Fifteen" that maintain the UST record for being "One Full Year Ahead." These sensational circuits feature UST "No Fog" Contrast, UST Automatic Syncro-lok, UST Crystal Picture Detection, UST Tele-Symphonic Tone System, and UST "Fused Circuit Safety." No finer tele-receiver has ever been developed by our great research laboratory. From the inlaid tooled-leather tuning panel to the fine Webster record changer, the "Giant Fifteen" three-way console is a perfect instrument for home entertainment.

Important! The "Giant Fifteen" is priced considerably below comparable models.

*Federal Excise Tax and Installation, extra. Prices slightly higher west of the Rockies.

"Ten Years in Television"

UNITED STATES TELEVISION MFG. CORP.
3 W. 61st St., New York 23, N. Y., Tel.: Circle 6-4255

TERRIFIC NEW G-E VALUE!

G-E RADIO-PHONOGRAPH

NEW LOW PRICE

\$119.95*

RIGHT SMACK in the middle of today's high costs, General Electric brings you a terrific new value that will bring customers to your store on the run! Here's a G-E radio-phonograph console combination model 119W at a price that's the sensation of the year. Here's a price that's a real sales maker! Act fast! For more details call your G-E radio distributor or write *General Electric Company, Receiver Division, Electronics Park, Syracuse, New York.*

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



Model 119W

- Smart lowboy console
- Standard radio
- Automatic phonograph

- Natural color tone
- G-E Electronic Reproducer
- Walnut cabinet—mahogany or blond slightly higher

Here's another profit-maker that you can sell along with Model 119.



ELECTRONIC LP RECORD PLAYER

The G-E Electronic LP Player is optional at only \$19.95*. It plays the new 45-minute records with the sensational G-E Electronic Reproducer!



*Every Customer's
a Portable Prospect!*

● 3-way portable. New selenium rectifier. Maroon, ivory or light gray plastic case.



Model 133

● Self-charging portable. Renews its power on house current or from auto battery.



Model 160

● Exquisite 3-way, very thin, personal portable. 2 3/4" deep, 7 1/2 lbs. Stunning maroon case.



Model 145

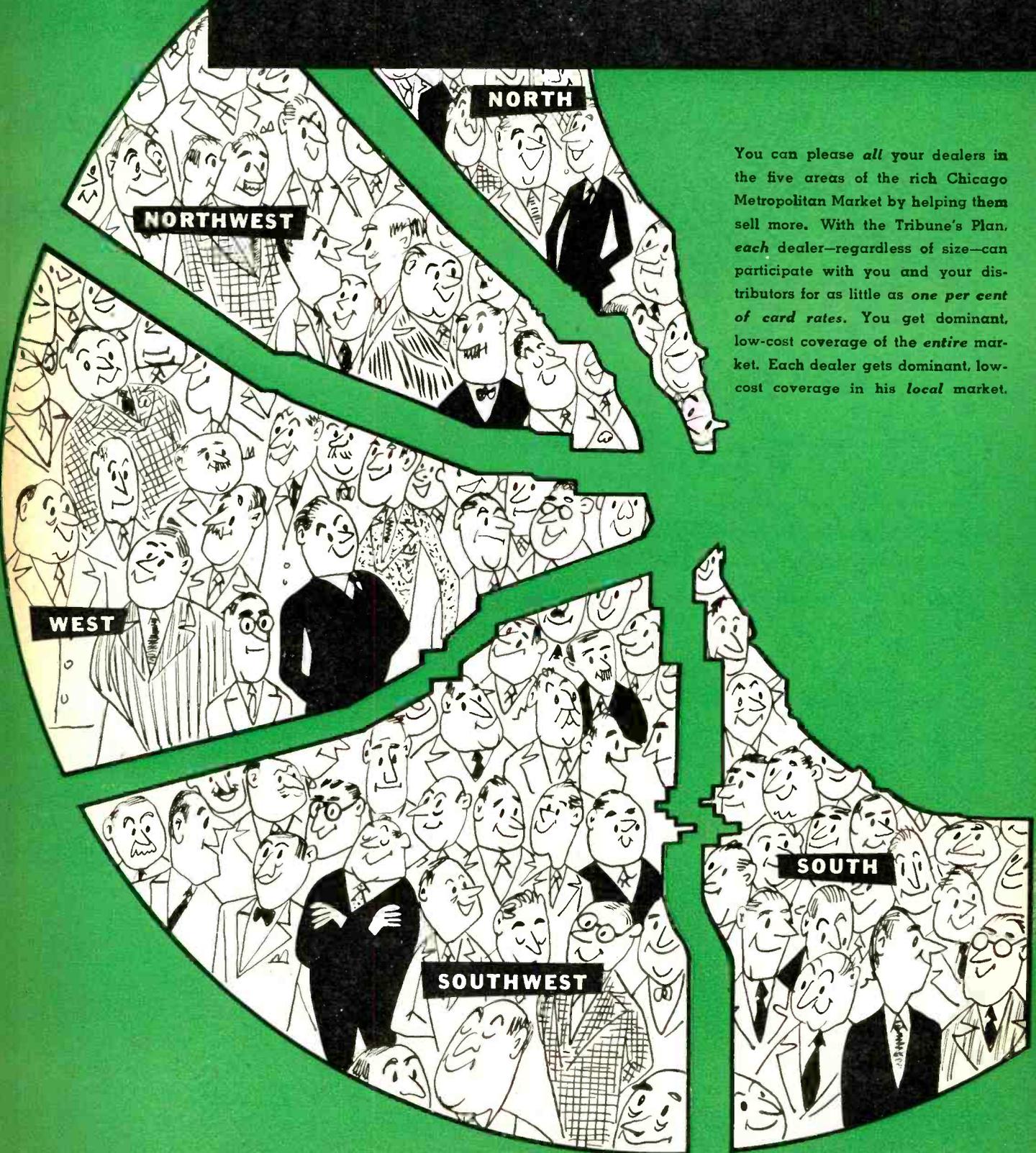
GENERAL  ELECTRIC

175-G9

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

RADIO & TELEVISION RETAILING • October, 1948

local
MADE TO ORDER FOR



You can please *all* your dealers in the five areas of the rich Chicago Metropolitan Market by helping them sell more. With the Tribune's Plan, *each* dealer—regardless of size—can participate with you and your distributors for as little as *one per cent* of card rates. You get dominant, low-cost coverage of the *entire* market. Each dealer gets dominant, low-cost coverage in his *local* market.

EACH OF YOUR DEALERS

... THE CHICAGO TRIBUNE'S SELECTIVE AREA ADVERTISING PLAN

For a highly productive campaign that ties in closely with your dealers' operations, take advantage of the Chicago Tribune's Selective Area Advertising Plan. Under it

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!**

No matter how many dealers you have in the Chicago market, the Tribune's Plan fits each one's individual needs. It is inexpensive and productive. It works like this:

The Tribune delivers five separate Sunday sections in five separate areas of the Chicago Metropolitan Market. Each section has a circulation of some 200,000. *You can list selected groups of non-competing dealers in the advertisements that appear in each section.* This means sales developed in each dealer's trading area are directed exclusively to his store. And that's what dealers want.

In itself, this Chicago market is rich enough to take an important part of your production. The Tribune's Plan, capitalizing on the consumer's habit of purchasing hardline merchandise near home, puts the pressure on where it does the most good. The plan can be applied in almost any newspaper market.

Manufacturers selling merchandise ranging from records and shoes to radios and washing machines have already spent more than \$550,000.00 in the Tribune for advertising under the plan. It can boost your sales, too. For complete details, contact your nearest Tribune representative today.

USERS OF 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 Acrobat Shoes,

Bendix Home Laundry, Coleman Heater, Columbia Records, Eureka Vacuum Cleaner, Horton Ironer, Jacobs Launderall, 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 1,550,000

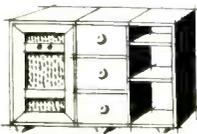
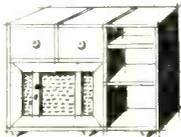
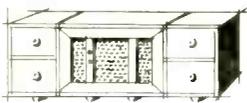
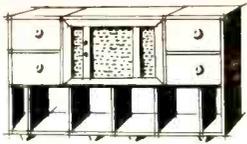
Sunday average net paid city and suburban circulation: Over 1,000,000

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



Jensen Customode

Customode is the answer to the ever expanding requirements of audio-video equipment. Today, you may install a 15" speaker, communications receiver, tuner, and a record changer. Tomorrow, you can add a television set, a pick-up for Micro-groove records, and a record cabinet. The illustrations show only a few of hundreds of cabinet variations for Home Entertainment Centers. Designed by leading furniture stylists and electronics engineers, Customode's "building block" versatility enables you to create your own layouts as you wish, when you wish.

Write today for literature and scale cut-up illustrations. Jensen Manufacturing Company, 6625 S. Laramie Ave., Chicago 38, Illinois.



BEST BUYS... BEST ADVERTISED!

Motorola TELEVISION

your complete *Living Room Theatre*
in one gorgeous cabinet

6 in ONE

- 1 TELEVISION on a big screen
- 2 AUTOMATIC PHONOGRAPH for new "Long Playing" records
- 3 AUTOMATIC PHONOGRAPH for standard records
- 4 FM RADIO (Frequency Modulation)
- 5 AM RADIO (Standard Broadcast)
- 6 ROOMY RECORD STORAGE SPACE

Make no mistake—this is the finest—and at a price less than many sets with television alone! But, see for yourself. Compare the clarity and brightness of Motorola Television with any other—at any price. Compare the Golden Voice tone of Motorola FM and AM radio—the true, noise-free record reproduction—the swift, silent changer—the generous record storage space. Then, imagine the Furniture Styled beauty of this hand-rubbed cabinet in your own home. Test it, compare it—and you'll never be satisfied with any other! **MODEL VF103**



Television Console. 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



Wonderful Television. Lightweight. Low Priced. Clear, bright television you'll enjoy! Weighs just 26½ lbs. Model VT71

Motorola GOLDEN VIEW TELEVISION

...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. 78FM22

MOTOROLA INC. • CHICAGO 51, ILLINOIS

THIS IS TO CERTIFY THAT

CUSTOMER INSURANCE-For You-At No Cost

**RAYTHEON
FOR
BONDED ELECTRONIC TECHNICIANS**

A Surety Bond Has Been Issued by the WESTERN NATIONAL INDEMNITY COMPANY

Expiring the _____ day of _____, 19____, Bonding This Firm Respecting its Agreement with Raytheon Manufacturing Company to:

1. GUARANTEE ITS RADIO RECEIVING SET REPAIR WORK FOR 90 DAYS FROM DATE PERFORMED AND REPLACEMENT PARTS FOR 90 DAYS FROM DATE INSTALLED.
2. Use only parts of recognized quality in such repair work.

3. Not charge more than list price for parts installed in such repair work.
4. Test customer's radio receiving tubes as accurately and reliably as possible.
5. Keep charges for labor in such repair work at a fair and reasonable level.
6. Perform only such repair work as is necessary or authorized.

7. Maintain and use service equipment essential to good radio receiving set repair work and reliable tube checking.
8. Maintain in such repair work the high quality service indicated by the experience required of all Bonded Electronic Technicians.



The amount of coverage for the above Dealer under this Surety Bond is limited to the sum of One Hundred Fifty and No. 100 (\$150.00) Dollars in the aggregate and is further limited to the sum of Fifty and No. 100 (\$50.00) Dollars for any claims involving any single customer.

Signed and Sealed

WESTERN NATIONAL INDEMNITY COMPANY

By A. L. Valentine
A. L. VALENTINE, Vice-President
East, Chairman and Vice-President, 315 West Jackson Boulevard, Chicago 6, Illinois

No. _____ A

730 1-47-1034

You're a responsible citizen. You do good work. But how are the people in your neighborhood, the radio owners that pass your store every day going to know it unless you tell 'em and *make it stick!*

The RAYTHEON BONDED DEALER PROGRAM makes it stick! It provides you with an iron-clad 90-day BONDED guarantee on labor and parts that is backed by the hundred million dollar assets of the Western National Indemnity Company. Raytheon pays for your bond. It doesn't cost you a cent!

YOUR RAYTHEON DISTRIBUTOR HAS A BOND FOR YOU

Ask him about the Raytheon Bonded Dealer Program and how you can use it to build steady, profitable volume.

Act now — while there is still an opportunity for you to become a *Raytheon Bonded Electronic Technician*.

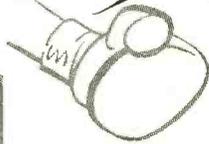
RAYTHEON MANUFACTURING COMPANY
RADIO RECEIVING TUBE DIVISION
NEWTON, MASSACHUSETTS • CHICAGO, ILLINOIS • LOS ANGELES, CALIFORNIA

The Raytheon Bantal Tube simplifies your tube stock without loss of sales. Eight fast-moving Bantals replace sixteen equivalent GT and metal types. A new and better tube at no extra cost! Ask your Raytheon Distributor for Raytheon Bantal Tubes.



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

Sparton-Television



AN EXTRA PUNCH TO THE SPARTON FRANCHISE!



You saw Sparton originate its famous *direct-to-dealer* SCMP—Sparton Cooperative Merchandising Plan—back before the war, and start something brand-new in radio retailing.

Then you saw this healthy method of selling radios snap Sparton dealers out of a retailing nightmare and bring them extra dollars.

Now you're going to see the same with Sparton television . . . only more so because the years have added experience. For sensational Sparton TV, with Automatic Brightness Control, is being distributed under the *same* time-tested SCMP plan of *direct* factory shipments to one exclusive Sparton dealer in each community.

Think how that puts you—the Sparton dealer—smack in the driver's seat in your home town market. You can offer the top-quality deal in radio or television at a price that makes customers open their eyes and open their purses . . . but still leaves a generous margin for you!

If you're not a Sparton dealer, take a *good* look at the details of SCMP now. Then ask if the exclusive Sparton franchise in your community is available.

TELEVISION MASTER-PIECE. Brilliant TV receiver with exclusive Automatic Brightness Control. Check it against other makes on your floor for value and price. Full 54-square-inch picture, 10-inch picture tube, 27 tubes. Greater accuracy in selection with fewer gadgets. Beautiful cabinet in mahogany veneers. A real sales-maker! List **\$375.00***
(Plus—installation and excise tax)



PERFECT COMPANION. Smart living room-mate for the above television console. Versatile Sparton AM-FM radio-phonograph. New scratch filter, 10-inch concert speaker in hand-rubbed mahogany, walnut or blonde veneers. Fast, quiet, trouble-free record-charger. Model 1040. List **\$229.95***
List

ARISTOCRAT. Sparton Credenza combines matchless Sparton television, AM-FM radio and phonograph in exquisite breakfront of select mahogany veneers. Full 12-inch viewing tube with 72-square-inch picture area. Automatic Brightness Control. Silent automatic record-changer. Model 4900TV. List **\$694.95***
(Plus—installation and excise tax)



*All prices slightly higher west of Rockies.

ONE Sparton dealer in each community Check these profit-increasing features

- One exclusive dealer in each community
- Direct factory-to-dealer shipment
- Low consumer prices
- National advertising
- Factory-prepared and distributed promotional helps
- Seasonal promotions
- Uniform retail prices
- Cabinets from Sparton's own plant

Sparton

RADIO-TELEVISION'S RICHEST FRANCHISE
THE SPARKS-WITHINGTON COMPANY, JACKSON, MICHIGAN



4 Figures

WORTH LOOKING AT



The Crosley 9-205M . . . deluxe radio phonograph with FM, AM. Exquisite 18th Century styled cabinet, finished in genuine mahogany.

The Crosley 9-212M . . . new, low-priced value leader. Standard Radio and Automatic Record Changer. Mahogany finish. In walnut, 9-209; Lined Oak, 9-213B



4 Reasons WHY THE ALL-NEW CROSLEY RADIO LINE

*Sells Easier!
Sells Faster!*

1 IT'S A COMPLETE LINE! There's a model for every prospect. 26 all-new sets, including portables, table radios, farm sets, table and console combinations in a wide variety of colors, finishes, styles.

2 IT'S A QUALITY LINE! Unrivalled resources in research, engineering and manufacturing . . . plus the finest materials available assure top quality for lasting *customer satisfaction*.

3 IT'S COMPETITIVELY PRICED! There's a Crosley within the budget of every one . . . with style, tone and performance features second to none!

4 IT'S VIGOROUSLY PROMOTED! A full schedule of demand-creating ads in popular magazines, backed by intensive newspaper advertising, pre-sells your prospects on Crosley products. You tie-in locally with ad mats—radio—displays—direct mail—on Crosley's generous cooperative plan.

ALL-NEW AC-DC TABLE RADIOS BY CROSLEY



9-113: Velvet - voiced beauty! Walnut plastic.



9-104W: All 'round beauty. Ivory finish.



9-122W: Mellow-toned. Rich ivory-on-plastic.



9-119: Compact Power-house! Walnut plastic.

CROSLEY

Division—*AVCO* Manufacturing Corporation
Cincinnati 25, Ohio *®

Shelvalor* Refrigerators • Frastmasters • Ranges • Radios
Radio-Phonographs • Television Receivers

Concentrated Distribution

...in
the
Radio
Field



You can sell more RCA Batteries because—

1. RCA Batteries are sold primarily through radio dealers and servicemen—this means more *repeat* business for you.

2. RCA provides the greatest array of selling aids in battery history . . . all geared to the *radio trade!*

3. Eight warehouses are strategically located to assure you of quick delivery on fresh stocks of RCA batteries through your local RCA Distributor.

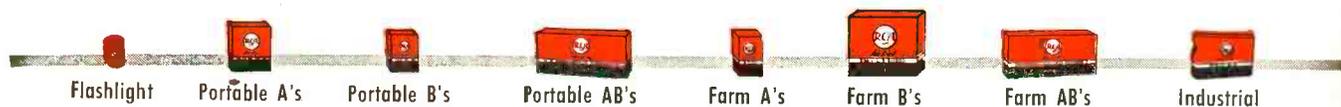
4. RCA's completely rounded line covers virtually all of the requirements of the radio and electronics field.

5. Smart packaging, competitive prices, and "the greatest name in radio" add up to overwhelming customer acceptance.

6. RCA batteries are *radio engineered* for extra listening hours.

See your RCA Distributor about RCA Batteries today.

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



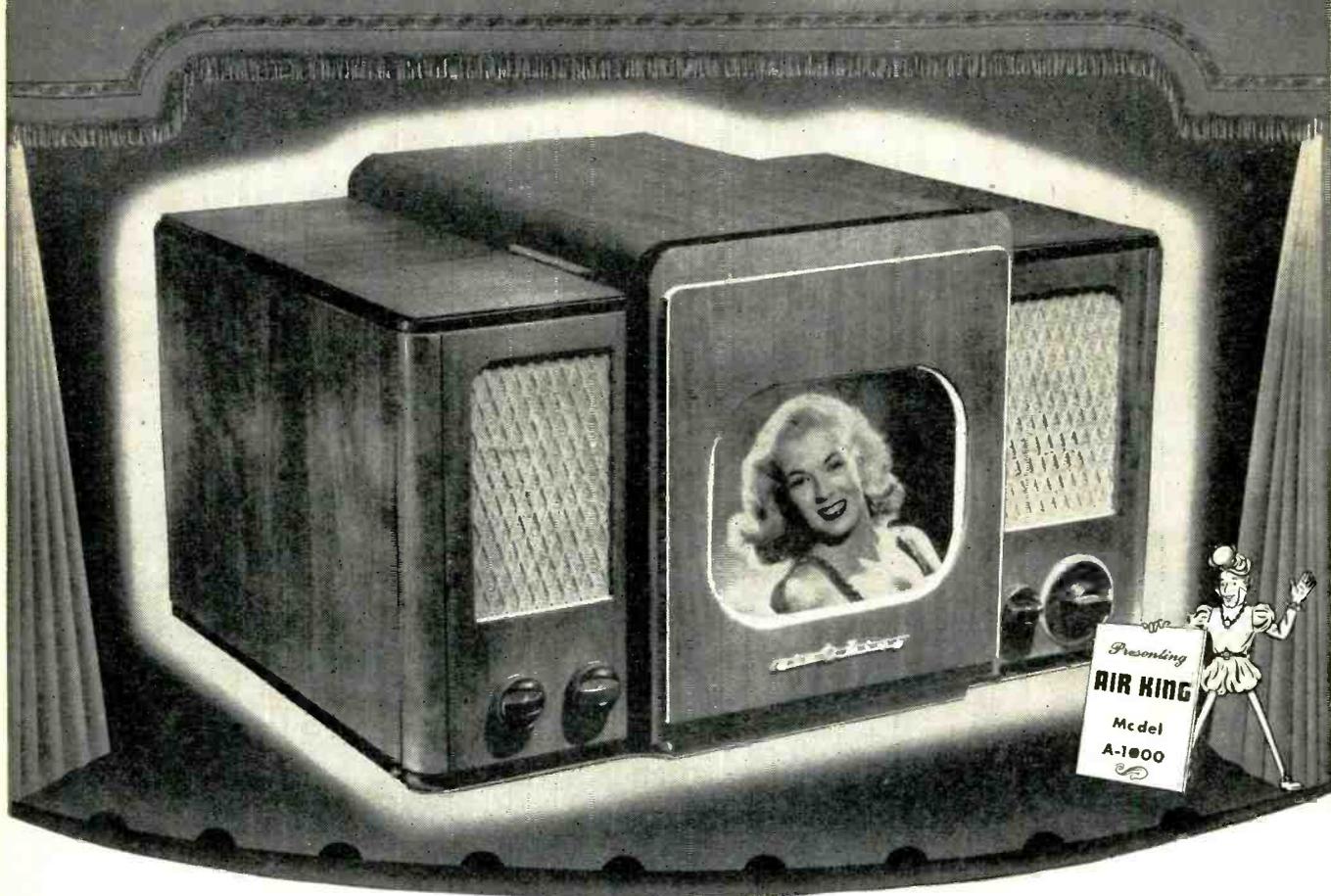
RADIO CORPORATION of AMERICA

HARRISON, N. J.

AIR KING

"Spotlite Brite"

TELEVISION



AIR KING SETS THE STAGE FOR an All-Star Performance

With all the magnificence and excitement of a Broadway premiere, powerful spotlights converge on stage and the curtain unfolds on a stellar performance! Lucky first-nighters, with seats down front, watch in breathtaking silence...It's a hit! A great performance! AIR KING "Spotlite Brite" Television makes every show a thrill to watch. The large ultra-bright picture brings every viewer down front...ringside...at the 50-yard line! Impartial field tests have proved AIR KING "Spotlite Brite" Television always gives an All-Star Performance; the video industry's greatest "hit!"

See AIR KING "Spotlite Brite" Television in actual operation at your AIR KING franchised distributor today!

AIR KING PRODUCTS CO., INC., 170 53rd STREET, BROOKLYN 32, N. Y.
Export Address: Air King International, 75 West St., New York 6, N. Y.

WHY AIR KING "Spotlite Brite" Sells on Sight!

- 13 Channels • Complete FM Audio Circuit
- 10" Tube—Table Model • 30 Tube Chassis
- 52 square inch direct view picture
- Impossible for picture to "slip" — A.F.C.
- Horizontal and Stabilized Vertical holds
- Wide band video amplifier
- Magnetic focus and deflection
- Safety high-voltage supply
- Handsome veneered mahogany cabinet with hand-rubbed finish

\$369⁵⁰

Slightly higher in Zone 2
Plus Federal Excise Tax and Installation

AIR KING RADIO

Division of HYTRON RADIO & ELECTRONICS CORP

The Royalty of Radio Since 1920



*Prevent mistakes
and stop losses
with these
simple records!*



FREE! Mail Coupon for "Helpful Hints" giving facts about your type of business.

Today you can quickly and easily have simpler records that will stop the mistakes and losses which eat into profits. You'll prevent the delays that irritate customers. You'll know that all charge sales are billed. You'll find stock-taking easier and quicker. You'll spot profitable lines at a glance with up-to-the-minute sales figures. You'll know exactly how you stand on cash and accounts receivable. Yes, with Standard Form-Flow Registers and Forms, you will have all the vital facts about your business—all the time.

With a Standard Register System you'll record all the facts about every

transaction at *one* writing in *less* time. You'll save the time wasted in writing up extra padded slips and forms—



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

and save clerical errors. All copies will be clearly legible and exactly alike, word-for-word and line-for-line. Accurate information will appear on sales and charge forms, invoices, work and delivery tickets, inventory and bookkeeping records.

Using Standard Registers and Forms, thousands of businesses control cash and charge transactions—save time, work and trouble—cut costs—simplify bookkeeping and tax accounting—protect and increase profits. Mail the coupon—to learn how YOU can do all these things in YOUR business!

Standard Register

Manufacturers of

Registers and Forms for All Business and Industry

THE STANDARD REGISTER COMPANY, 1310 CAMPBELL STREET, DAYTON 1, OHIO
Pacific Coast: Sunset McKee-Standard Register Sales Co., Oakland 6, California.
Canada: R. L. Crain Limited, Ottawa. Great Britain: W. H. Smith & Son, Ltd., London.

Mail This Today!

The Standard Register Company
Dept. 1310, Dayton 1, Ohio

Please send me, without obligation, "Helpful Hints" and fully detailed information as to how Standard Registers and Forms can help my business.

Name _____

Company _____

Street _____

City _____ Zone _____ State _____

TUBES ARE KNOWN BY

THE COMPANY THEY KEEP



Farnsworth

Remler



Rauland

hallicrafters



**"WHEN WE THINK OF V-R TUBES,
WE THINK OF HYTRON."**

When leaders automatically order their gaseous voltage-regulator tubes from Hytron, there must be a reason. Companies with top names can afford to select only top quality components. To have sold over 2,500,000, these Hytron OA2, OB2, OC3/VR105, and OD3/VR150 tubes must offer something special. They do! Better performance. Their advanced engineering—rigidly controlled processing and assembly—and tougher-than-JAN factory tests make these apparently simple tubes actually easy to make—better.

Yes, you are in good company if you instinctively associate V-R tubes with Hytron. Army, Navy, Air Force, AEC, famous university research laboratories—as well as industrial leaders—repeatedly order Hytron V-R tubes. Pick either the standard OC3/VR105 and OD3/VR150 or the space-saving OB2 and OA2; you, too, will prefer Hytron. That goes double, if you're "from Missouri." Find out for yourself why so many turn automatically to Hytron.

Motorola



DUMONT



The Fisher



SETCHELL CARLSON, Inc.



General Communication Company



SPECIALISTS IN RADIO RECEIVING TUBES SINCE 1921

HYTRON

RADIO AND ELECTRONICS CORP.

MAIN OFFICE: SALEM, MASSACHUSETTS

Electronics—May, 1948
CQ—June, 1948

QST—May, 1948
Radio & Television Weekly—April 7, 1948



Announcing...



MODEL 8F30

...A NEW
wireless
RECORD PLAYER
for the new
Microgroove Records!

ANOTHER FIRST *by* **WILCOX-GAY**
... MAKERS OF **Recordio**

FIRST in 1938

FIRST in 1948

Ten years ago, in 1938, Wilcox-Gay created a sensation by introducing America's first wireless record player.

Today, in 1948, Wilcox-Gay is first again with a wireless record player for the new long-playing Microgroove Records.

- FOR NEW 33 $\frac{1}{3}$ RPM LONG-PLAYING RECORDS
- PLAYS THROUGH ANY RADIO
- NO CONNECTIONS REQUIRED

Everyone's talking about Microgroove Records. Now Wilcox-Gay gives you a *wireless* record player, designed especially for reproducing these new long-playing records. Plays through any radio... no wiring, no installation is required.

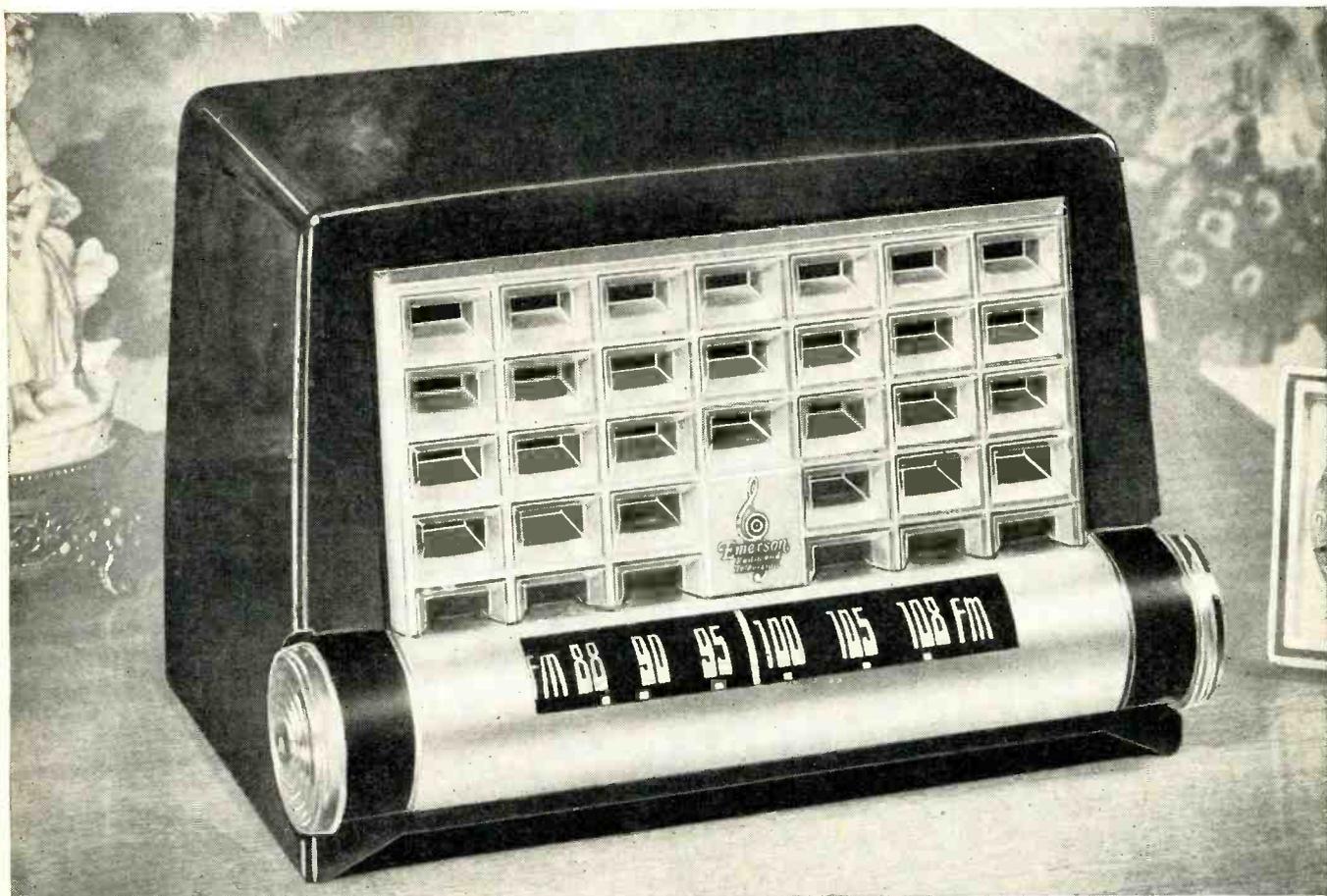
Here's an item that's going places. Every record buyer is a prospect because every record buyer wants the advantages of long-playing records. Wilcox-Gay meets the demand with an instrument that offers convenience and superb wide-range, high fidelity response.

Want more details? Of course you do! Write us, wire us... or ask your Wilcox-Gay distributor!

WILCOX-GAY CORPORATION • CHARLOTTE, MICHIGAN
In Canada: Canadian Marconi Company

Again EMERSON

INVENTION AND PROMOTION HISTORY IS BEING REPEATED



The "Conqueror" EMERSON FM Model 602

Now — for the FIRST TIME — EXCLUSIVE with EMERSON — a GENUINE "Noise-Conquering" (not a "superegen" compromise) Superheterodyne FM Receiver at the sensationally low price of:

- AC-DC Superheterodyne. Covers entire Frequency Modulation band.
- Alnico 5 PM Speaker. Automatic Volume Control.
- Internal FM Power Line Antenna.

\$29⁹⁵

- Maroon plastic cabinet—golden trim.
- New type illuminated Cylinder Dial—with integrated side grip control.
- All modern FM features.

Get details of the COMPLETE Emerson line of FM Radio and Television

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

Revolutionizes Radio

NOW, WITH A NEW MARVEL OF PERFORMANCE AND PRICE—

FM

TRUE "FM" COMES WITHIN EASY REACH OF EVERYONE—OPENING VAST NEW SALE AND PROFIT OPPORTUNITIES TO ALL DEALERS

What Emerson Radio did for Small Radio years ago, Emerson is now doing for "FM" — providing a sensational product and price innovation that will give the NECESSARY IMPETUS to this great new phase of radio.

Millions of people KNOW and WANT "FM". They know that more than 650 FM stations are now broadcasting fine programs. They want their reception of voice

and music to be all they've ever heard about Frequency Modulation.

The "CONQUEROR" — the GENUINE noise-conquering Emerson AC-DC Superheterodyne "FM" Model 602 — is the PERFECT ANSWER, the widely advertised performance and price leader that will start the "FM" ball rolling in all territories and pile up "PLUS" sales and profits for every dealer who features it.

"FM" Stations — WRITE

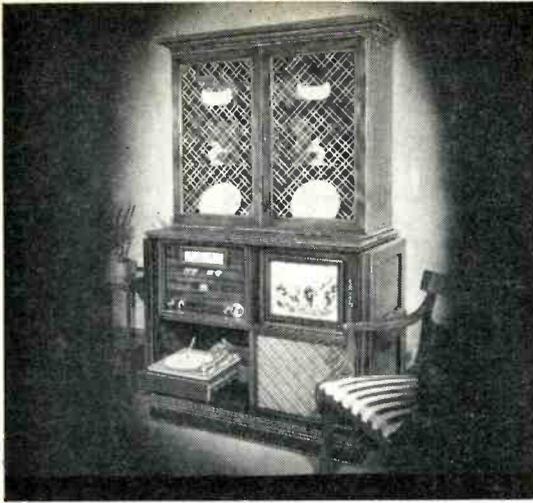
Get Emerson's plan for increasing your FM audience. Write direct for particulars.

Emerson Radio Dealers

Write, telephone or wire your Emerson distributor—get your orders in promptly for early shipment.



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



▲ **THE COSMOPOLITON**—Modern decorators breakfront with 15" direct-view tube. 40 tubes plus 2 rectifiers. Dynamic auditorium speaker, AM-FM radio. Webster phono-changer. Dialite tuning.

Now... a higher
 standard of
 television performance

Designed for the finest homes



▼ **THE GOTHAM**—Modern decorators console cabinet with 15" direct-view tube. AM-FM radio-phono. 40 tubes plus 2 rectifiers. Dialite tuning. Dynamic auditorium speaker.

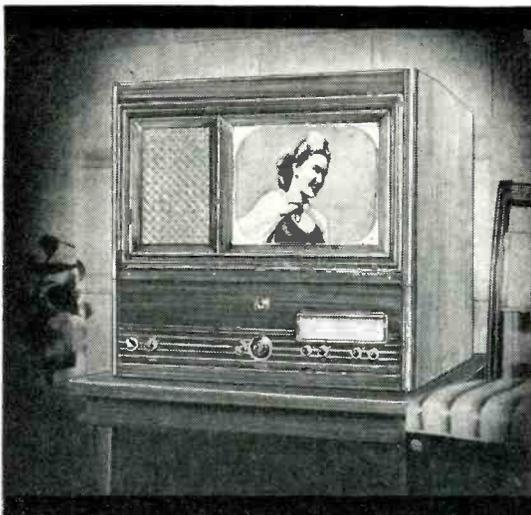


STARRETT presents a complete line of 10 large tube models, each an outstanding value.

STARRETT engineering brings you superb picture reproduction blended with rich, accurate FM sound reception. A new perfection in television to suit persons of judgment and taste.

STARRETT cabinets are hand fashioned of fine solid mahogany and walnut in handsome modern and artistic period furniture pieces which enhance the beauty of any room.

▼ **THE KING ARTHUR**—Club model with 20" direct-view tube. AM-FM radio phono plug. Dialite tuning.



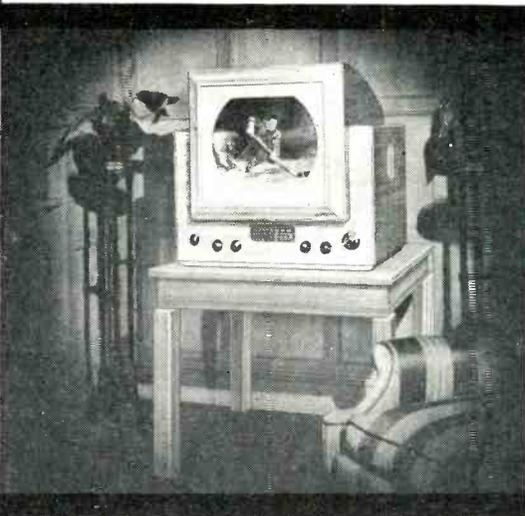
▼ **THE ADAMS**—Period console with 12" direct-view tube. AM-FM radio-phono. 30 tubes plus 2 rectifiers.



▼ **THE FRANKLIN**—Console with 12" direct-view tube and AM-FM radio reception. 30 tubes plus 2 rectifiers. Sliding panels convert cabinet into beautiful furniture piece. Available without AM-FM radio.

Prompt delivery
to selected dealers
in each community

▼ **THE AMBASSADOR**—Table model with 16" metal direct-view tube. 31 tubes plus 2 rectifiers. AM-FM radio.



Starrett

TELEVISION CORP.

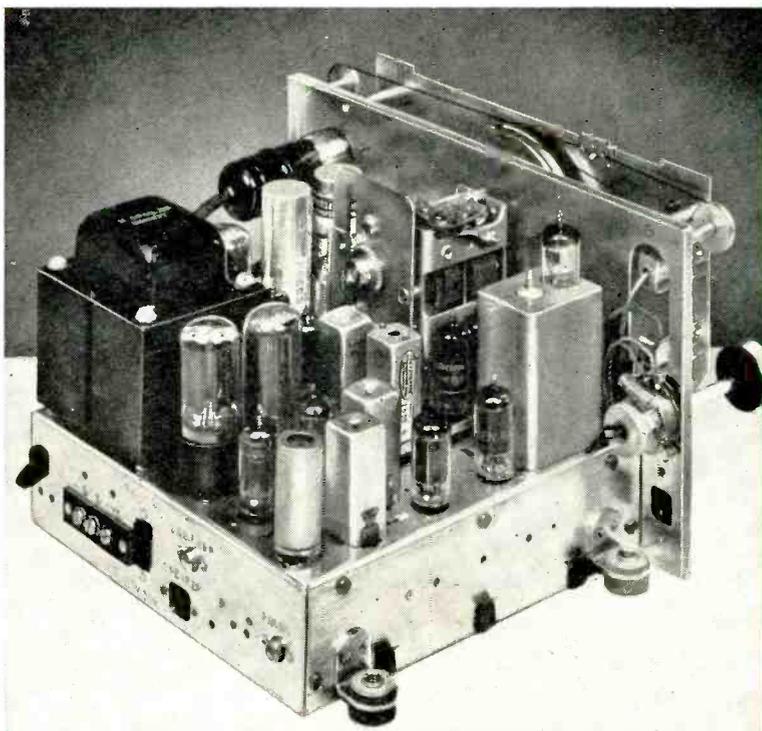
Sales and Showroom: 521 Fifth Ave., N. Y. 17, N. Y. MU 7-1780
Factory and offices: Starrett-Lehigh Building, New York City

New 1409 Chassis... Proof Again

There is Nothing Finer Than a

STROMBERG-CARLSON

1. **New Chromatic Tone Selectors**—visual color guides to fine tone blending with separate treble and bass controls
2. **New Rocket Tuning for FM and AM**—a flick of the finger to select any station
3. **New Single-Arm Pick-up for High or Low Speed Records**—velvet-action changer plays 33-1/3 and 78 RPM records
4. **New Signal Maximizer**—adjustable antenna circuit increases signal strength, reduces noise and interference
5. **New Finger-Touch Service Selectors**—instant choice of services—FM, AM, record player
6. **Improved Eye Tuning**—precise guide to highly selective fine tuning
7. **Instant Station Finders**—fit compactly on dial for quick location of favorite FM and AM stations
8. **Smart New Cabinets**—decorator-designed, in carefully selected woods, hand-rubbed to satin finish



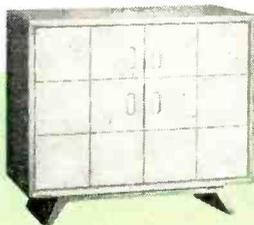
NEW STROMBERG-CARLSON #1409 Chassis



NEW STROMBERG-CARLSON #1409 Dial

Things will really happen when you demonstrate these #1409 features for '49! New and unique features. Exciting, revolutionary features. *Selling features!* And they are backed by Stromberg-Carlson tonal fidelity... leadership in FM... and 54 years of reputation for the finest in acoustics. The new #1409 receivers offer Stromberg-Carlson franchised dealers the greatest opportunity ever for profits. Available for early delivery.

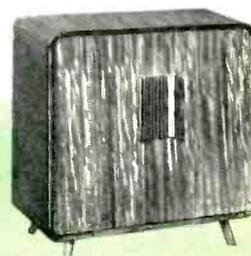
STROMBERG-CARLSON COMPANY
Rochester 3, N. Y.
— In Canada
Stromberg-Carlson Company, Ltd., Toronto



NEW WORLD FM-AM
Radio-Phonograph
#1409-M2M



HEPPLEWHITE FM-AM
Radio-Phonograph
#1409-PGM



NEW FUTURA FM-AM
Radio-Phonograph
#1409-M3A

Established in 1922 as **ELECTRICAL RETAILING**

RADIO & TELEVISION RETAILING

Including "Radio & Television" and "Radio & Television Today"

O. H. CALDWELL, Editorial Director



M. CLEMENTS, Publisher

Christmas—the Proper Spirit!

We have no qualms whatsoever in predicting that the coming Christmas season will be a sales record breaker.

And this unqualified forecast in the face of some expressed beliefs that Yuletide business will be off because of the high and rising costs of living.

Whether we are headed for outright disastrous inflation, equally ruinous deflation, or a continuation of our present prosperity, no one can accurately say when viewing the situation on a long-range basis.

But from this point to Christmas, one doesn't need the use of a crystal ball to assure himself that the greatest volume of business ever will be rolled up in this field.

On the pessimistic side of the ledger we have just one factor, and that is the high cost of basic necessities. On the bright side, to offset the effects of the high cost of living, we have the highest level of employment in our history, the highest wage level the country has ever experienced, and a greater selection of merchandise.

The high employment level has resulted in a more equitable distribution of money, and, significantly enough, it has put cash into the hands of the people who are keenly conscious of the desirability of raising their standards of living. The American wage-earner is well represented on the automobile waiting lists; he has led the way in buying television. He may cry about buying steak, but he continues to eat it.

The man in the street may gripe about paying his way with a fifty-cent dollar, but wild horses couldn't drag him back to the good old days when bonded whiskey cost a buck a pint; chopped steak two pounds for a quarter. *The days when jobs and dollars were few and far between.*

So all in all there's a good lesson to be learned in viewing our present business picture. Not only as it relates to Christmas, which is certainly going to be something for the book, but of business in general—which in spite of our natural bent toward beefing about things, remains at a level which should make us all thankful to be Americans.

What's Ahead!—in Radio,

SHARP INCREASE IN THE NUMBER of manufacturers of components and accessories in the radio field due in no small measure to the mushrooming television business. **RADIO & TELEVISION RETAILING** estimates that there are approximately 20 per cent more of such makers now than were in business a year ago.

MANY DISTRIBUTING FIRMS viewing with genuine concern the rising cost of doing business. They are spending more money on demonstration and servicing facilities than ever before, and the overhead in general has risen sharply.

SMALL RADIO SET SALES STILL SLUGGISH, dealers report, but one merchant moves numbers of the little receivers via a most unique method. For details see short article entitled, "How One Dealer Sells Table Models"—in our next issue.

"CASH IN ON CLEANERS", the article on down-to-earth methods in merchandising vacs, was reprinted and circulated by one of the country's largest national distributing organizations.

WITH THE EXCEPTION OF THE DEALERS who specialize in "easy terms", most merchants in this field are not deeply concerned over the new credit regulating law. Under its terms, number of retailers point out, they are able to make better deals, and widespread customer resistance is not expected. Too, credit buying is off—considerably lower than it was pre-war.



SANTA CLAUS WILL FIND COMPANY on the rooftops and around the chimneys this Christmas season. He'll meet numbers of TV installers busy putting those gift video sets in working order in television areas. The TV receiver is outstanding as a Christmas present for the entire family.

THERE'S AN OUT-AND-OUT BATTLE going on between commercial finance organizations and banks in bids for the business of handling consumer and dealer credit contracts.

THE NOVEMBER ISSUE of **RADIO & TELEVISION RETAILING** will feature an article explaining how radio dealers, and servicemen's organizations can stage meetings similar to those so effectively operated by the originators of the "Town Meeting" idea.

THOUGH NUMBERS OF PLATTER PRESSERS folded during the past twelve months, others have sprung up to maintain the present roster of some 120 companies whose phono record labels are being marketed—about the same figure as that of a year ago.

INCREASED ADVERTISING, BETTER DEMONSTRATION techniques boosting sales of electric ironing machines. No longer the stepchild of the laundry equipment business, the ironer has risen in sales to almost 10 per cent of the prospective market according to the Speed Queen people.

PHILCO NOW HAS A "UNIVERSAL" rear-seat speaker for auto radios, and is offering its dealers a colorful array of point of sale advertising material. Up until recently, the firm's rear-seat speaker was made only for Philco sets.

"I HATED TURNING DOWN THAT man," said the boss of a large TV installing outfit. "He's a first-rate radio technician, but he's afraid of high places, and can't climb."

DID YOU KNOW THAT ALL general feature articles, such as those on salesmanship, window-dressing, advertising, merchandising of service, etc., appearing in this magazine are staff-written? This will answer the questions of a number of readers who are curious about the absence of "by-lines."

A TINY TELEMETERING SYSTEM weighing only a few pounds and capable of transmitting 24 different types of information simultaneously from a rocket traveling at more than 3,000 miles per hour has been successfully tested by the Navy Department, according to "Armed Force."

SEE THE INTERESTING ARTICLE, "TV Shop on Wheels", in the Service & Sound Section of this issue. There's a valuable description of all the tools, accessories, parts and equipment carried in the service truck operated by a progressive Connecticut retailer. (A photograph of the truck appeared on the September, 1948, cover of this publication.)

Appliances, Records and Television

IT'S NO SECRET THAT JUKEBOX operators are doing mental handsprings in TV areas. Disc makers have felt the pinch too. Approximately 15 per cent of total sales of some of the large pressing firms has been going to the automatic music machines.

NEW USES FOR INFRA-RED LAMPS continue to crop up. The latest is the heat lamp's employment in drying the pet dog after his bath.

OPERATING COSTS RISE, AND PROFITS DROP, an NERA cost of doing business survey for the year 1947, reveals. A significant fact disclosed by the figures is that the cost of goods sold rose to 67%, or \$67 per \$100 of net sales, in 1947 from 66.1%, or \$66.10 for every \$100 worth of merchandise sold, in 1946. Gross margin dropped to \$33 per \$100 of goods sold in 1947 from \$33.90 for every \$100 of sales in 1946. In the operating cost picture, the figures show that \$26.20 for every \$100 of net sales were required for all operations in 1947 against \$25.40 in 1946.

TV'S EFFECTS UPON OTHER TYPES of entertainment subject of a study made by Hofstra College, Hempstead, N. Y. Comparing the activities of 137 TV-owning families with 137 matched non-TV families they found that total participation in entertainments outside the home declines 24%. Returns indicated that TV usage is relatively heavy, with an average of 24 hours of viewing per week and three and one-half viewers per set. More than half of the video set owners call it "wonderful," not one in ten terms it less than "good."

WHAT ATTRACTS CUSTOMERS to a store was the subject of a survey made in a Pennsylvania city by **PATHFINDER** magazine. Questions disclosed that buyers patronized certain establishments first, because of quality of merchandise; second, because they were pleased with the attitude of the salespeople, and following in their respective order customers listed wide range of products, convenient parking, good lighting, and, last—price-cutting.

APPLIANCE DEALERS AND CONTRACTORS IN MOST SECTIONS of the country still facing a very serious shortage of experienced servicemen, with refrigeration mechanics most in demand; electricians next on the list.

WHILE IT IS GENERALLY BELIEVED that "customer-priority" days have long since ceased to exist in this field, this is not the case. Almost every dealer in the country has a waiting list of folk who will not accept anything but certain brands of scarce well-known small appliances, headed by toasters and food mixers. They're waiting for favorite brand refrigerators, as well.

TWO CLASSES OF CITIZENS STATIONS planned: Class A stations would be permitted to operate throughout the 460-470 megacycle band, which was assigned to this service by the Commission's frequency allocations report in 1945. Class A stations would be required to meet more rigid technical requirements than Class B stations, which would operate on 465 megacycles only. A maximum input power of 50 watts is provided for Class A stations while a maximum for Class B stations would be 10 watts.



BUSY AS ANN PAGE at the height of the canning season were the thousands of dealers and their salesmen who maintained exhibits at country fairs all over the nation last month. Rural dealers find the fair an ideal set-up through which to meet their farmer customers.

In the NOVEMBER ISSUE OF RADIO & TELEVISION RETAILING

Learn how to use the "TOWN-MEETING" idea to better business conditions — enhance the standing of the radio technician in YOUR TOWN OR CITY.

This valuable information is brought to you through the cooperation of the
RADIO PARTS INDUSTRY COORDINATING COMMITTEE

This advertisement appears in full color in:
 LIFE—October 25 COLLIER'S—November 6
 SATURDAY EVENING POST—November 6



**FINEST
TONE SYSTEM IN
RCA VICTROLA HISTORY**

Only RCA Victor makes this perfectly balanced 3-Way Acoustical System. It gives you radio tone so rich, so true that in actual public tests even trained musicians could not tell the "Golden Throat" from an "in person" performance.

It's love at first Listen
 when you hear the "Golden Throat"

The minute you hear the tone of this new Victrola radio-phonograph you recognize *quality!* It's the "Golden Throat"... rich, mellow, *true*, whether your musical mood calls for AM radio, static-free RCA Victor FM or for records.

The automatic record changer glides out with satin smoothness as you *open the door*, glides gently in as you close it, plays either way. Not a chance of jolting your precious records! The "Silent Sapplure" permanent-point pickup prolongs record life and you have no needles to change.

The beautiful contemporary cabinet is finished in lustrous walnut or mahogany, has a convenient permanent top, two record compartments. It's look, listen and love at first sight—even to the price tag—with Victrola 8V91. AC.



JANE WYMAN
 stars in Warner Bros.
"JOHNNY BELINDA"
 Here she shows you another 4-star entertainer, Victrola 8V91, ready to play the new RCA Victor album of Koussevitzky conducting the Boston Symphony Orchestra in Prokofieff's *Classical Symphony*. See how the record changer rolls *way out*—so easy to stack on as many as 12 records. Try it, yourself, at your RCA Victor dealer's.



RCA VICTROLA

DIVISION OF RADIO CORPORATION OF AMERICA

Only RCA Victor makes the Victrola "Victrola"—T.M. Reg. U. S. Pat. Off.

why does
RCA VICTOR
mean bigger profits for you?

**Quick turnover from the greatest line of instruments
plus the greatest promotion campaign in RCA Victor history!**

THE country's top magazines . . . a nation-wide radio hookup . . . key newspapers everywhere . . . all *constantly* send customers to *you* for RCA Victor instruments.

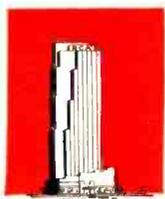
The page at left is typical of the eye-catching RCA Victor magazine advertisements. These printed salesmen are constantly at work for you in LIFE, COLLIER'S, SATURDAY EVENING POST and LOOK.

Robert Merrill, Russ Case and his Orchestra and Johnnie Victor set a high-entertainment background for the warm, *selling* commercials on RCA Victor instruments and records. Listen to the RCA Victor Show—"Music America

Loves Best"—on the nearest of the 163 nation-wide NBC stations, 5:30 P.M., E.S.T.

Power-packed advertisements in key newspapers everywhere sell your customers on the great RCA Victor line of instruments . . . hammer home the idea that RCA Victor means the *best* and that *you* are the man to see.

Tie in with this sales-producing promotion campaign. Display the famous RCA Victor name prominently in your radio department and in your advertising. Your turnover will be rapid—your profits greater. We're working for *you* with the greatest campaign in RCA Victor history.



When you're in New York, see the radio and electronic wonders at the RCA EXHIBITION HALL. Open free to all. 36 West 49th Street, across from Radio City.

RCA VICTOR



DIVISION OF RADIO CORPORATION OF AMERICA

Christmas

—Right Around

CHRISTMAS is right around the corner, and the dealer who realizes this fact and gets off to an early start is bound to end up with more Christmas business because he will lengthen his customers' shopping season:

Though there are still a few high-demand products in short supply, this year's selection is sufficient to pile up what promises to be a record-breaking season. There's variety, at prices, which by comparison with products in other fields, are not out of line. Quality and appearance of radios and electrical appliances is at a new peak.

We're all set to go. The time to act is now. The stage must be set well in advance. The store must start singing Christmas early in the game. Show windows and stores should commence giving out with the Christmas spirit right after Thanksgiving.

As a rule, the large, expensive gifts such as television receivers, radio combinations, refrigerators, laundry appliances, etc., are bought well in advance of Christmas, and, therefore, it is important to start early in suggesting them

to the prospective buyer. It is good business to stress early buying because of installation problems associated with such products, as well as the possibility that the supply may be exhausted when the late-deciders finally make up their minds.

Large units are not the only products the dealer can sell well in advance of Christmas. Small gifts, such as table and kitchen appliances, clocks, health and comfort equipment, and so forth, need to be promoted early and often in order to accommodate the growing trend toward shopping early.

Year by year, the ranks of the "early birds" grow. In a desire to avoid being buffeted about by last-minute shopping crowds, and to insure good selection and

fresh merchandise, many a buyer will live up to resolutions made last season. Resolutions of the "never again" variety. The dealer who gets an early start himself encourages early shopping on the part of the consumer.

Show-window and in-store displays of suggested Christmas presents are eagerly scanned by gift-seekers. Such displays give valuable ideas to the shopper, and provide him with price information so that budget plans may be made in advance. Though there are no figures available on how many sales of Christmas gifts result directly from suggestive displays, and through advertising of specific items, the total number must be extremely large.

Christmas advertising copy should be prepared so that it will provide a "two-way" benefit. That is, it should be helpful to the customer, and to the dealer. The old "for dad, for mother" theme has been proven effective over the years. It

has helped solve many a gift-giving problem for the consumer, and has brought in direct results to the merchant employing this technique.

As a general rule "crowded" ads do not pull too well because people dislike trying to wade through them, but Christmas ad copy can well be an exception to the rule, where small appliances are concerned. This is especially true when the ad is directly slanted to suggestions for the various prospective recipients of gifts. "Tight" ad copy, listing hundreds of items, and, of course, plugging the store, will be preserved by many a customer as a "shopping list."

In advertising major appliances, television sets, "combinations," and the like, the copy should spotlight the single product, listing its features briefly, the installed price, etc. Copy should not be crowded as is possible, and even

(Photo by Ewing Galloway)



the Corner!

An Early Start

Will Insure

a Longer

Selling Season

desirable, where small items are being advertised. In cases where products are actually in short supply, this important fact should be stressed in advertising early in the game.

When big space is used, a number of large items may be plugged, provided they are sufficiently spaced apart to immediately attract the eye, and convey to the reader exactly what is being advertised. Where small space is used, it is usually wise to advertise a single product.

Ads "On the Air"

Dealers who use radio time need to get across the "shop early" theme along with the direct suggestion technique. Advantages to stress to the customer in urging him to do gift-buying early include such advantageous reasons as avoidance of crowds, better selection, more time to enjoy the holiday season, and the peace of mind that comes with having all presents bought, wrapped and ready for giving.

On the air, the dealer can offer some "valuable ideas for the Christmas shopper" who is urged to get a pencil and paper ready to take down a list of suggestions designed to make the Christmas gift buying chore easier.

In store show-windows and interior displays, the dealer who uses plenty of manufacturer-supplied advertising matter, plus lettered signs of his own making, will make buyers of many browsers.

Signs, showcards, etc., in cases where price is also used, perform a two-fold mission. First, they tell the customer *what the product is*—and it's a fact that many people need this information—and second, the price data does not come as a "surprise" as it often does when the customer is obliged to ask a salesman how much an item costs.

Price Barrier Overcome

When the customer knows in advance the price of a product he has time to decide for himself whether he can afford to buy it. Thus, when approached by a salesman the customer has already taken himself over the first barrier—that of price.

In addition to helping to speed Christmas sales, printed information overcomes customer skepticism toward prices obtained solely by word of mouth from a salesman. This is particularly true during the Christmas

shopping rush when a salesman—perhaps an "extra", fumbles with a "how much?" request, or is obliged to go and "look it up." In stores stocking extensive lines, even the full-time salesman has difficulty remembering prices in the face of confusion.

Along with this planning for the proper display and advertising of products, the merchant needs to pay special attention to the mechanics of merchandising, including wrapping facilities' accessibility of products, etc.

One of the most common delaying

reason why the dealer should do all in his power to get the ball rolling early.

While it is always better to sell the product in its original carton, unopened, it is also necessary, in most instances, to keep moving out those products on display. This is especially true where large numbers of a certain item are spread through in-store and show-window displays. Some customers insist on being supplied with factory sealed packages, but most will accept a displayed item if the salesman is able to package it immediately.

In this article

READ HOW TO

- Advertise early and urge early shopping.
- Use "suggestive" themes in ad copy and displays.
- Plan to speed up store's sales pace.
- Bypass merchandising "delaying actions."

actions in merchandising results from carelessness in unpacking items put on display. In cases where the salesman is unable to find the carton or box, or the instruction sheets, for a specific item which he sells from the display table, valuable time, and often the sale itself, is lost.

Gift Wrapping

There is a growing demand for "holiday wrapped" packages. This service is provided by almost all large stores, and by many small stores. Such procedure costs any store real money, since it represents time and material, but in some communities it is a must. Most of such special wrapping requests come late in the season, which is all the more

Often the early shopper needs some special service, too, in the case of requests that the dealer ship out selected gifts. "Gifts Sent Anywhere is a sign frequently seen in show-windows.

The time to start planning is now. The dealer needs to line up his advertising campaign, his display projects, and to ready his wrapping and delivery facilities for the big rush. Too, he must revamp his store hours (making sure that he advises the customer via signs), and is often confronted with the necessity for breaking in extra sales help.

There's a big job ahead, but it will be well worth while tackling because Christmas, 1948, will be the biggest one, volume and profit-wise that we have ever experienced.

His Business GROWS and GROWS

Chicago Four-Way Merchant Makes Money Out of Consistent Expansion Program

• Emergency Radio Service, 4439 W. Madison St., Chicago, now occupying three floors of its own building, with 100 foot frontage on the busy West Side's best shopping street, keeps the name and the service today that John F. Beranich started with in 1934, when the shop was a 10x12 foot space back of a barber shop.

Service was all this first shop sold—good service, and courtesy. The capital invested in it was \$25. After one year here, the shop was able to expand to 15x15 feet and move to a small shed next door to the present location. In 1937 the store moved into its present building, occupying a 20x20 foot space in one corner at the front of the garage which at that time made up the main part of the building.

In 1937, Mr. Beranich decided to increase his small stock of records, started the year before, and add radios to his store. In this year, he learned the value of radio advertising. Emergency Radio sponsored a local record program. The announcer suggested the use of three Irish records on each program, and consumer response was immediate. The first night these records were used over 200 requests came in for the discs. Emergency Radio operates in an Irish neighborhood, and the requests for Highland Mary, Dear Old Donegal, and The Horseshoe Over the Door came in such numbers that customers had to wait for manufacturers to make additional records for the shop.



Above: Emergency Radio's frontage. Note large amount of display area and use of big signs to attract the passer-by. Below: In 1937, the store looked like this. At the time, it was located in the corner of a garage, occupying a space 20' x 20'.



Rapid Expansion

Mr. Beranich's consistent policy of expanding the store and stock as fast as profits would permit nearly brought the business to an end in 1938, when burglars entered the establishment and took \$3000 worth of merchandise, practically cleaning it out. There was no insurance.

"I would have been wiped out of business then," says Mr. Beranich, "had it not been for the way my fellow dealers and suppliers stood back of me, helping me to re-stock, extending credit terms, and assisting in plans for the future." Since that time, Mr. Beranich has gone right on expanding and he has continued to do business with those who helped him at that time.

"Expansion" from now on, was a literal term for the store's growth. Almost every year the walls were pushed back a little more, to the rear or to the side. By 1940 the floor space occupied was 50x50 feet, and there was room to show a few appliances. Norge refrigerators and Bendix automatic washers

were added to the merchandise on display, which by now included all the better brands of console and portable radios.

Records and service still made up the bulk of the business, however, and the service department had a basement floor to itself. Thus, through the war years the shop continued to make money, and in 1944 expanded another ten feet. Service personnel and clerks were added as the store grew, trucks and small cars to care for deliveries and service calls.

In 1945 Mr. Beranich bought the building, preserving half the 100 foot frontage as a garage for the four trucks and four cars he now operates, and for storage of large appliances, which now include a complete line of merchandise from Thor, Hotpoint, Bendix, Norge and Admiral. The main floor walls have been rolled back as far as they will go—making the store itself now 50x96 feet.

Television Lounge

This last expansion was to make room for a television lounge occupying the rear half of the store. Customers may sit and watch programs on Admiral, RCA-Victor, Philco, Motorola, Stromberg-Carlson, or Hallicrafter sets—all sizes and models. Emergency has sold more than 500 television sets this year, and figures that half of its present business volume is in television and service on such sets. An enormous increase in video sales this year is due at least in part, says Mr. Beranich, to cooperation with manufacturers on a series of television broadcasts of hockey games, with a commercial emphasizing the ease of installing and operating television.

"It is of the greatest importance," says Mr. Beranich "to make it clear to the customer that television is not a complicated mechanism to install nor to operate. Everyone able to pay for one wants a set once he is convinced it is no more trouble to own and operate than a radio."

Advertising Media

While radio has been a favored advertising medium since the days of the Irish records, it has not been used consistently. In 1943-44 a series of "man on the street" broadcasts from the store floor were very effective. Tie-ups with manufacturers and popular radio singers are also used seasonally. Newspaper advertising is used the same way, with seasonal spreads in the neighborhood papers and Chicago dailies, on dealer cooperative bases. The consistent, regular advertising is done by direct mail. The results from this are never sensational, but they exercise a constant, pulling power that probably brings in customers. Mailing pieces for video, radio, appliances, go out to those on the large list. About ten per cent of the store's profits are turned into advertising each year.

The staff now includes more than 30 employees, with two bookkeepers, fifteen service men, and the rest salesmen, headed by Jim Ewing. Mr.



A busy corner of the store is this one, displaying a line of complete kitchens such as that shown here, plainly visible from the window.

Beranich is adding two more men and another truck to take care of the complete kitchen and laundry business. While today almost 75% of the store's business is done in radio, records and video, Mr. Beranich expects better supplies to bring up sales on appliances to equal the other merchandise.

Best results in selling all major appliances are obtained by home demon-

stration, Mr. Beranich feels. There are very few prospective customers who will not buy after they have seen an appliance, or television set, set up and installed in their own homes. Salesmen in this store always work for permission to stage a demonstration in the customer's home, and to date Mr. Beranich can think of only two sales that missed fire after such demonstration.

Record storage facilities, a part of which may be seen below, are extensive due to the large amount of business transacted. Customers for all radios and appliances are to be found among the large group of record fans who regularly patronize the store.



Radio Profit-Makers

Webster-Chicago MICRO-GROOVE RECORD CHANGER

Model 133, automatic micro-groove record changer designed to play the new long-playing records. The unit will retail for \$38.75, it is equipped with carefully balanced tone arm, the changer handles ten 12-inch or twelve 10-inch



records at 33 1/3 rpm turntable speed, so that up to four hours of continuous record play can be obtained with a single loading. The unit is mounted on an all-metal base. It is equipped with a micro-ground, nylon, knee-action needle. Amplification for the changer can be provided by using the phonojack with an ordinary radio chassis. Webster-Chicago Corp., 5610 Bloomingdale Ave., Chicago, Ill.—**RADIO & TELEVISION RETAILING**

Ansley TELEVISION SETS

"Beacon" model shown. Cabinet is 19 inches deep x 25 1/2 inches wide x 15 inches high. Set

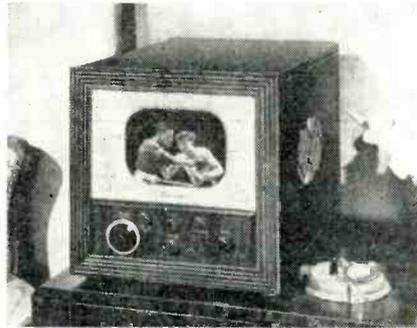


has 10-inch picture tube; 52 sq. in. screen. 30 tubes. Lists at \$375.00. Matching table is \$25.00.

Combination television units in the Ansley line include: "Bellevue" model which features a 12-inch picture tube, Webster record changer, ribbon striped mahogany cabinet 42 1/2 inches wide x 23 1/4 inches deep x 40 1/2 inches high, and retails for \$995.00. "Somerset" console model has a 12-inch picture screen, Webster record changer, and lists at \$995. The "Salisbury" model also lists at \$995, has a Webster record changer and attractive console cabinet. Ansley Radio & Television, Inc., Trenton, N. J.—**RADIO & TELEVISION RETAILING**

Farnsworth TELEVISION RECEIVER

Model 651-P receiver, in dark walnut finish, lists at \$375 plus installation. Similar in appearance to the Farnsworth model 261, the receiver offers tone quality not heretofore available in table model sets, and features



stability of image, sensitivity, resolution, definition and tone quality. Cabinet of contemporary design, measures: 16 3/4 inches high, 17 inches wide, 22 1/2 inches deep. Farnsworth Television & Radio Corp., Ft. Wayne, Ind.—**RADIO & TELEVISION RETAILING**

Industrial TELEVISION RECEIVER

Essex-20, direct-view remotely controlled television receiver. Styled and finished in matching wood grain lacquer with chrome trim. Features all-plastic protective picture bezel; metal cabinet assembled by use of patented



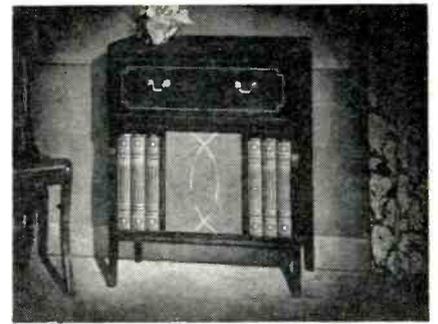
fasteners facilitating service; speaker grill of perforated metal material for added protection; all television channels; FM tuning; microphone connection for paging, etc. Additional viewers may be added to the original control unit. Industrial Television, Inc., 359 Lexington Ave., Clifton, N. J.—**RADIO & TELEVISION RETAILING**

Walco PHONO NEEDLES

Microgroove needle available in sapphire and special osmium alloy. Designed to give long service, for use with the long-playing recordings. Electrovox Co., Inc., 66 Franklin St., East Orange, N. J.—**RADIO & TELEVISION RETAILING**

Magnavox CONSOLE

Radio-phonograph combination to retail for \$179.50. Components include Magnavox 210B chassis for AM broadcasts, 12-inch speaker, automatic record changer. The cabinet woods are maple, finished in red maple or mahogany;

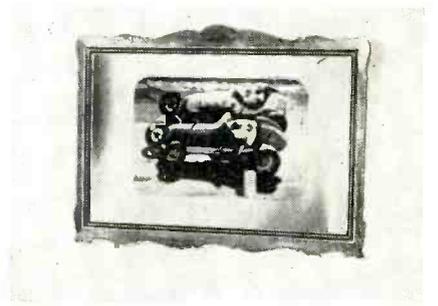


console measures 33 inches high, 28 inches wide, 15 1/2 inches deep; cabinet provides storage space for up to 85 records. Horizontal door opens to reveal radio control panel. The Magnavox Co., Ft. Wayne, Ind.—**RADIO & TELEVISION RETAILING**

Sightmaster REMOTE CONTROL UNIT

Remote control television unit operates by means of a small inconspicuous unit which may be placed on any table. The Sightmaster "Sightmirror" becomes a television screen. The control unit operates the set.

The "Pandora" model television set encased



in glass also features a remote control unit that can be installed out of sight. It has a built-in clarifier to improve contrast and detail. List price \$595.00. Sightmaster Corp., 385 North Ave., New Rochelle, N. Y.—**RADIO & TELEVISION RETAILING**

See Pages 64, 65
for New
Appliance Products

for Autumn Sales

RCA Victor PORTABLE, TABLE RADIOS

Plastic table model radio, shown, available in three finishes, in addition to the original ivory and walnut plastic models. Finishes are fiddleback mahogany (model 75-X-14), butt walnut (model 75X15), blond fiddleback ma-



hogany (75-X-16). The table models bear a suggested Eastern retail price of \$37.50.

The portable radio is offered in two finishes. French pin-stripe walnut with trim of home spun fabric design (model 8-BX-54) and blond mahogany with trim of simulated grain leather (model 8-BX-55), in addition to the original color schemes. The new versions carry an Eastern list price of \$37.50, less batteries. RCA Victor Div., Radio Corp. of America, Camden, N. J.—RADIO & TELEVISION RETAILING

Spartan CONSOLES, TABLE MODEL

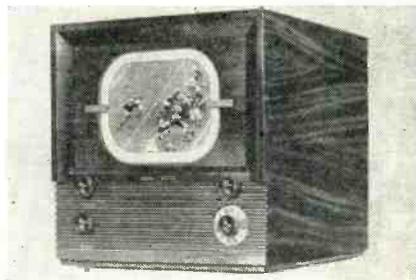
Models in the new "Challenger" series include: radio-phonograph combination shown, model 1060 (walnut), 1061 (mahogany), has



AM-FM, automatic phonograph, 8 tube chassis, cabinet of fine wood veneers; AM-FM radio-phonograph, model 1039 (walnut), 1040 (mahogany) 1041 (blonde) of fine wood veneers with English antique fittings, record storage space, 8 tubes plus rectifier; model 1051 mahogany combination, has 6 tubes plus selenium rectifier, tilt-out automatic record changer, matched veneers on cabinet; model 1052, semi-modern combination in blonde wood is same as 1051; model 1059 AM-FM radio-phonograph or mahogany veneers, has 7 tubes plus rectifier; model 1064 AM-FM radio-phonograph, mahogany cabinet, has 7 tubes plus rectifier; model 1072 modern blonde radio-phonograph has 7 tubes plus rectifier. Mahogany table model, FM-AM set, model 121, features 7 tubes plus rectifier. Sparks-Withington Co., 2400 E. Michigan Ave., Jackson, Mich.—RADIO & TELEVISION RETAILING

Tele-tone TELEVISION, FM MODELS

Ten-inch tube television set, model 249, mahogany cabinet to sell at \$249.95 shown.

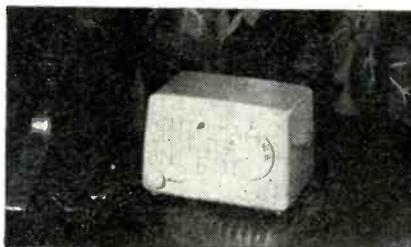


(Blond cabinet, model 259, to retail at \$259.95.) A console style retailing at \$279.95 is also available. Gives full 52 sq. inch picture. Cabinet dimensions: 17 $\frac{3}{8}$ inches wide, 17 $\frac{1}{2}$ inches high, 20 $\frac{1}{8}$ inches deep. All controls accessible. Features "audi-vision" tuning.

Table model AM-FM set, model 158, retails for \$34.95. The set has 8 tubes, built-in antenna for AM and FM, cabinet of Walnut plastic. Dimensions: 6 $\frac{3}{4}$ inches high, 11 $\frac{2}{15}$ inches long, 7 $\frac{1}{16}$ inches wide. Tele-tone Radio Corp., 540 W. 58 St., New York, N. Y.—RADIO & TELEVISION RETAILING

Arvin TABLE RADIOS

Shown is the model 253T series in the durable plastic cabinet, priced from \$16.95 to \$19.95 retail, with a choice of ebony, walnut or ivory



colors. The set has four tubes plus rectifier.

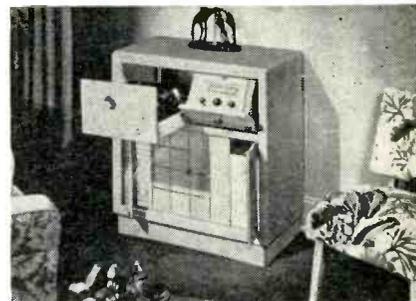
The 243T series table model radios, list at \$14.95 and are available in ivory, geranium red, banana yellow and leaf green. Seamless, mar-resistant metal cabinets, three tubes plus rectifier are features of the series. Arvin Radio Div., Noblitt-Sparks Industries, Inc., Columbus, Ind.—RADIO & TELEVISION RETAILING

Bendix RADIO-PHONOGRAPHS, TABLE RADIOS

Table radios offered include: model 75P6, walnut plastic cabinet, has 6 tubes plus selenium rectifier, receives both FM and standard broadcasts, retails at \$59.95; model 55L3, receives standard broadcasts, has white plastic cabinet four tubes plus rectifier, sells for \$26.95; model 55P3 walnut plastic cabinet, receives standard broadcasts, has four tubes plus rectifier, sells for \$24.95; model 55L2, retailing at \$22.95, receives standard broad-

casts, has a white plastic cabinet and four tubes plus rectifier; model 55P2, retailing at \$19.95, is housed in a brown walnut plastic cabinet, and has four tubes plus rectifier.

Illustrated is model 95B3 "The Boulevard"



console combination. This set sells for \$209.95, receives both FM and AM, plays records automatically, has modern cabinet finished in mahogany veneers, and eight tubes plus rectifier. Other radio-phonographs in the Bendix line are: model 95M9, "The Wayne," retailing at \$209.95, which receives both FM and AM, is styled in 18th century cabinet of mahogany veneers, has drawer-type record player, and eight tubes plus rectifier; "The Wiltendale," model 95M3, modern styled cabinet, retailing for \$209.95; Model 75M8, "The Heritage," receives both FM and AM broadcasts, is made of mahogany veneers, has six tubes plus selenium rectifier, and sells at \$189.95; "The Fairfax," model 75B5, receives both FM and AM, has cabinet of light finished mahogany wood veneers, six tubes plus selenium rectifier, and sells for \$149.95; "The York," model 75W5, receives both FM and AM, has modern walnut veneer cabinet, six tubes plus selenium rectifier, and sells for \$149.95. Bendix Radio, Div. of Bendix Aviation Corp., Baltimore 4, Md.—RADIO & TELEVISION RETAILING

Ad-A-Vox SPEAKER

Auxiliary speaker spreads out and controls distribution of sound. Pipes radio and phonograph entertainment from a single source to various rooms in the home. A vertical case model with waterproof speaker available for outdoor use, particularly for drive-in movie theatres. Open-back models are \$5.75, closed-back models are \$6.95. Tarrytown Metalcraft Corp., 82 Chestnut St., Tarrytown, N. Y.—RADIO & TELEVISION RETAILING

More New Radio
Products
Elsewhere
in Issue

Comment on Phono Record Article



Manufacturers, Jobbers and

Dealers Hail Airing of Slow-Up

Situation in the Disc Field

Coming at a time when a serious slump in phonograph record sales was being experienced all over the country, RADIO & TELEVISION RETAILING's article, "What's the Matter With the Phono Record Business?", appearing in the September issue certainly rang the bell.

Comment has been received from prominent figures in the industry. From manufacturers, wholesalers and retailers. Some expressed themselves as being in complete agreement with the article, while others took exception to certain portions.

A follow-up feature will appear in a coming issue of this magazine. This article will deal with the situation at the manufacturing and distribution level as it affects the retail picture.

A number of executives of manufacturing, distributing and retailing firms were asked to express frank opinion on the September article. Following is some of the interesting comment received:

Comes from All Levels of the Industry

Increase Sales Effort

"I read your article, and my only comment is 'High Praise.' The more emphasis you can lay on the need for high-class sales effort the better."

Edward Wallerstein,
Chairman of the board,
Columbia Records, Inc.



Hit Nail on the Head

"This is to compliment you on your excellent article. . . . We always look to your excellent magazine for informative and comprehensive information, and it seems to me that you have hit the nail on the head and made a significant contribution to the industry.

"I utter a hearty 'amen' to all of the points mentioned, but would like to add . . . additional bit of supplemental information which you touch on rather lightly. Under the heading 'Advertise and Display Consistently'—that's one of their failings . . . record dealers just don't advertise.

"For instance, we had a special transcription plugging a certain popular tune which has just been released. Columbia made it available on co-op, fifty-fifty basis whereby the dealer could sponsor it over the radio at half price. . . . I made a tour of the dealers in the area with the salesman. Here are my experiences:

"Dealer No. 1—'I don't advertise in the summer. There's no business anyway.'

"Dealer No. 2—'I can't afford to advertise because business is so poor.'

"Dealer No. 3—'It's a swell idea—but you go ahead and do it with the other dealers and I'll get the benefits anyway.'

"Dealer No. 4—'Well, that record just came in and hasn't started to sell yet. People don't know about it.'

"Dealers 5 and 6—Same as above.

". . . points to the fact that numbers of record dealers—are not in the habit of earmarking a certain percentage of their gross business for advertising. . . . If business is good and somebody has an opportunity that they feel they can 'afford,' they advertise . . . the idea of a long range, consistent program . . . is completely foreign to them. Our hearty thanks to you for starting the ball rolling. . . ."

John O. McMeekin,
Sales promotion manager,
Ludwig Hommel & Co.,
(Columbia distributors)
Pittsburgh, Pa.

Views Coincide

"It is one of the best articles I have seen stating the general situation as applied to our business.

"Your reasons for the drop in volume are pretty much along the lines I have been discussing for some time. . . ."

James W. Murray, vice-president,
Record Department,
RCA Victor Division,
Radio Corporation of America.



"Attacking End Results"

"I find no reason to disagree with the thoughts expressed in the article, but you are attacking the end results rather than the prime cause of the present situation. Conditions which prevail in the manufacturing and jobbing end of the record business must be changed before any real, permanent improvement can occur. Let's see a penetrating article on that phase of the record business."

L. G. LaMair, president,
Lyon & Healy, Inc.,
Chicago.

Editor's note: Follow-up article in a coming issue will deal with the phase suggested by Mr. LaMair, who in addition to being a well-known merchandising executive, is a past president of the National Association of Music Merchants.



Manufacturer's Responsibility

". . . I think that you can direct your subject for clearance sales as a program that must be initiated by the record manufacturer. We think that it is their responsibility to come up with a plan and an idea to clear the dead stock out of the dealers' shelves and is their responsibility to place the dealer in a clean inventory position, so that his purchases can be kept in line with the growing rate of his business. As you have it, the weight is on the dealer, and this is not right. I think the manufacturer should be brought into this more strongly."

Irving Sarnoff, vice-president,
Bruno-New York, Inc.,
(RCA Victor wholesalers)
New York City.

How to Up Sales Volume

"Your article on 'The Phono Record Business' mentions some basically sound facts. However, may I suggest the following amendments and additions thereto.

"1. Under paragraph headed 'Why the Sales Slump?' you might add:

Poor methods of stock control;
Lack of emphasis on stocking lines which give rapid stock turnover;

"2. The list of 'What Can Be Done?' should also include:

Sell accessories and related merchandise;
Emphasize promotion in window display, departmental display and arrangement, direct mail package stuffers, give-away material, catalogs;

Clean up arrangement of stock, using clean record envelopes and clean albums;

Departmentalize stocks into proper categories, viz. popular, children's, folk music, dance, classical, etc.

"3. In addition to the points mentioned in "2" (above) is, of course, the all-important matter of salesmanship. Good salesmanship is partly a matter of incentive: the dealer should have an incentive plan which really stimulates his sales force and can be directed at specific merchandise.

"4. When the dealer has a hot item that has proved itself over a period of years, such as the Bing Crosby "Merry Christmas" album, he should plug it for suggestive selling and other promotional activity. He should BE SURE HE IS GETTING HIS SHARE OF SALES OF THE HOT ITEMS.

"Dealers are aware that this is the peak season of the year and they doubtless will make the best of every opportunity. I might add incidentally, at this writing, that the Fall and Christmas orders received to date are larger than they were at this time last year."

L. W. Schneider,
Vice-president and general manager,
Decca Records, Inc.



"Right on the Ball"

"I read it carefully and wouldn't change one word. . . . I feel that it is right on the ball."

George P. Lohman, president,
Haynes-Griffin, 391 Madison Ave.,
New York. (One of the New York's largest retail organizations.)

TV ANTENNA SPECIFICATIONS

Manufacturers Name Address, and Model Number	List Price \$	Type Antenna	Freq. Range	No. Dipoles, Reflectors	Stacked Array	Nom. Imped. (Ohms)	Shipping Wt. (lbs.)	Manufacturers Name Address, and Model Number	List Price \$	Type Antenna	Freq. Range	No. Dipoles, Reflectors	Stacked Array	Nom. Imped. (Ohms)	Shipping Wt. (lbs.)
American Phenolic Corp., 1830 S. 54 Ave., Chicago 50, Ill. 114-005	27.50	FD-R	4&8	3	No	300		General Electric Co., Syracuse, N. Y.							
American Tube Products Inc., Riverdale Building, Natlick, R. I. American		SD-R		8	Yes		15	UKA-005	9.95	FD	3	1	No		
Andrew Corp., 363 East 75 St., Chicago 19, Ill. 710	14.50	FN	3	5	No	300		UKR-005	15.95	FD-R	3	2	No		
L. S. Brach Mfg. Corp., 200 Central Ave., Newark 4, N. J. 337	12.95	SD-R	1	2	No		10	UKR-007	54.95	FD-R	3	4	Yes		
338	19.25	FD	2&8	2	Yes	300	11	Hi-Par Products Co., 53 East St., Fitchburg, Mass. TVB	42.00	FD-R-D	3	6	Yes	7.5	
344		FD	2&8	2	No		11	Hy-Lite Antennae, Inc., 528 Tiffany St., Bronx 59, N. Y.							
344A	21.25	FD-R	2&8	3	No		11	HY-30-S	23.00	FD-R	3	4	Yes	300	5.5
Burnell Service Co., 178 W. 168 St., New York 52, N. Y. Visibeam	16.95	ID	3	1	No	300		HY-40	20.80	FD-R	3	3	No	300	5.0
Camburn Inc., 32-40 57 St., Woodside, N. Y. TA-5	1.75	ID		1	No		72	HY-60-H	21.95	SD-R	1	4	No	50	5.0
T-31X	11.50	SD	3	1	No	72		HY-80-W	15.95	FD	3	2	No	300	
T-41X	18.00	SD	3	2	Yes	72		HY-50 LF4	79.00	FD-R	1	8	Yes	300	15.0
T-33X	17.50	SD-R	3	2	No	72		HY-50 HF4	46.95	FD-R	8	8	Yes	300	
T-35X	28.00	SD-R	3	4	Yes	72		HY-50 LF2	38.80	FD-R	1	4		300	
T-43X	27.00	SD-R	3	4	Yes	72		HY-50 HF2	21.40	FD-R	8	4		300	
T-45X	38.00	SD-R	3	6	Yes	72		HY-70	19.80	SD-R	3	4		72	
T-32X	13.00	FD	3	1	No	300		Insuline Corp. of America, 3602-35 Ave., Long Island City 1, N. Y.							
T-42X	20.00	FD	3	2	No	300		6055	9.95	SD		1	No	72	
T-34X	19.50	FD-R	3	3	No	300		6056	12.45	FD		1	No	300	
T-44X	28.00	FD-R	3	4	Yes	300		6057	15.75	SD-R		2	No		
Cole-Worner Co., Inc., 11 W. Monument Ave., Dayton 2, Ohio. Telebeam	67.50	SD-R	3	4	Yes	72	23	6058	17.35	FD-R		2	No		
Telebeam	124.50	SD-R	3	8	Yes	72	40	JFD Mfg. Co., Inc., 4111 Ft. Hamilton P'kway, Brooklyn 19, N. Y.							
Collins Machine Co., 56-21 Northern Blvd., Woodside, N. Y. TFM-300R		FD-R	3	4	Yes	300		TA-100L	10.35	SD	1	1	No	72	2.5
Eastern Transformer Co., 147 W. 22 St., New York 11, N. Y. Double "V"	49.50	5D-R-D	7	Yes	300	30		TA-101L	16.20	SD-R	1	2	No	72	3
Electronic Indicator Corp., 52 Wyckoff St., Brooklyn 2, N. Y. 300 FD	11.00	FD	1	1	No	6		TA-102L	25.00	SD-R	2	4	Yes	40	6
300 DR	15.00	SD-R	1	2	No	7.5		TA-103L	12.50	FD	2	1	No	300	3.5
300 D	8.00	SD	1	1	No	4.6		TA-104L	18.40	FD-R	2	2	No	300	4
300 FDR	18.00	FD-R	1	2	No	9.1		TA-105L	37.50	FD-R	3	6	Yes	150	10
310 FDR	15.40	FD-R	1	2	No	8.5		TA-106L	15.90	FD	3	2	No	300	4.5
310 SA	21.50	SD-R	1	4	Yes	11.4		TA-107L	22.50	FD-R	3	3	No	300	5
350 SA	30.00	SD-R	1	4	Yes	13.1		TA-108	9.95	FD-R	7	2	AK	300	2
250 DR	28.00	SD-R	3	4	Yes	12.5		TA-109L	21.25	FD	1	2	No	300	4.3
250 FDR	30.00	FD-R	3	4	Yes	15.		TA-110	9.95	FD-R	7	2	AK	300	2
								TA-111	8.95	SD-R	7	2	AK	72	2
								TA-113	22.00	SD-R	3	4	Yes	72	5.5
								TA-114	39.00	SD-R	3	8	Yes	40	10.5
								TA-115	25.50	FD-R	3	4	Yes	300	6.5
								TA-116L	51.50	FD-R	3	8	Yes	150	12
								TA-117L	35.00	FN	3	5	No	300	4
								TA-118L	67.50	FN-R	3	12	Yes		6.5
								Kings Electronics, 372 Classon Ave., Brooklyn 5, N. Y.							
								A-1000	115.00	SD	1, 8	2	No		
								A-1022	125.00	SD-R-D		3	No		
								A-1100	13.50	SD	6	1	No	72	
								A-1300	18.50	SD-R	6	2	No		
								La Pointe-Plascomold Corp., Unionville, Conn. JR-13	69.50	SD-R	3	4	Yes		
								RD-6		SD-R	1	8	Yes		
								RD-13		SD-R	3	8	Yes		

(This listing continued on page 44)

AK—Antenna Attachment Kit
CD—Crossed Dipole
CFD—Crossed Folded Dipole
CV—Curved Dipole
—D—With Director

FD—Folded Dipole
FN—Fanned Dipole
ID—Indoor Type
—R—With Reflector
SD—Straight Dipole

VD—V Dipole
1—44-88 mc
2—44-108 mc
3—44-216 mc
4—54-88 mc

5—54-108 mc
6—54-216 mc
7—108-216 mc
8—174-216 mc

Reason [#] 8

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

Du Mont is no novice at television. Du Mont's 17 years of electronic engineering experience results in a clearer, brighter picture; richer tone quality; less flicker, distortion, interference; fewer service calls. *Electronically engineered* Du Mont Television Receivers give you customer satisfaction, which is the foundation of any business.

DUMONT

First with the Finest in Television

TELEVISION RECEIVER SALES DIVISION

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

TV ANTENNA SPECIFICATIONS (Continued)

Manufacturers Name Address, and Model Number	List Price \$	Type Antenna	Freq. Range	No. Dipoles, Reflectors	Stacked Array	Nom. Imped. (Ohms)	Shipping Wt. (lbs.)	Manufacturers Name Address, and Model Number	List Price \$	Type Antenna	Freq. Range	No. Dipoles, Reflectors	Stacked Array	Nom. Imped. (Ohms)	Shipping Wt. (lbs.)
Lyto Parts Co., Plainfield, N. J. LTD-5		FD-R	3	10	Yes		15	Premax Products, Div. of Chisholm-Ryder Co., Inc., Niagara Falls, N. Y. FM TL-330	17.00	VD	1	2	No		
LTD-18		FD-R	3	10	Yes		27		TL-448	23.50	SD-R	3	4	Yes	
LTD-35		FD-R	3	10	Yes		45		Public Operating Corp., 100 W. 42 St., N. Y. 18 Gyro-Tenna	16.75	FD	3	1	No	300
Arthur Manbarry & Co., Inc., 230 Canal Street, New York 13, N. Y. Video-tenna	28.95	ID			No			Rad-El-Co Mfg. Co., 6300 Euclid Ave., Cleveland 3, Ohio. HR-2	3.95	AK	4	1	No		1.3
Marino Radio Co., 203 Greenwich St., New York 7, N. Y. Telebeam	9.95	ID	3	1	No			HD-12	8.45	SD	4	1	No		3.3
Network Mfg. Corp., 19 Cottage St., Bayonne, N. J. LF-TV-3	8.80	SD	4	1	No	72		HD-22	13.90	SD-R	4	2	No		4.5
LF-TV-4	14.75	SD-R	4	2	No	72		The Radiart Corp., 3571 W. 62 St., Cleveland 2, Ohio. QD-81	11.75	FD		1	No	300	
TV-5	24.95	SD-R	6	4	Yes			QD-82	17.25	FD-R		2	No		
LF-TV-9	28.75	SD-R	4	4	Yes			QD-83	16.50	CFD		2	No		
TV-11	41.60	SD-R	6	8	Yes			Versi-Flex				5	Yes		
LF-3E	17.95	SD-R-D	4	6	Yes			Radio Corp. of America., Camden, N. J. 226	10.00	SD	1, 8	1	No	72	
LF-3E-D	36.95	SD-R-D	4	12	Yes			225	13.50	SD-R	1, 8	2	No		
Note: LF Models avail- able as HF Models cov- ering channels 7 thru 13.								The Rauland Corp., 4245 North Knox Ave., Chicago 41, Ill. 155		SD	5, 8	2	No		
Oak Ridge Antenna Co., 28 Clinton Street, Yonkers, N. Y. D-41		SD	1	1	No	72	2.7	Roger Television Inc., 366 Madison Ave., New York, N. Y. RQ2 to 13		SD-R-D	6	3	No	300	3
DR-41		SD-R	1	2	No	72	4.8	S/C Laboratories Inc., 37 George St., Newark 5, N. J. 401-AW	15.25	SD-R	3	4	No		8
DDR-4		SD-R	1	4	Yes	72	7.8	Shore Engineering, Long Branch, N. J. JT-101		FD-R	3	5	No		
FD-41		FD	1	1	No	300	2.8	Shur-Antenna Mount, Inc., Eastern Division, Sea Cliff, N. Y. DL-62	10.75	SD	3	1	No	72	
FDR-4		FD-R	1	2	No	300	5.5	DDL-62	11.65	SD	3	1	No	72	
H-DR-5-X ²		SD-R	8	2	No	72	2.3	DFIL-62	14.95	FD	3	1	No	300	
H-FDR-5-X ²		FD-R	8	2	No	300	2.3	DIDL-62	19.90	FD-R	3	2	No	300	
HL-A ²		FD-R	6	4	Yes	300	7.1	DIL-62	17.65	SD-R	3	2	No	72	
HL-B ²		FD-R	6	4	Yes	300	7.1	FIL-62	12.25	FD	3	1	No	300	
HL-C ²		SD-R	6	4	Yes	72	7.1	IDL-62	16.50	FD-R	3	2	No		
H-M-FD-5		FD-R-D	8	4	No	300	2.8	IL-62	13.50	SD-R	3	2	No		
¹ Conversion Kits Available.								JFIL-62	14.00	FD	3	1	No		
² Supplied with AAK Divider Network.								JIL-62	16.75	SD-R	3	2	No		
Philco Corp., Accessory Division Phila., Pa. 45-1576		SD	4	1	No	72		JIDL-62	18.50	FD-R	3	2	No		
45-1582		SD		1	No			3E-62	24.00	FD-R-D	3	3	No	81	
45-1586		SD-R		4	Yes			SH-62	23.00	SD-R	3	4	Yes		
45-1583	18.75	SD	4	1	No	72	9.5	SK-200	12.90	FD	3	2	No		
45-1584	7.95	SD	4	1	No	72	3.5	SK-201	18.90	FD-R	3	3	No		
45-1590	7.00	SD	8	1	No	72	2.5	SK-202	23.90	FD-R	3	3	No		
Reflector & Attachment Kit Available.								SK-203	24.50	FD-R	3	4	Yes		
Philson Mfg. Co., Inc., 156 Chambers St., New York 7, N. Y. FD-140	9.15	FD		1	No	300		Skyring Thorne-Smith Vienna, Va. Kolster	25.00	SD	3	2	No		
FD-160	13.90	FD	3	2	No	300									
FD-150	11.80	FD	3	1	No	300									
SD-130	7.65	SD		1	No	72									
HF-30	6.25	SD	6	1	No	72									
HF-40	7.00	FD	6	1	No	300									
HF-330	23.00	FD-R	3	4	Yes	300									
SSD-180	23.60	SD-R		4	Yes	72									

(This listing continued on page 46)

AK—Antenna Attachment Kit
CD—Crossed Dipole
CFD—Crossed Folded Dipole
CV—Curved Dipole
—D—With Director

FD—Folded Dipole
FN—Fanned Dipole
ID—Indoor Type
—R—With Reflector
SD—Straight Dipole

VD—V Dipole
1—44-88 mc
2—44-108 mc
3—44-216 mc
4—54-88 mc

5—54-108 mc
6—54-216 mc
7—108-216 mc
8—174-216 mc

LOOKS! PERFORMANCE! VALUE!

ARVIN
Top Flight
RADIOS



242T



253T



152T



160T

• **Four Arvin triple-threats**
for All-American
profit honors!

ARVIN MODEL 242-T \$ **14**⁹⁵*
Red, Yellow, Green, Ivory

Choice of smart colors! Top-of-the-minute styling! Non-breakable cabinet! Amazing sensitivity and selectivity! There's an array of sales-scoring features your customers can't resist! Put this sensational Arvin on display and watch it roll up the profit total! Yes—and it's Underwriters' listed, too!

ARVIN MODEL 253-T \$ **16**⁹⁵*
*254-T, Walnut, \$17.95**
*255-T, Ivory, \$19.95** **Ebony**

Here's a ground-gainer that's way out in front for sheer value—a truly terrific triumph for Arvin dealers. Sharp modern styling puts the plastic cabinet in a class by itself! Built-in antenna. Four tubes plus rectifier. Easy to trade up from ebony to ivory and increase your profit percentage!

ARVIN MODEL 152-T \$ **22**⁹⁵*
*153-T, Ivory, \$24.95** **Walnut**

Thousands are cheering the outstanding performance of this keen, competent superhet. Reception to top anything else in its price class! Styled for eye-appeal. Engineered for ear-appeal. Built-in antenna. Lighted dial. Underwriters' listed. Pace your pre-holiday sales with this profit package!

ARVIN MODEL 160-T \$ **34**⁹⁵*
*161-T, Ivory, \$36.95** **Walnut**

Here's the champion in the 5-tube-plus-rectifier class! Stack it up against any of the other leaders in the field, and you'll find the Arvin comes out ahead on all counts! Smart style. Real distance-getting reception. 3-gang condenser, one stage of tuned radio frequency! Tone control. Underwriters' listed!

Noblitt-Sparks Industries, Inc.
Columbus, Indiana

NATIONALLY ADVERTISED
in
LIFE, SATURDAY EVENING POST, COUNTRY GENTLEMEN

* Slightly higher in zone 2.

TV ANTENNA SPECIFICATIONS (Continued)

Manufacturers Name Address, and Model Number	List Price \$	Type Antenna	Freq. Range	No. Dipoles, Reflectors	Stacked Array	Nom. Imped. (Ohms)	Shipping Wt. (lbs.)	Manufacturers Name Address, and Model Number	List Price \$	Type Antenna	Freq. Range	No. Dipoles, Reflectors	Stacked Array	Nom. Imped. (Ohms)	Shipping Wt. (lbs.)	
Snyder Mfg. Co. 22nd & Ontario St. Phila. 40, Pa.								Veri-best Television Products, Inc. 8 Forrest St., Bklyn., N. Y.								
TV-13		FD	3	2	No	300		Universal TV	11.50	SD	5	1	No			
TV-14		SD	3	2	No	300		FTV	12.75	FD	5	1	No			
TV-6		FD	1	1	No	300		2 TV	15.50	SD	5	2	No			
TV-7		SD	1	1	No	300		TVR	16.50	SD-R	5	2	No			
TV-Lazy H		SD-R	1	4	No	300		FTVR	18.00	FD-R	5	2	No			
TV-8		SD-R	1	4	Yes	300		2 TVR	25.00	FD-R	5	4	Yes			
HB-1		FD	8	1	No			AD-TV	6.50	SD-R	8	2	No			
HB-2		SD	8	1	No			AD-FTVR	8.50	FD-R	8	2	No			
Technical Appliance Corp., Sherburne, N. Y.								Vertron Corp., 11 Park Place, New York, N. Y.								
435	22.50	SD-R	3	4	Yes		10.5	TV-FM		ROD		1	No	300		
440	19.00	FD-R	3	2	No		8	Video Television, 239 East 127 St., New York, N. Y.								
441	13.00	FD	3	1	No		5	The Ward Products Corp., 1523 E. 45 St., Cleveland 3, Ohio								
455	15.50	SD-R	3	2	No		8	TV-88		SD	1	1	No	72		
453	11.00	SD	3	1	No			TV-94		FD	1	1	No	300		
465	23.00	FD-R	3	4	Yes		10	TVS-6		FD-R	1	4	Yes			
495	47.00	FD-R	4	4	Yes		14	The Workshop Associaes, 66 Needham St., Newton Highlands 61, Mass.								
624	10.00	CV		1	No		5	Bi-Conical	19.95	ID		1	No			
Telrex Inc., Asbury Park, N. J.								TV	32.50	SD-R-D		3	No		13	
2XTV	20.50	CN	3		No	150	3.25	TVS-2	55.00	SD-R-D		6	Yes		15	
4XTV	42.50	CN	3		Yes	150	6.75	TVS-3	80.00	SD-R-D		9	Yes		20	
Tricraft Products Co., 1535 N. Ashland Ave., Chicago 22, Ill.																
200	3.20	ID		1	No	72										
300	19.75	SD	6	2	No		6.5									
400	37.95	SD	6	4	Yes		11.5									

AK—Antenna Attachment Kit
 CD—Crossed Dipole
 CFD—Crossed Folded Dipole
 CV—Curved Dipole
 —D—With Director

FD—Folded Dipole
 FN—Fanned Dipole
 ID—Indoor Type
 —R—With Reflector
 SD—Straight Dipole

VD—V Dipole
 CN—Conical
 1—44-88 mc
 2—44-108 mc
 3—44-216 mc

4—54-88 mc
 5—54-108 mc
 6—54-216 mc
 7—108-216 mc
 8—174-216 mc

Data not received in time for publication: Channel Master Co., 15 Chapel St., Ellenville, N. Y. Trio Manufacturing Co., Griggsville, Ill.

TV Boosters, Magnifying Lenses, Filters for TV Screens & Antenna Mounting Accessories

Boosters:

Bowers Battery & Spark Plug Co., Reading, Pa.
 Bud Radio, Inc., 2118 E. 55 St., Cleveland, Ohio
 Crystal Devices Co., Inc., 1819 Broadway, New York, N. Y.
 Elton Electronics, 700 Elton Ave., Bronx, N. Y.
 Federal Television Corp., 210 E. 9 St., New York, N. Y.
 Jerrold Electronics, Inc., 121 No. Broad St., Phila., Pa.
 La Pointe-Plascomold Corp., Unionville, Conn.
 RMS Co., Westchester Ave., Bronx, N. Y.
 Mark Simpson Mfg. Co., Long Island City, N. Y.
 Sonar Radio Co., 59 Myrtle Ave., Brooklyn, N. Y.
 Sonic Industries, Inc., 2999 3rd Ave., Brooklyn, N. Y.
 Transvision, Inc., New Rochelle, N. Y.
 Vision Research Laboratories, Kew Gardens, N. Y.

Lenses, Magnifying:

Alphabet Products Co., 181 Navy St., Brooklyn, N. Y.
 Celomat Corp., 521 W. 25 St., New York, N. Y.
 C & R Plastic Co., 251 4th Ave., Brooklyn, N. Y.
 Dayco Corp., 915 Valley St., Dayton, Ohio
 Electrovox, Inc., 65 Franklin St., East Orange, N. J.
 Hunton Plastics Co., Englewood, N. J.
 Inland Plastics of America, 20 West 30th Street, New York, N. Y.
 Liquid Lens Corp., 7717 Parsons Blvd., Flushing, N. Y.
 Opti-Gem, Inc., 320 E. 39 St., New York, N. Y.
 Pioneer Plastics, Inc., Jamaica, N. Y.
 Plastick, Inc., E. Port Chester, Conn.
 Radio Corp. of America, Tube Dep't., Harrison, N. J.
 RMS Co., Westchester Ave., Bronx, N. Y.
 Spellman Television, Inc., 130 W. 24 St., New York, N. Y.
 Steiner Plastics Mfg. Co., Long Island City, N. Y.
 Thall Plastics Eng. Co., 155 Chambers St., New York, N. Y.
 Transvision, Inc., New Rochelle, N. Y.
 Walco Sales Co., 66 Franklin St., E. Orange, N. J.
 Wavell Corp., Real Estate Trust Bldg., Phila., Pa.
 Zenith Home Appliance Corp., 360 Furman St., Brooklyn, N. Y.

Filters, for TV Screens:

Bartel's, 8 N. 52 St., Phila., Pa.
 House of Television, 475 5th Ave., New York, N. Y.
 Pioneer Scientific Corp., 295 Lafayette St., New York, N. Y.
 Transmirra Products Corp., 1650 Broadway, New York, N. Y.
 Walco Sales Co., 66 Franklin St., East Orange, N. J.

TV Antenna Mounting Accessories:

American Phenolic Corp., Chicago 50, Ill.
 Andrew Corp., 363 E. 75 St., Chicago 19, Ill.
 Bandit Co., 2536 Walnut St., Denver 5, Colo.
 Camburn Inc., 3240 57 St., Woodside, N. Y.
 Crumms, Inc., Mfg. Div., Wooster, Ohio
 Easy-Up Tower Co., 3800 Euclid Ave., Racine, Wis.
 Federal Telephone & Radio Corp., 100 Kingsland Rd., Clifton, N. J.
 General Electric Co., Syracuse, N. Y.
 Hi Par Products Co., 53 East St., Fitchburg, Mass.
 Intra-Video Corp. of America, 851 Madison Ave., New York, N. Y.
 JFD Mfg. Co., Inc., Brooklyn 19, N. Y.
 Metalace Corp., 2801 Grand Concourse, Bronx, N. Y.
 Network Mfg. Corp., 19 Cottage St., Bayonne, N. J.
 Oak Ridge Antenna Co., 28 Clinton St., Yonkers, N. Y.
 Premax Products, Niagara Falls, N. Y.
 Rad-El-Co Mfg. Co., 6300 Euclid Ave., Cleveland 3, Ohio
 Radio Corp. of America, Camden, N. J.
 Norman M. Sewell Inc., Susquehanna Ave. & Derstine, Lansdale, Pa.
 Shur Antenna Mount Inc., Sea Cliff, N. Y.
 Snyder Mfg. Co., 22 & Ontario St., Phila. 40, Pa.
 South River Metal Products Co., South River, N. J.
 Technical Appliance Corp., Sherburne, N. Y.
 Television Laboratories, Inc., 1408 Wilmington Ave., New Castle, Pa.
 Telrex, Inc., Asbury Park, N. J.
 The Ward Products Corp., 1523 East 45 St., Cleveland 3, Ohio
 Wind Turbine Co., West Chester, Pa.
 The Workshop Associates Inc., 66 Needham St., Newton Highlands 61, Mass.



DAYLIGHT TELEVISION

IS EASIER TO SELL...



Model 810

The only table set on the market with G-E Daylight Television. Same bright picture that 'til recently was available only in a console costing hundreds of dollars more. What a value, at only

\$325.00*
(installation extra)

because it demonstrates itself!

WHEN you demonstrate G-E Daylight Television—well, you don't actually demonstrate it. G-E Daylight Television demonstrates *itself!* Its picture is so much sharper, so much clearer than anything your customers have ever seen that it practically sells them on sight! You see, G-E Daylight Television gives your customers the brightest picture under the sun!

Eye Opener... Sales Closer

Now you can sell G-E Daylight Television in a popular priced table model—G-E model 810. When your customers see its Daylight picture and *learn its price*, their eyes will be opened—and the sale closed! For full information call your G-E Radio and Television distributor or write: *General Electric Company, Receiver Division, Electronics Park, Syracuse, New York.*

GIANT SCREEN PROJECTION TELEVISION



Model 901



• For fine homes, clubs, bars, public places. Screen 18" x 24", 16% bigger than a newspaper page. Plus FM, AM and short-wave radio and superb automatic phonograph. Model 901. (Same chassis available for built-in installations. Model 910).



G-E Daylight Television
AM-FM Radio
Automatic Phonograph

• Complete entertainment center. Sensational G-E Daylight Television 10" tube. All U. S. television channels, each with factory pre-tuned circuit. Plus FM-AM radio automatic phonograph with G-E Electronic Reproducer. 12" G-E Alnico 5 speaker. Model 802D.



Model 802D

COMPLETE ENTERTAINMENT CENTER

G-E Television Ads work for you!

Your customers read the G-E television story in national magazines, see it in newspapers, hear and see it on television. No wonder G-E Daylight Television gives you the brightest sales picture under the sun!

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

GENERAL ELECTRIC



180-G10

Check-Lists for Extra Service Profits

Now that the big parade back to in-home living is under way, the demand for servicing of radios and electrical appliances will continue to grow. From here on, the dealer who keeps on the beam can expect to make additional profits out of maintenance.

In order to speed servicing, attract more business, and make certain that service is profitable, right now is a good time for the merchant to re-examine his service department with a critical

eye. To help him to do this, RADIO & TELEVISION RETAILING has prepared the check-lists which follow.

It is easy for things in the maintenance section to drift into costly ruts.

Slipshod conditions never improve themselves. If ignored, they are bound to worsen. Since good service is equally as important to the merchandising end as it is to the firm's profit structure, a new look at the department now and then will keep it from becoming an orphan in the dealer's business establishment.

MECHANICAL & TECHNICAL

- Test instruments adequate; efficient? _____
- Tool assortment sufficient? _____
- Parts supply of fast-movers large enough? _____
- Shop layout need changing? _____
- Shop kept orderly? _____
- Machines (buffers, lathes, etc.) well located; good working order? _____
- Diagrams, instruction & part sheets filed for ready reference? _____

PERSONNEL

- Are **all** your men good mechanics? _____
- Are they good salesmen? _____
- Are they diplomatic? _____
(Know how to impress customers favorably)
- Are they fast workers? _____
- Are they loyal and honest? _____

BUSINESS

- Is **Service** being advertised consistently? _____
- Is charge-out system efficient? _____
(Charging out parts used, and repairs billed)
- Is most work finished when promised? _____
- Is collection method effective? _____
- Is enough money being charged for repair work? _____

DELIVERY

- Effort made to encourage customers to bring in & pick up work? _____
- Vehicles re-painted & lettered? _____
- Efficient routes laid out in advance of calls? _____
- Trucks equipped with proper tools? _____
- Servicers instructed to take care of trucks; check tires, oil, etc? _____

Opening Up a Great
New PICTURE of
Television Profits!

New

WONDER WINDOW TELEVISION

by *Stewart-Warner*



**A Great New
"Matched" Value**

NEW YORKER (above) matches Stewart-Warner's new FM-AM-phonograph combination, "Manhattan." New *Photo-Mirror* screen puts the picture up where everyone can see it! Enlarging glass, hidden from view, available at slight extra cost. New, wider picture . . . more than 10% larger!

WAKEFIELD (right) matches Stewart-Warner's FM-AM-phonograph combination, "Mt. Vernon." Has new *Photo-Mirror* screen and all features of the "New Yorker" model.

Table Set or Console—All in One

WASHINGTON—same bigger picture as in the "New Yorker," yet it's a compact table set with direct-view screen! Harmonizes in styling with new Stewart-Warner "Monticello" combination. Quickly attached base at slight extra cost.



As advertised in

LIFE

NEW INSTANT TUNING! None simpler . . . none easier! Gets picture and sound *together*—the picture *in focus*—the sound exactly matching! The big feature your prospects are looking for.

NEW PICTURE REALISM! A new, wider picture shows more on the viewing screen: a clear, life-toned picture *more than 10% larger*, for comfortable daylight viewing!

NEW HOME-SIZE STYLING! Smart new cabinets specially designed for *today's* home or apartment . . . including a new table set and a new compact radio-matched console!

Once more, it's *Stewart-Warner* for PLUS values . . . in television, radios, combinations.

Stewart-Warner

FM RADIOS AM • RADIO-PHONOGRAPHS • TELEVISION

CHICAGO 14



ILLINOIS

Way out front in Children's records too!

Every age group covered . . . "big name" artists! All non-breakable* . . . new, low-price albums!

CHECK THIS LIST AGAINST YOUR INVENTORY!

TITLES	ARTIST	DESCRIPTION	TITLES	ARTIST	DESCRIPTION
Three Little Pigs The Orphan's Benefit	Walt Disney	1-10" Showpiece \$1.25, Y-14.	The Pancake The Farmer's Bride	Gudrun Thorne- Thomsen	2-10" Showpiece \$2.25, Y-343.
Rock-a-Bye Parade Ducklings On Parade	Vaughn de Leath	1-10" Showpiece \$1.25, Y-16.	Pee-Wee the Piccolo	Paul Wing	2-10" Showpiece \$2.25, Y-344.
Snow White and the Seven Dwarfs	Walt Disney	3-10" Flexible Al- bum \$3.50, Y-17.	Peter and the Wolf	Sterling Holloway	2-10" Showpiece \$2.25, Y-345.
The Sheep and the Pig Who Set Up Housekeeping	Gudrun Thorne- Thomsen	1-10" Showpiece \$1.25, Y-18.	Rapunzel	Dame May Whitty	2-10" Showpiece \$2.25, Y-347.
Three Billy Goats Gruff Answer Three Questions, If You Can	Gudrun Thorne- Thomsen	1-10" Showpiece \$1.25, Y-19.	Little Black Sambo and the Twins	Paul Wing	2-10" Showpiece \$2.25, Y-348.
The Night Before Christmas Jingle Bells Fantasy	Milton Cross RCA Salon Orch. Male Quartet	1-10" Showpiece \$1.25, Y-20.	Pinocchio	Walt Disney	3-10" Flexible Al- bum \$3.50, Y-349.
What Is God Like? The Song Of Growing Things	Karolyn Harris Allan Grant at the Piano	1-10" Showpiece \$1.25, Y-21.	Dumbo	Walt Disney	3-10" Flexible Al- bum \$3.50, Y-350.
Let's Play	Helen Myers	2-10" Showpiece \$2.25, Y-23.	Rudolph the Red-Nosed Reindeer	Paul Wing	2-10" Showpiece \$2.25, Y-353.
In Which a House Is Built at Pooh Corner for Eeyore	Robert Shaw	2-10" Showpiece \$2.25, Y-24.	Rumpelstiltskin	Roland Winters	2-10" Showpiece \$2.25, Y-354.
Cinderella	Jeanette MacDonald Russ Case and Cast	2-10" Showpiece \$2.25, Y-327.	Little Gnome	Dr. George Rockwell	2-10" Showpiece \$2.25, Y-355.
Uncle Remus	Norman Cordon and Cast	2-10" Showpiece \$2.25, Y-328.	The Doll in the Grass The Lad and the North Wind	Gudrun Thorne- Thomsen	2-10" Showpiece \$2.25, Y-356.
Peter Churchmouse	Paul Wing and Cast	2-10" Showpiece \$2.25, Y-329.	Why The Chimes Rang	Ted Malone	2-10" Showpiece \$2.25, Y-357.
The Twelve Dancing Princesses	Dramatic Cast— Musical Cast	3-10" Flexible Al- bum \$3.50, Y-330.	Johnny Stranger	Ray Middleton	2-10" Showpiece \$2.25, Y-358.
Pan, the Piper	Paul Wing	2-12" Showpiece \$3.75, Y-331.	Spike Jones Plays His Kind of Nonsense Music for Children	Spike Jones	2-10" Showpiece \$2.25, Y-359.
The Prettiest Song in the Whole World	Dame May Whitty	2-10" Showpiece \$2.25, Y-332.	The Pied Piper of Hamelin	Alec Templeton	2-10" Showpiece \$2.25, Y-360.
Little Black Sambo	Paul Wing	2-10" Showpiece \$2.25, Y-333.	Molly Whuppie	John Cronan	2-10" Showpiece \$2.25, Y-361.
Little Black Sambo's Jungle Band	Paul Wing	2-10" Showpiece \$2.25, Y-334.	Little Freddy with his Fiddle	Gudrun Thorne- Thomsen	2-10" Showpiece \$2.25, Y-362.
Singing Games	Madge Tucker	1-10" Showpiece \$1.25, Y-335.	The Happy Harmonica	John Sebastian	2-10" Showpiece \$2.25, Y-363.
Songs of the Zoo	John and Lucy Allison	1-10" Showpiece \$1.25, Y-337.	Aladdin and His Wonderful Lamp	Turhan Bey	2-10" Showpiece \$2.25, Y-364.
When the Husband Kept House	Gudrun Thorne- Thomsen	1-10" Showpiece \$1.25, Y-338.	The Further Adventures of Tubby the Tuba	Ray Middleton	2-10" Showpiece \$2.25, Y-365.
The 500 Hats of Bartholomew Cubbins	Paul Wing	2-10" Showpiece \$2.25, Y-339.	Johnny Appleseed	Dennis Day	3-10" Flexible Al- bum \$3.50, Y-368.
One String Fiddle	Paul Wing	2-10" Showpiece \$2.25, Y-340.	Melody Time	Roy Rogers, Sons of Pioneers, Sammy Kaye and Freddie Martin	2-10" Showpiece \$2.25, Y-369.
The Little Engine That Could	Paul Wing	2-10" Showpiece \$2.25, Y-341.	Pecos Bill	Roy Rogers and The Sons of the Pioneers	3-10" Flexible Al- bum \$3.50, Y-375.
The Unsuccessful Elf	Paul Wing	2-10" Showpiece \$2.25, Y-342.	Prince Valiant	Douglas Fairbanks	2-12" Showpiece \$3.75, Y-611.
			Alice In Wonderland	Amer. Repertory Theatre	6-12" Black Label Shellac \$7.00 (*except K-13 (Hard Back Album), K-13

. . . and here's RCA Victor's new fall line!

Adventures in Mother Goose Land	Jack Arthur	2-10" Showpiece \$2.25, Y-30.
Songs of Raggedy Ann	Jack Arthur	2-10" Showpiece \$2.25, Y-27.
Holidays in Song	Jack Arthur	2-12" Showpiece \$3.75, Y-31.
Christopher Robin Songs	Alec Templeton	2-10" Showpiece \$2.25, Y-26.
St. Catherine and the Miraculous Medal	Ted Malone	2-10" Showpiece \$2.25, Y-367.
Billy-On-A-Bike	Vaughn Monroe	2-10" Showpiece \$2.25, Y-366.
Happy the Humbug Has a Birthday	David Wayne	2-10" Showpiece \$2.25, Y-370.

The Wedding of the Princess	Paul Wing	2-10" Showpiece \$2.25, Y-374.
Bambi	Shirley Temple	3-10" Flexible Album \$3.50, Y-395.
Lore of the West	Roy Rogers	2-10" Showpiece \$2.25, Y-394.
Sylvester the Seal	Eddie Mayehoff	2-10" Showpiece \$2.25, Y-373.

There's no ceiling to this ever-growing market! With the kids' radio shows tapering off, records are the big thing in children's entertainment. And RCA Victor's line has everything you need! Order today!

Prices include Federal excise tax and are subject to change without notice.



RCA VICTOR CHILDREN'S RECORDS



RECORDS

Section of **RADIO & TELEVISION RETAILING**

Top Platter Favorites



AUGUST, JAN: "Dark Eyes"—"Yours Is My Heart Alone." Mercury 5175

The keyboard virtuoso does his familiar interpretation of "Dark Eyes" for this label; flip, the lovely waltz ballad.

CARLE, FRANKIE: "October Twilight"—"A New Kind of Song." Columbia 38291

Carle at the piano and Nan Wright doing the vocals make this pairing a good bet for dealers. "October" tune looks good.

CUGAT, XAVIER: "Play the Playera"—"Lonely Rancho." Columbia 38288
"Playera," one of those exotic beguine numbers that are usually popular with lovers of Latin-American music. Flip has a nice waltz rhythm.

DAMONE, VIC: "The Night Has a Thousand Eyes"—"Lillette." Mercury 5170

First side from film of the same name; other side a novelty tune with appeal.

DAY, DENNIS: "I'd Love to Live in Loveland"—"I Love You." RCA Victor 20-3015

Some nice balladeering waxed by Day in a pleasant, high-tenor style.

DORSEY, TOMMY: "Until"—"After Hour Stuff." RCA Victor 20-3061

A melodic Dorsey, and good vocals by Harry Prime, The Clark Sisters and The Town Criers spark this disc. "Until" is the side that will pull.

"TOMMY DORSEY'S CLAMBAKE SEVEN," RCA Victor P-220

Re-issue of old T.D. hits by members of his smaller, but equally famous '38 aggregation. For those who can remember "The Music Goes 'Round," "The Lady Is a Tramp," and "Alla En El Rancho Grande," will be pulling cards.

ELLINGTON, DUKE: "Don't Be So Mean to Baby"—"It's Mad, Mad, Mad." Columbia 38295

"Don't Be So Mean," a blues ballad; "Mad" side particularly good blues with special Duke piano passages.

ELMAN, ZIGGY: "You're Mine, You"—"Hup-Je-De-Bee." MGM 10243

Ziggy Elman takes hold right at the start with some fancy tooting, and holds the lead throughout. The band follows nicely, filling in with some danceable bits.

FITZGERALD, ELLA: "It's Too Soon to Know"—"I Can't Go On." Decca 24497

It's not too soon to tell that Fitzgerald's "It's Too Soon to Know" is destined to be one of the hottest things this gal has ever done. A super lyric and smooth music lines are blended into something to remember by the songstress. The tune has attracted quite a bit of attention already.

(More Popular Records on page 54)



"AMERICA'S FAVORITE WALTZES," Al Goodman and his Orchestra with the Mullen Sisters, Jimmy Carroll, Audrey Marsh, the Guild Choristers. RCA Victor CO-44.

The deft Al Goodman waltz touch is evident throughout the six offerings which include "Missouri Waltz," "Three O'Clock In the Morning" and "That Naughty Waltz." Dealers who have been successful with this type offering in the past, will find this collection profitable.

GERSHWIN: "An American in Paris" Leonard Bernstein conducting the RCA Symphony Orchestra. RCA Victor DM-1237.

This performance is a noteworthy successor to previously recorded "American in Paris" albums. The dealer can't go wrong adding this melodic and imaginative interpretation to his Gershwin stock.

GOULD, MORTON: "Soft Lights and Sweet Music." Columbia MM-765.

As the title implies, this album is designed for quiet listening. Melodies include "Let's Put Out the Lights," "Good Night Sweetheart," "I'm in the Mood for Love." Romantics of all ages will like this collection.

"VIENNESE WALTZES," Frank Devol and his orchestra. Capitol CD-98.

Waltzes are perennial good-sellers, and this collection with its lilting De-Vol interpretations and good selections should be no exception.

"VIENNESE WALTZES," Alexander Schneider String Quintet. Columbia M-MM-766.

A very "different" waltz release is this collection of seven waltzes that sound familiar,—but aren't. Supposedly "discovered" in the archives of the Library of Congress, the music is scored for an interesting combination of strings, and includes selections by Joseph Lanner, Mozart, and Johann Strauss.



"MARIAN ANDERSON SINGS SPIRITUALS," RCA Victor MO-1238.

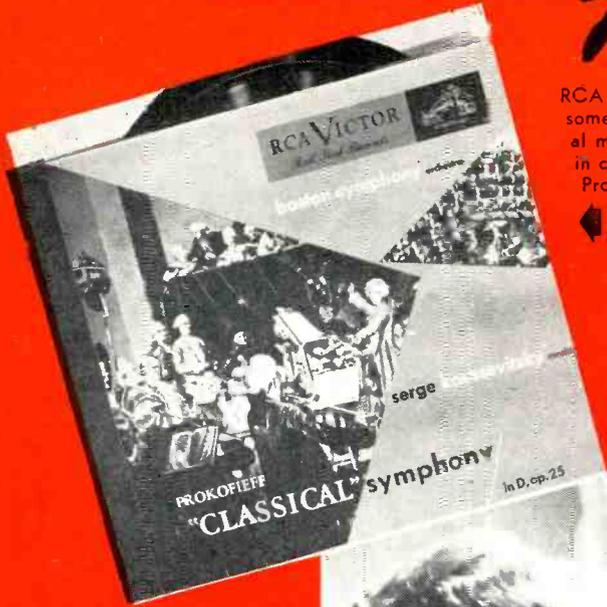
Miss Anderson's personal listening audience has heard her perform "Deep River," "Go Down Moses" and "Nobody Knows the Trouble I've Seen" as well as many of the other selections included in this album. Her deeply moving interpretations will make welcome additions to the record collector's library.

FARRELL, EILEEN: "Five Songs by Wagner," RCA Victor DM-1233. Leopold Stokowski and orchestra.

Eileen Farrell is a soprano who grows in stature with each recording.

(Continued on next page)

Top Platter Favorites

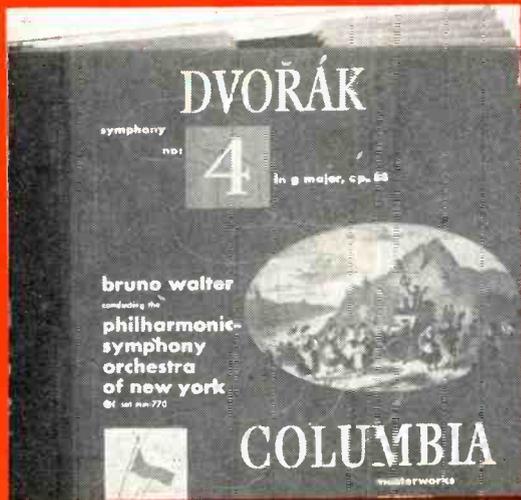


RCA Victor is planning some special promotional material to be used in conjunction with Prokofiev release.

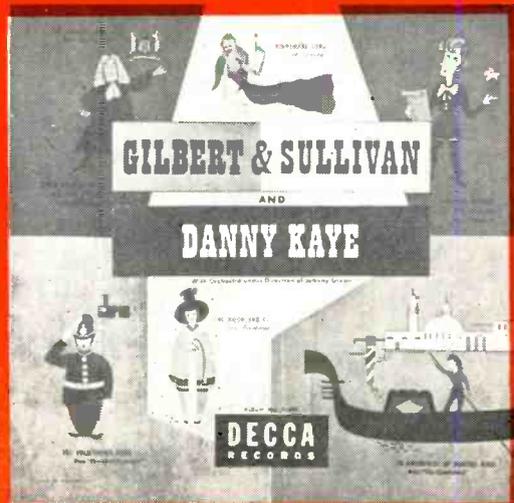
Margaret Whiting, Capitol records artist, has been hitting the best-seller lists steadily.



The Bruno Walter interpretation of this Dvorak symphony makes a good addition to the Columbia catalog.



For those customers who are looking for something old, but not very new, recommend this Decca release of Danny Kaye singing favorite Gilbert & Sullivan songs.



(Continued from preceding page)

These offerings from the "Gedichte" song cycle display the full breadth of her dramatic powers. Stokowski's interpretation is understanding and polished.

PEERCE, JAN: "Eili, Eili"—"A Cantor for a Sabbath." RCA Victor 12-0376.

Two traditional Jewish tunes, one the poignantly familiar "Eili, Eili" the other a folk song, are bound to get a hearty response from Peerce admirers, as well as in Jewish populated areas. Dealers would do well to push single during autumn Jewish holidays.

SWARTHOUT, GLADYS: "Les Chemins D'Amour"—"How Do I Love Thee" RCA Victor 10-1422.

The mezzo-soprano lends her talents to a coupling of a new, sentimental song from France with the old Elizabeth Barrett sonnet.

WARING, FRED, and his Pennsylvanians: "Grandma's Thanksgiving." Decca DU-70035.

This record is one of the few really "different" things to come the dealer's way in years . . . and the public is sure to go for it in a big way. Obvious tie-in is with the Thanksgiving holiday, but the beauty of the disc is in its appeal to all ages. Should be a good seller from now right up until Xmas.

CLASSICAL WORKS

BRUCH: "Kol Nidrei" Gregor Piatgorsky, 'cello, Philadelphia Orchestra, Eugene Ormandy conductor. Columbia 12882-D.

Sad, traditional Hebrew music given an excellent performance. Timely release for the Jewish holidays.

DEBUSSY: "La Damoiselle Elue" The Philadelphia Orchestra, Eugene Ormandy, conductor, with Bidu Sayao, soprano, Rosalind Nadell, contralto, and the Women's Chorus of Univ. of Pennsylvania. Columbia M-MM-761.

Based on the poem, "The Blessed Damozel," and fashioned for women's voices, with orchestral accompaniment. The soprano voice of Sayao bears the brunt of the solo singing, and emerges with full singing honors.

"MUSIC OF THE VOLGA," Marek Weber and orch. Columbia C-168.

A collection of Russian melodies, from Tchaikovsky to Russian folk melodies. Pleasant listening.

PROKOFIEV: "March, Op. 99"—SHOSTAKOVITCH: "Waltz," Efrim Kurtz conducting the Philharmonic-Symphony orchestra of New York. Columbia 12881-D.

This single contains two relatively unfamiliar gems by the popular Russian composers.

SATIE: "Trois Morceaux en Forme de Poire" Robert and Gaby Casadesus, duo-pianists. Columbia M-MM-763.

Modern French composer, Eric Satie, has been in limited vogue here. This album a brave experiment in presenting a new look in music.

SHOSTAKOVITCH: "Polka from The

Golden Age" — "Seven Children's Pieces," "Three Fantastic Dances," "Eight Preludes," Dmitri Shostakovich at the piano. Mercury DM-12.

These two 12-inch records are gems for Shostakovich lovers. The Russian interprets his pieces as he would have them played, much to his, and the listeners satisfaction.

STRAVINSKY: "Dances Concertantes," Igor Stravinsky conducting the RCA Victor Chamber orchestra. RCA Victor DM-1234.

More music in the ballet mood by the celebrated composer. Dealers who have done well with Stravinsky's "Divertimento" and similar albums will do O.K. with this one.

"WALTZES OF TCHAIKOVSKY," Vronsky and Babin, duo-pianists. Columbia M-MM-760.

Five of Tchaikovsky's most popular waltzes, three of which are from his ballets, have been arranged by pianist Babin for duo-piano interpretation.

(Note: A new monthly release of Columbia's LP Microgroove records, including the complete version of Puccini's "La Boheme" has been announced. In every case, each release is available in the standard shellac album.

FOLK MUSIC

ACUFF, ROY: "A Sinner's Death"—"The Midnight Train." Columbia 20475.

Strictly for those lovers of "hokum" Westerns, this coupling features Acuff, a mournful stringed accompaniment, and two dirge-like ballads.

ALLEN, ROSALIE: "He Taught Me How to Yodel"—"I Wasn't Born Yesterday." RCA Victor 20-3022.

"Yodel" number tops: flip a cute tune.

ASHLOCK, JESSE: "Still Water Runs the Deepest"—"There's No Time Like Today." Columbia 20466.

Two tunes by the singer; string band accompaniment.

AUTRY, GENE: "Buttons and Bows"—"Can't Shake the Sands of Texas from My Shoes." Columbia 20469.

In his genial, free and easy style Autry sings his way through a pleasant duo of tunes.

BOND, JOHNNY: "Bartender's Blues"—"I Can't Hide the Tears." Columbia 20467.

A real boogie woogie piano beat sparks first side; reverses a prairie lovelorn lament.

COOLEY, SPADE: "Topeka Polka"—"Big Chief Boogie." RCA Victor 20-3020.

An instrumental polka and a vocal with boogie beat coupled on this one.

DENNEY, DAVE: "There's Two Sides to Ev'ry Story"—"Everyone Has Someone But Me." RCA Victor 20-3044

Some good fiddling shares spotlight with Western songster Denney in a plaintive pairing.

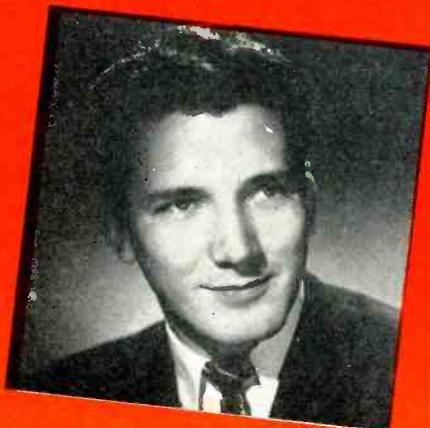
O'DAY, MOLLY: "Too Late — "Too Late," — "Why Do You Weep." Columbia 20463.

Tales of woe told on this coupling for collectors of mountain music.

ROGERS, ROY: "Betsy"—"Hasta La Vista." RCA Victor 20-3059.

A pair of love songs done in the sweetly sentimental cowboy style so popular with fans.

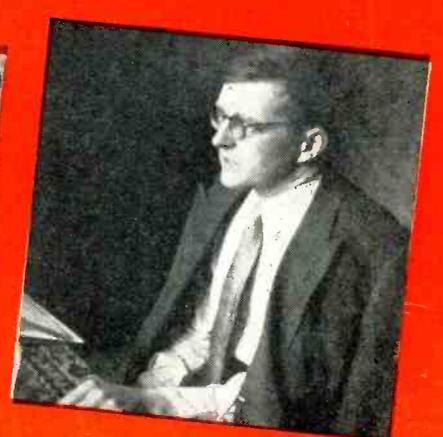
(Continued on page 58)



MGM Records continues to build up its artist roster, with the addition of singer Bob Matthews.



One of the Continental "Junior" records issued on bright colored Vinylite, particularly for the very young set.



Interesting study of Russian composer Dmitri Shostakovich, who performs his own works on new Mercury release.

RECOTON
MAKES YOU THIS
Amazing **OFFER FOR**
A LIMITED TIME
Only!



Here is the display that acts as your extra salesman. Sure to stimulate interest and business.

Recoton 98c Kit contains:

12 \$1.00 "Long-Life" Needles	
12 69c "Record Renewer" Bottles	
List price	\$11.76
Your cost	6.00
Your profit	5.76

Just

98c for a combined value of - - - \$1.69

Recoton's unbeatable "long-life" needle . . . the needle that outlives them all and Recoton's Record Renewer (regularly 69c) . . . the wonder liquid that sustains the life of your records. Imagine! both of these fast sellers for only 98c to the public. This bargain will stimulate your sales beyond all expectations. So take advantage of it immediately.

Order quickly for even QUICKER profits

Write, wire or phone your Distributor

RECOTON CORP.

251 Fourth Ave. New York 10, N. Y.

Popular Music

(Continued from page 50)

GARRETT, PATSY-EVANS, WILLIE:—"John's Other Wife"—"Cuckoo Waltz." Continental C-1242

The "Looney Tuners" do a pair of novelties that are bound to bring chuckles to listeners.

GILLESPIE, DIZZY:—"Manteca"—"Cool Breeze." RCA Victor 20-3023

King of be-bop's fans will recognize and go for "Manteca."

GOODMAN, BENNY:—"I Hate to Lose You"—"On a Slow Boat to China." Capitol 15208

Emma Lou Welch does the vocal on this slow-paced version of an old standard "Hate to Lose You"; flip a typically good Goodman number.

GUARNIERI, LEO:—"Gliss in the Dark"—"Thirty Minutes from Times Square." MGM 10249

New quintet featuring a jazz guitar, and some interesting vocal antics on this novelty pairing.

HARTMAN, GEORGE:—"Darktown Strutters Ball"—"Always." Mercury 5176

Dixieland Orchestra gives "strut-away" interpretation to this pair of oldies.

HERMAN, WOODY:—"P.S. I Love You"—"My Pal Gonzales." Columbia 38289

Mary Ann McCall does first side ballad; Woody romps through the vocals on the reverse novelty tune.

HORNE, LENA:—"Sometimes I'm Happy"—"It's Mad, Mad, Mad!" MGM 10246

"Mad" number a recent blues tune that is catching on—having already been waxed by some top recording names. Familiar "Sometimes I'm Happy" gets a nice going over in the sultry Horne tones.

INK SPOTS:—"Aladdin's Lamp"—"My Baby Didn't Even Say G'bye." Decca 24496

A cute coupling, with the Ink Spots doing a novelty rhythm bit in the middle of "My Baby" that provides a good change of pace from the usual talking interlude.

JONES, SPIKE:—"I Kiss Your Hand Madame"—"I'm Getting Sentimental Over You." RCA Victor 20-2949

The overly sentimental "Kiss Your Hand" gets a merciless ribbing from the City Slickers; flip equally raucous. Two saleable sides.

JORDAN, LOUIS:—"O Daddy-O"—"You're on the Right Track Baby." Decca 24503

"Daddy O" tune from "A Song Is Born" shows great promise of going places. This pairing one of Jordan's sure-fire seller releases.

KAYE, SAMMY:—"The Click Song"—"Here Comes the Milkman." RCA Victor 20-3017

A novelty pairing of tunes that will be bought for the Kaye rendition. "Click Song" looks like it'll "click."

KENTON, STAN:—"Bongo Riff"—"Willow Weep for Me." Capitol 15179

One of many special Kenton releases issued by Capitol. "Riff" side one of the Progressive Jazz series that is still danceable; "Willow Weep" side presents vocalist June Christy in some memorable work that will have the enthusiasts buzzing.

KNIGHT, EVELYN:—"Buttons and Bows"—"I Know Where I'm Going." Decca 24489

Miss Knight's slick vocalizing goes over big in "Buttons and Bows."

LAINE, FRANKIE:—"Thanks for You"—"Singing the Blues." Mercury 5174

Laine, as usual, puts his heart into these two offerings.

LUTCHER, NELLIE:—"Alexander's Ragtime Band"—"My Little Boy." Capitol 15180

"Little Boy" side presents the piano-pounding mama in a soft and sentimental mood; the reverse side a neat bit of musical burlesque in the Lutchter groove.

MARTIN, FREDDY:—"Solitaire"—"My Destiny." RCA Victor 20-3018

More mood music in the Martin manner . . . pleasant listening, good dancing, and good sales can be expected from this platter.

MONROE, VAUGHN:—"Sam, You Made the Pants Too Long"—"Why Did I Teach My Girl to Drive." RCA Victor 20-3071

The Monroe men struck it rich with the "Maharajah" platter. This re-issue, in the same vein, features Ziggy Talent in some equally funny vocalistic capers.

PIAF, EDITH:—"Les Trois Cloches"—"Perrine Etait Servante." Columbia 45001-F

The French chanteuse and her nine male "compagnons de la chanson" perform delightfully on the debut 12-inch disc. The group appeared in New York night-clubs last year, and had a successful engagement. This record need not be relegated to the "foreign language" shelves.

PRIMA, LOUIS:—"All of Me"—"Sweet Nothings." RCA Victor 20-3034

Prima and the boys in the band put new life into the familiar "All of Me" tune; Cathy Allen does reverse side vocals.

ROSE MARIE:—"Cheap Tomatoes"—"Nellie Paid the Mortgage." Mercury 5152

Van Alexander's sextet accompany the songstress as she merrily wends her way through these novelties.

(Continued on page 56)

New WEBSTER ELECTRIC
Featheride PICKUPS and CARTRIDGES
 for LP microgroove records

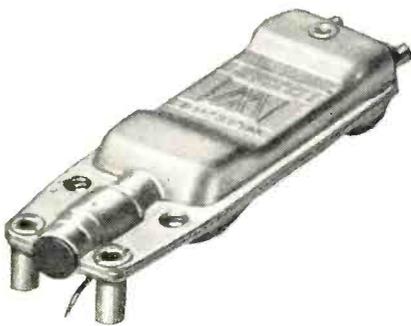


New! . . . Lightweight Featheride Tone-Arm

This new Webster Electric Featheride tone-arm is designed specifically for use with long-playing microgroove records. Stamped aluminum construction . . . light but sturdy . . . correctly balanced to maintain precise tracking pressure at 7 grams for LP requirements.

Behind this new design is the Webster Electric engineering experience that assures outstanding performance.

NEW FEATHERIDE CARTRIDGES FOR LP USE



**Webster Electric Featheride
 Crystal Cartridge**

Specially designed for long-playing microgroove records playing at 33 $\frac{1}{3}$ RPM. It tracks at 7 grams pressure, giving .8 volts at 1000 cps. It is adapted for standard mounting or clip mounting, and comes complete with replaceable osmium-tipped needle and guard.



**Webster Electric Featheride
 Double-Needle Cartridge**

Here's a combination cartridge that meets the requirements of both standard and microgroove records, in conjunction with a two-speed turntable. Equipped with two needles so that either type of record can be played with equal facility. It provides .8 volts at 1000 cps on 33 $\frac{1}{3}$ RPM. Write for complete specifications and quotations.

(Licensed under patents of the Brush Development Company)

WEBSTER ELECTRIC
 RACINE WISCONSIN



Established 1909

Export Dept. 13 E. 40th Street, New York (16), N. Y. Cable Address "ARLAB" New York City

"Where Quality is a Responsibility and Fair Dealing an Obligation"

New DUAL-SPEED PHONOMOTOR FOR 78 R.P.M. OR 33 1/3 R.P.M.



Takes ALL
record sizes

TWO turntable speeds—78 or 33 1/3 r.p.m. are optional with the new Alliance Dual-Speed Phonomotor! With a simple "flick" of the control, you select either speed at will.

A dual version of the famous Model 80, this complete, new record player assembly gives the same kind of high quality "wow-free" performance required for

commercial transcriptions!

Make the Alliance Dual-Speed your answer to the growing demand for slow-speed, long-play, micro-groove records! And remember—The new Alliance Dual-Speeds will be just as dependable as the millions of Model 80 Phonomotors now in use!

Radio retailers, manufacturers of original equipment, jobbers and service shops everywhere, find that the new Alliance Dual-Speed Phonomotor makes the best turntable drive for record-player consoles, table models, combination and portables. Each unit comes individually boxed. We urge retailers and service stores to order from their regular jobber—now!

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.

MIGHTY MITES OF HOME RECORDING!

For cutting—
Brilliantone
RECORDING NEEDLES

For cutting direct on all coated aluminum, paper, or glass base discs. Machine-lapped to insure a mirrorlike finish . . . a clean, quiet-cut groove.

For playback—
Actone
TRANSCRIPTION NEEDLE
100% SHADOWGRAPHED

Made to fit the groove cut by the Brilliantone Recording Needle. Used by top radio stations and transcription companies.

Products of **Dagshaw**

Famous for Fine Needles Since 1892

For New Catalog and Current Price Lists, write to: Phonograph Division

H. W. ACTON CO., INC.

Sole Distributor

370 Seventh Ave., New York 1, N. Y.

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.

Popular Music

(Continued from page 54)

RUSSELL, ANDY: "Just for Me"—
"Underneath the Arches." Capitol
15183

A nice pairing of rhythm ballads, with good assists in the vocal department from the Pied Pipers.

"S'WONDERFUL," Dinah Shore, Buddy Clark. Columbia C-166

An all-around delightful album . . . as to artists, performance, and selections, which include "Just One of Those Things," "Easy to Love" and the duets "Let's Do It" and "Summertime."

SHORE, DINAH: "Buttons and Bows"—
"Daddy-O." Columbia 38284

"Buttons" tune from film "Paleface," shows great promise. Dinah's rollicking Western twang is different from her usual offerings but makes good listening.

SHORE, DINAH: "What Did I Do?"—
"The Matador." Columbia 38293

From film "When My Baby Smiles at Me" first side an entertaining fluff of a song; "Matador" presents a new Dinah, who sings in English and Spanish, and who knows what to do to get a good laugh out of a lyric.

SINATRA, FRANK: "Kiss Me Again"—
"My Melancholy Baby." Columbia
38287

The crooner's talents are well showcased on these two beautiful ballads. The songs, Sinatra, and the interpretation blend into a good, staple seller.

SMITH, JACK: "A Carnival in Venice"—
"In the Market Place of Old Monterey." Capitol 15185

An old instrumental favorite, "Carnival" side gets novelty lyrics and a novel vocal version by Smith; flip a slow ballad.

STAFFORD, JO-MACRAE, GORDON:
"Say Something Sweet to Your Sweetheart,"—
"Bluebird of Happiness." Capitol 15207

A novelty duet is paired with the lovely "Bluebird" song classic.

THE DIXIAIRES: "Precious Memories"—
"Way Down in Egypt Land." Remington L-506

Two spirituals presented by this outstanding vocal quartet.

VAUGHAN, SARAH, with Dizzy Gillespie All Stars: "Mean to Me"—
"What More Can a Woman Do?" Remington L-500

Put out for the "race" market, this disc is equally at home in the dealer's "pop" stock. Collectors will go for it.

WHITING, MARGARET: "What Did I Do?"—
"Heat Wave." Capitol 15209

"What Did I Do?," from film "When My Baby Smiles at Me", gets treatment that differs from the usual Whiting technique; reverse side the old rhythm favorite.

(See page 58 for more New Records)

RCA Victor Dealers Meet



The Taylor Electric Co., Milwaukee, presented its dealers with the new "RCA Victor Four Star Program" at a dealer meeting. Shown at the session are, l. to r.: D. J. Finn, general sales manager, record division, RCA Victor and H. E. Riefz, manager record department, Taylor Electric Co.

Columbia Playtime Discs

A new series of seven-inch children's "Playtime Records" on pure non-breakable Vinylite has been issued by Columbia Records Inc., announced Ben Selvin, director of children's records for the company. These discs have a special "Playtime" label and sell for 25 cents each.

The initial Playtime library consists of twenty-seven childhood favorites. Some of these were earlier releases in shellac form; others were especially recorded for this series. The initial library includes the Mother Goose rhymes, eight Christmas carols, and a number of lullabies for bedtime playing. For special occasions there are patriotic songs, the "Happy Birthday" song and "Auld Lang Syne."

Webster-Chicago Display

As an aid to helping its retail outlets increase their sales of wire recorders, record players and amplifiers, the Webster-Chicago Corp., manufacturers of the "Electronic Memory" wire recorder, record changers, phonographs and nylon "knee action" needles, is offering dealers an exclusive "Electronic Memory" department for radio and department stores.

The display counter, which requires relatively small floor space, builds upwards instead of outwards. It has built-in provisions for easy hook-up of all units for convenient demonstration.

Owen said that dealers may obtain this "W-C displayer" from their authorized Webster-Chicago distributor under any of four merchandising plans.

Nylon Fidelity Needle



Permo, Inc., has announced a new nylon Fidelity needle designed to sell for \$1.25. Needle features permium (osmium alloy) tip, mounted in resilient nylon, which formed as part of the shank, provides both horizontal and vertical compliance, also filtering record scratch. Packaged in crimson plastic disc.

New Remington Label

Remington Records Inc., 254 W. 54 St., New York 19, N. Y., is offering dealers a series of records for children, issued on the "Junior" label, to retail at 75c and 98c. The records are made of Vinylite, and come in transparent colors of red, yellow, green and blue. Each record is packed in a picture envelope. The 75c (1000 series) features special songs, nursery stories and medleys. The 98c (100 series) consist of original stories with musical background taken from standard and folk music tunes.

The company has also readied a new series of jazz, blues and religious records, issued on the "Lenox" label. Priced at 75c, records feature special "beat" rhythms.

Decca FFRR Releases

Decca Records, Inc., have announced the biggest release of new FFRR recordings since the inception of the series. Of the 33 album sets, eleven are devoted to orchestra works, five to vocal, five to chamber music, four to concerti, three to symphonies, four to instrumental and one to Christmas.

In addition to such artists as Charles Munch, Eduard Van Beinum, Malcolm Sargent, Enrique Jorda, Kathleen Ferrier, Eileen Joyce, Griller String Quartet and others, the release includes additional selections by a variety of well-known artists. These include the following: Gertler String Quartet, London Belgina Piano Quartet, as well as many others.

The BIGGEST-SELLING Christmas Records of All-Time are on DECCA!



BING CROSBY'S "MERRY CHRISTMAS"

An all-time favorite that *always* leads in sales. Bing Crosby, the Andrews Sisters, Max Terr's Mixed Chorus and the Ken Darby Singers in this wonderful collection of Christmas songs, including White Christmas, Silent Night, and other Christmas favorites.

8 sides. 10 inch. No. A-550. \$3.75 (plus taxes)



LORETTA YOUNG "THE LITTLEST ANGEL"

A delightful Christmas story narrated by Loretta Young with musical background under the direction of Victor Young, and the Ken Darby Choir.

6 sides. 10 inch. No. DA-399. \$3.00 (plus taxes)



FRED WARING "T'WAS THE NIGHT BEFORE XMAS"

Fred Waring and his Pennsylvanians (Glee Club, Orchestra and Soloists) with a collection of Christmas Carols and Hymns.

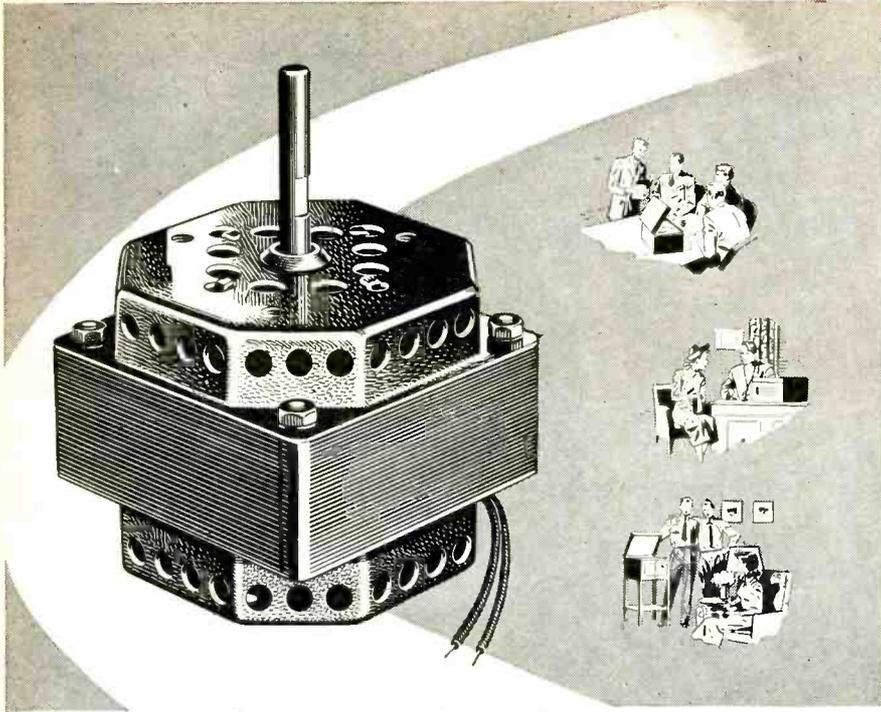
8 sides. 10 inch. No. A-480. \$3.75 (plus taxes)

Count on Decca for PROFITS!

Start with these three leaders and be sure of quick turnover this Christmas. Count on the whole popular Decca line of Christmas albums and records to make this holiday season a banner one for you!

It Pays to be a Decca Dealer!





Smooth Power...

FOR EVERY TYPE OF RECORDING UNIT

There's plenty of long-lasting *Smooth Power* in this compact General Industries recording motor. Originally developed for and widely used with marked success in disc recorders, it has been redesigned to meet the increased power requirements of tape and wire recorders. Here, indeed, is the *one* motor that meets *all* recorder requirements.

Like its companion motors in the famous *Smooth Power* line, this motor features a dynamically balanced rotor, with precision accuracy assured by the latest type of electronic testing equipment. Other features include special locating and locking means for both top and bottom covers . . . self-aligning, oil-impregnated sleeve and end thrust bearings . . . dual aluminum cooling fans and scientific air intakes for maximum cooling effectiveness.

For additional information and performance data, write *today* to:



The GENERAL INDUSTRIES Co.
DEPARTMENT I • ELYRIA, OHIO

The talk of the industry are the field tested **JUNIOR 10"** kiddie records on colorful transparent vinylite. Twenty modern stories, songs available with sound effects, orchestra, and known artists. **79c and 98c list price.** Some territories still available.

Distributors write for samples to:

REMINGTON RECORDS, INC.
254 West 54th Street **New York City**

Top Platter Favorites

(Continued from page 52)

TEXAS JIM ROBERTSON: "*Sad Heart*"—"When I Was Young and Handsome." RCA Victor 20-3039. Plaintive tune paired with cute novelty makes an appealing two-some.

CHILDREN'S

"BON BON STREET"—"THE STORY OF NARCISSUS." Remington J-109
Unbreakable record features little operetta set to Strauss' "Vienna Bon Bons Waltz" on first side; reverse side tells story of Greek hero Narcissus, using Nevins' music as background.

"BOZO UNDER THE SEA," featuring "Pinto" Colving, music by Billy May. Capitol DBX-99

Another issue of the popular Bozo series has the clown visiting the inhabitants of the briny deep. Accompanying picture book gives young listeners a better idea of what it's all about.

"NURSERY TUNE TALE"—"UP, UP, UP." Remington J-1006

Medley of nursery rhymes and story of an airplane ride are paired on this disc. Fact that it's unbreakable, 10-inch size, and sells for 75c all add up to what promises to be a good seller. A number of other 75c releases have been readied by the label.

"THE TRAIN RIDE"—"SVEN SVENSON'S TREE." Remington J-110

One of this label's series of original and delightful records for children utilizing old folk melodies in modern dress. "Train Ride" is written to a medley of Slovak folk csardases; "Sven Svenson's Tree," written to a Scandinavian schottische tells a tale of magic which has intrigued youngsters for ages.

"SINBAD THE SAILOR," Basil Rathbone, with supporting cast and orchestra conducted by Ralph Rose. Columbia M-MM 767

The ever-popular Arabian Nights story gets a true "Hollywood" production in a highly polished and fanciful version by the film actor. The musical accompaniment consists of excerpts from Rimsky-Korsakov's "Scheherazade". This entertainment fare is adult enough to please even adults.

Recoton L-P Needle

Recoton Corp., New York, N. Y., has announced a sapphire tipped needle to be used with Long-Playing records. The needle has been designed to track precisely the micro-grooves of these records. Suggested list price is \$2.50.

ELECTRICAL APPLIANCES

Section of **RADIO & TELEVISION RETAILING**

Knowledge Is SALES POWER!

The Salesman Who Knows Has the Inside Track to More Business

● Some of the most necessary ingredients going into the making of a *real* appliance salesman include a pleasing personality, favorable appearance, capacity for work, a genuine liking for the selling game, and the ability to learn and remember the important things about the products he sells, plus the "mechanics" of selling them.

The god salesman finds that the more knowledge he possesses about the things he sells—as well as the products the competitor handles, the more money he can make for himself and for his firm.

He finds that such knowledge is powerful sales-making medicine. The possession of this knowledge is a valuable sales tool. It gives any salesman a feeling of belief in himself. Furthermore, such knowledge expressed in terms of "sales talk" is certain to impress any customer favorably. The salesman who proves that he *knows* what he's talking about is a confidence-builder. He commands respect.

Product knowledge pays off. The salesman who goes along with just a smattering of information will sooner or later run into embarrassing situations which will cause him to lose face in the customer's eyes.

Because of financial limitations or unavailability of certain products, it is often impossible for a dealer to stock all models in a line, but it is possible—and necessary—for the salesman to know all of the models, their sizes, prices, etc.

In addition to knowing his own lines, the salesman should learn all about his competitor's products. Armed with such knowledge he can make accurate, telling comparisons, and does not have to stoop to mere "knocking" of the lines the other fellow stocks when customers mention other makes.

The good salesman knows what materials are used in the makes he sells. He knows colors and kinds of finishes. He

can give wattage and horsepower ratings without batting an eye. He is able to demonstrate all of the products without faltering. He can disassemble and assemble all parts in cases where appliances are so constructed that customers must put them together, or take them apart. (Vacuum cleaner attach-

ments, for instance.)

acquired or inherent—the hard to define "something" that helps make sales click.

This publication has published numerous articles on salesmanship, many of them stressing the personality-appearance angle, as well as the "cold facts" side of salesmanship.

SALESPower Rating . . .

Mr. Salesman, are YOU this man who knows his products?

DO YOU KNOW:

- All of the products in each line.....?
- All of the model numbers.....? Prices.....?
- All of the sizes.....?
- About the maker's reputation.....?
- Years in business, etc.....?
- Materials used in products.....?
- Colors & types of finishes.....?
- Wattage and horsepower ratings.....?
- Competitive makes and prices.....?
- Financing costs, time-payment procedures.....?

ments, for instance.)

It is necessary, too, for the salesman to learn thoroughly all of the mechanics of transacting a sale. He should be familiar with the finance contract, even the "small type" thereon. He must be able to quote terms, monthly payments, etc., and to obtain all of the credit information in a tactful and "painless" fashion.

There are two "sides" to selling, which may be described as *tangible* and *intangible*, for want of a better definition. The first side, the tangible one, is the sales presentation having to do solely with the product itself. In other words, it is *fact* side of the picture. The intangible end is the sales personality possessed by the individual, whether

Without doubt, the successful salesman needs to possess a balanced supply of the tangible and intangible qualities.

On this page is a check-list for the convenience of the salesman who wants to examine himself at the *facts* level, and for the dealer to use in examining his sales personnel on the same basis.

Some merchants may want to use the check-list as a "questions and answers" program at a sales meeting. The suggestion is made that the dealer who is interested in staging such a meeting, prepare a set of questions about the products in the field. Such meeting can be enlivened by making a sort of contest of the affair, and ringing in some actual demonstration work to lend action.



How to Display Space Heaters, Heat Pads, Blankets, Health Lamps, Exhaust Fans

With the approach of cool weather, the merchant can expect a greater sales volume in those appliances "made to order" for cool weather. The merchant who makes a real, two-fisted bid for such business can do a whale of job moving quantities of space heaters, heat pads, electric blankets, exhaust fans, health lamps and other related products.

The space heater business, for instance, is getting a bigger play than ever before. People are more conscious of home heating problems now than they have been for a great many years. Fuel shortages of last winter caused many persons to go out and buy auxiliary heating devices, and merchants sold great numbers of space heaters for electric, oil and gas operation. This

Hot Ideas for Cool Weather Sales

winter, the supply of such devices is thought to be adequate to fill the sure-to-come heavy demand.

A number of factors are involved in the choice of a space heater on the part of the customer. Availability of certain fuels, electric and gas rates, and housing conditions are some of these factors. Naturally, the dealer must know all about local conditions in order to stock the right sort of merchandise for his community.

Cold weather, and back-in-the-home living combine to give extra sales appeal to the old reliable heat pad, and to its larger relative, the electric blanket. Clever sales promotion on these items can result in more than satisfactory volume.

Sunlamps and infra-red lamps need to be merchandised via appealing displays. The sunlamp not only provides health-giving Vitamin D to take the place of the summer sunshine, but is becoming more and more important in enhancing personal appearance.

Exhaust fans are just as necessary in winter as they are in summer—often more so. Their sale during the cold months represents plus business for the dealer who goes after it.

Accompanying this article are a number of window-dressing ideas for use in the late Autumn, winter and early Spring.

Themes for SPACE HEATER WINDOWS

1. Use lighted red bulb in place of heat element in "sunflower" types.

2. Use red paper streamers flowing out from "blower" types.

(Continued on page 106)

NORGE PLATFORM

A NORGE FOR EVERY MAJOR HOUSEHOLD NEED AT A PRICE FOR EVERY POCKETBOOK

Your prospect names it . . . you supply it. It's a fact—there's a Norge for every purpose and for every purse! Norge offers the only complete line of major household appliances!

Norge fulfills campaign promises with appliances built for outstanding performance. Each product is packed with exclusive time, work and money-saving features . . . Each product is designed for breath-taking eye appeal. It's a combination that can't be beat!

And, backing these star performers there's a sell-packed coast-to-coast ad promotion that will send buyers looking for "the best dealer in town," because he sells Norge.

Tie-in with the winner! You'll get results . . . increased sales—increased profits!



SEE
NORGE
BEFORE YOU BUY

A BORGM-WARNER INDUSTRY

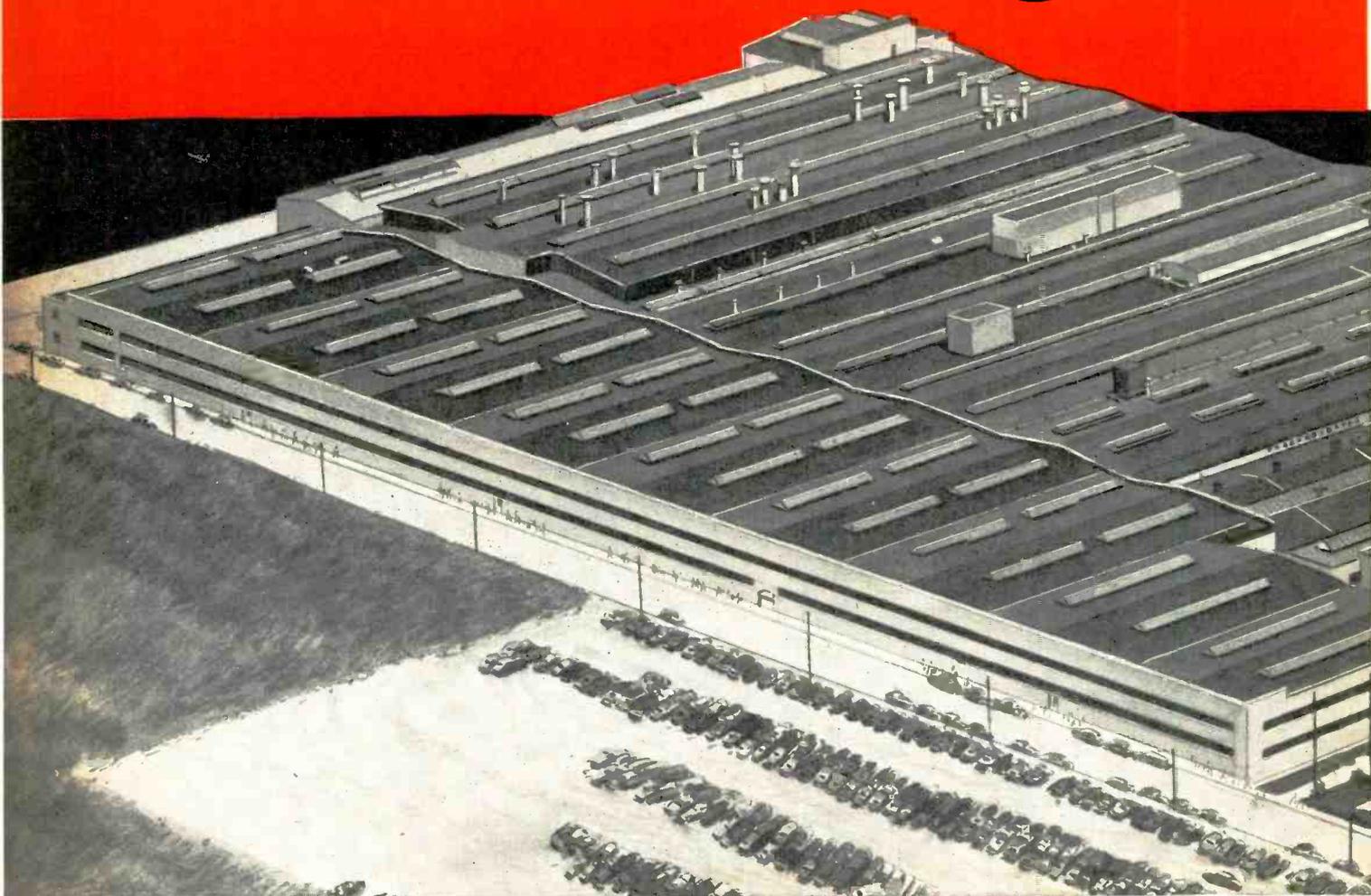
Norge Division, Borg-Warner Corporation
Detroit 26, Michigan

In Canada: Addison Industries, Ltd. Toronto, Ontario

Now in Operation

NEW HOTPOINT

For Manufacturing More



HOTPOINT Introduces the Last Word in Mass Production Techniques for Manufacturing the Last Word in Automatic Electric Ranges!

RANGE PLANT

And Better Hotpoint Ranges

Hotpoint Dealers Will Reap The Advantage Of Gigantic New Expansion In Greater Sales Volume And Profits

GEARED to turn out the phenomenal volume of 12,000 new Hotpoint Electric Ranges per week, production lines are rolling today in the world's largest and most modern range plant!

●● This mammoth new plant, built and operated by America's pioneer electric range manufacturer, is Hotpoint's dramatic answer to the tremendous and growing demand for Hotpoint Ranges!

●● With more ranges already in use than any other maker—and with new production capacity that practically equals the pre-war output of the entire industry—Hotpoint now offers dealers new opportunities, *new range values and volume!*

●● Signaling the birth of a new era in electrical appliance production, the new Hotpoint plant covers 18 acres, employs more than 4,000 people and represents an investment of millions of dollars!

●● Coming off the new plant's production lines today—with *Pushbutton Cooking, Talking Colors* and other exciting features—is the sensational new 1949 Hotpoint Range—star member of the famous Hotpoint line that embraces a dozen sales-leading major appliances to give you year-round, money-making opportunities! No wonder *Everybody's Pointing To Hotpoint*—The Franchise With A Future! Hotpoint Inc. (A General Electric Affiliate), 5600 W. Taylor Street, Chicago 44, Ill.

Everybody's Pointing To

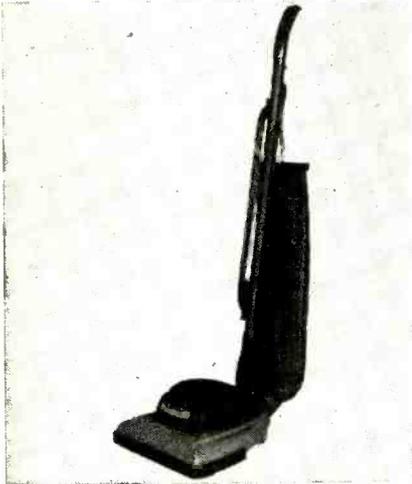
Hotpoint

The Franchise With A Future

Appliances for the Home

Universal VACUUM CLEANER

Brush type vacuum cleaner retails at \$49.95 complete with automatic rug adjusting nozzle. The cleaner features motor-hood and handle in rich brown two-toned haked finish; heavy twill bag with red lettering; rubber covered cord. All-metal construction motor hood; motor driven brush easily adjustable for bristle wear; rubber pistol grip handle has finger-tip



control switch; rubber bumper to protect furniture; Lite-all headlight lights up dark corners; three-position handle for cleaning under furniture; chain to keep bag from sagging; easy to open, envelope pleated "sani-bag". Ten matching cleaning attachments available. Landers, Frary & Clark, New Britain, Conn.—RADIO & TELEVISION RETAILING

Westinghouse IRON

Automatic light-weight electric iron, "Streamliner" weighs three pounds, has an aluminum alloy base with cast-in heating element. Black plastic handle, cover and heel rest is of one piece construction and features



an ivory plastic strip on the top of the handle, thumbtip temperature control dial; personalized adjustable control for women who iron fast or slow for greater accuracy. User sets the fabric setting best suited to her ironing speed. Westinghouse Electric Appliance Div., Westinghouse Electric Corp., Mansfield, O.—RADIO & TELEVISION RETAILING

Crosley SHELVDOR

Model S79 7 cu. ft. refrigerator features low price, space-saving (occupies same floor space as conventional 4 ft models); clear plastic meat tray for keeping meats at correct tem-



perature and humidity; norm-cold compartment for storage of food that requires normal dry-cold temperature and humidity. Cabinet dimensions: 55 inches high, 24 1/4 inches wide, 24 1/4 inches deep. Priced at \$219.95. Crosley Div., Avco Mfg. Corp., Cincinnati 25, O.—RADIO & TELEVISION RETAILING

GE CHIME CLOCK

Grandmother-type hall chime clock, "The Winthrop" model, sells for \$195.00. The clock, styled along lines of classical Colonial originals, stands 70 inches high, has a two-tone mahogany case with scrolled top corners. Westminster chimes sound at all quarters on deep, silver-toned rods. The hour strike is a harmonious chord tone. General Electric Co., 1285 Boston Ave., Bridgeport 2, Conn.—RADIO & TELEVISION RETAILING

Moss Atlas REFRIGERATOR, BAR

Table-high electric refrigerator has 3.5 cu. ft. capacity. Designed to small kitchen use.



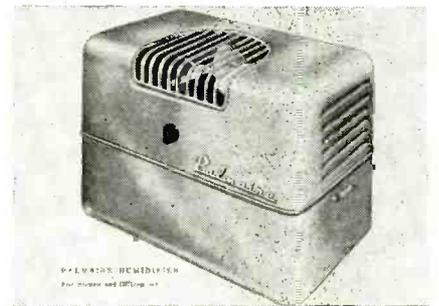
it is 34 1/2 inches high, 24 inches wide, 22 1/2 inches deep. Added utility is achieved through

the use of a formica top as a kitchen work surface.

The firm is also manufacturing an "Aristocrat" model deluxe serving bar, combination of bar, refrigerator and liquor cabinet. The size of the unit closed is 42 inches wide, 42 inches high, 18 inches deep. The unit is styled as a fine furniture piece. Moss Atlas Corp., Brooklyn, N. Y.—RADIO & TELEVISION RETAILING

Palmaire HUMIDIFIER

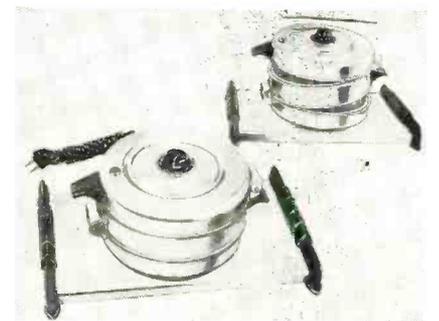
Automatic humidifier features: unit which may be humidistatically controlled, employs rain-drop dripper system to filter, wash and moisturize the air. Slow speed motor draws



air through dampened filter pads. Air is expelled through chromium grille in the top of unit. Water recirculated from three gallon reservoir by small pump. Unit circulates 12,000 cu. ft. washed air per hour. Unit is 11 inches high, 9 1/2 inches deep and 16 inches long. Palmer Mfg. Corp., Phoenix, Ariz.—RADIO & TELEVISION RETAILING

Serva-Matic WAFFLE IRON

Model DW-46, double automatic waffle iron has cast aluminum grids, bakes two full sized waffles at one time. Thermostat, with off position, easily controlled by upper dial. Signal



light indicates when iron is ready for batter. Finished in chrome, trimmed with black bakelite handles. Serva-Matic Corp., 556-560 W. Fulton St., Chicago 6, Ill.—RADIO & TELEVISION RETAILING

More Appliance Products on Page 65

ANSLEY Proudly Presents

DYNAVUE* television

Continuing the ANSLEY Dynaphone tradition of fine performance and exquisite cabinetry at competitive prices featuring the famous Dynavue Screen eliminating all glare and eye fatigue.



The
BEACON

Cabinet 19" deep x 25½" wide x 15" high of African Mahogany and Mahogany Veneers—30 tubes—10" Picture tube or 52 sq. in. screen. List \$375 plus excise tax and installation. Matching table 19½" deep x 26½" long x 26" high, \$25.00.



The
BELLEVUE

Cabinet 42½" wide x 23¼" deep x 40½" high of Ribbon Striped Mahogany. 43 tubes—12" picture tube or 77 sq. in. screen. Webster Record Changer List \$995 plus excise tax and installation. Bisque finish \$10 additional.



IT ISN'T IN THE CARDS!

Attention Dealers!

YOU CANNOT SHOW A PROFIT ON MERCHANDISE THAT CARRIES LESS THAN 30% MARKUP

We have the most attractive long range discount available in the trade. . . . Why not investigate the ANSLEY exclusive TELEVISION-RADIO PHONO FRANCHISE designed to bring you profits.

*TRADEMARK REGISTRATION APPLIED FOR U. S. PATENT OFFICE

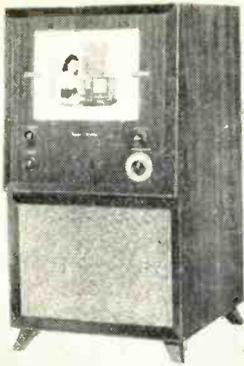
ANSLEY
RADIO
AND
TELEVISION
INC.
41 ST. JOES AVENUE
TRENTON 9, NEW JERSEY

Please forward complete information on the
ANSLEY EXCLUSIVE FRANCHISE

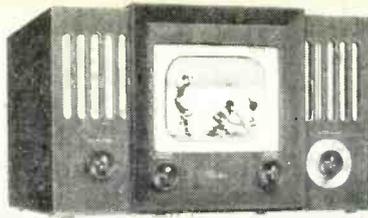
Dealer

Street No.

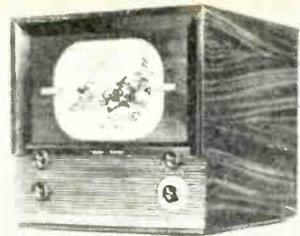
City



Model TV-279 — 10" television console. In mahogany veneer, to retail at **\$299.95**. Plus \$1.50 Federal tax. Installation extra.



Model TV-149—All channel 7" television. In mahogany veneer to retail at **\$169.95**. In blonde wood, **\$179.95**. AC-DC in mahogany veneer, **\$199.95**. Above prices plus \$1.30 Federal tax. Installation extra.



Model TV-249—10" all channel television. In mahogany veneer to retail at **\$249.95**. In blonde wood, **\$259.95**. Above prices plus \$1.50 Federal tax. Installation extra.

Tele-tone

TELEVISION • RADIOS • RECORD PLAYERS

A
COMPLETE
LINE
FOR
YOU!

**Priced for every customer!
Styled for every taste!**



The Tele-tone line is the shortest distance to sales and profits. It's the only COMPLETE line of electronic instruments—console and table model television, portables, record players, table model radios including AM-FM models—that combine quality styling, power-toned engineering and are priced right for quick turnover.

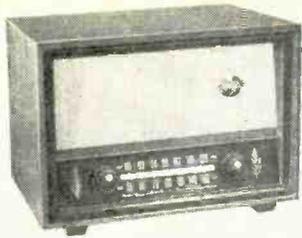
The Tele-tone line has been winning new customers for dealers from Maine to California. Tele-tone low-cost television has brought the wonders of this medium into millions of NEW homes. Tele-tone radios and record players have brought news, music and sports events to every room of the house.

Stock and feature the Tele-tone line. Contact your distributor NOW, or write direct for information. Be sure you have the ENTIRE line on display for extra holiday business.

Tele-tone —the line that means business . . .

BIG BUSINESS





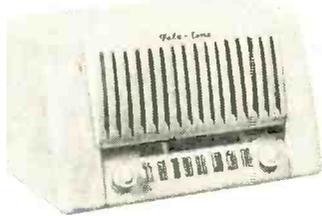
Model #198—FM-AM 8 tube table model. In mahogany to retail at **\$44.95**



Model #158—FM-AM 8 tube table model. In walnut plastic, to retail at **\$34.95**



Model #165—4 tube AC-DC superhet. In walnut to retail at **\$9.95**. In sand, maroon and jade, **\$11.95**. Model #175 in ivory, **\$12.95**



Model #159—5 tube AC-DC superhet. In walnut, to retail at **\$19.95**



Model #184—5 tube AC-DC superhet. In ebony, to retail at **\$14.95**. In rosewood, **\$16.95**. In ivory, **\$18.95**



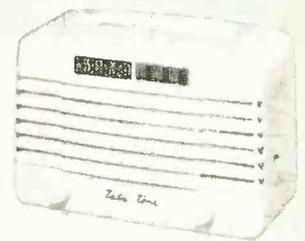
Model #157—5 tube AC-DC superhet. In walnut, to retail at **\$14.95**



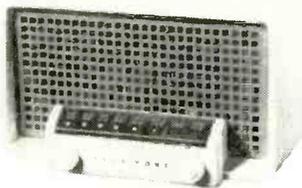
Model #190—3-way portable, AC-DC or batteries. In maroon plastic, to retail at **\$24.95**. Batteries extra.



Model #185—3-way portable. In maroon and sand with gleaming gold grill, to retail at **\$27.95**. Batteries extra.



Model #166—5 tube AC-DC superhet. In ivory, to retail at **\$16.95**



Model #201—6 tube AC-DC superhet. In rosewood, to retail at **\$19.95**. In ivory, **\$22.95**



Model #183—3 tube automatic phonograph. In tu-tone cabinet, to retail at **\$34.95**



Model #182—2 tube phonograph portable. In simulated alligator, to retail at **\$19.95**

AMERICA'S FASTEST
GROWING LINE...

by

Tele-tone

540 WEST 58th STREET, NEW YORK CITY, N. Y.

Prices slightly higher in Southwest and Far West

*For those who
Demand the
Finest...*

Meissner

PRESENTS PRECISION
ENGINEERED PERFORMANCE

FM RECEPTOR

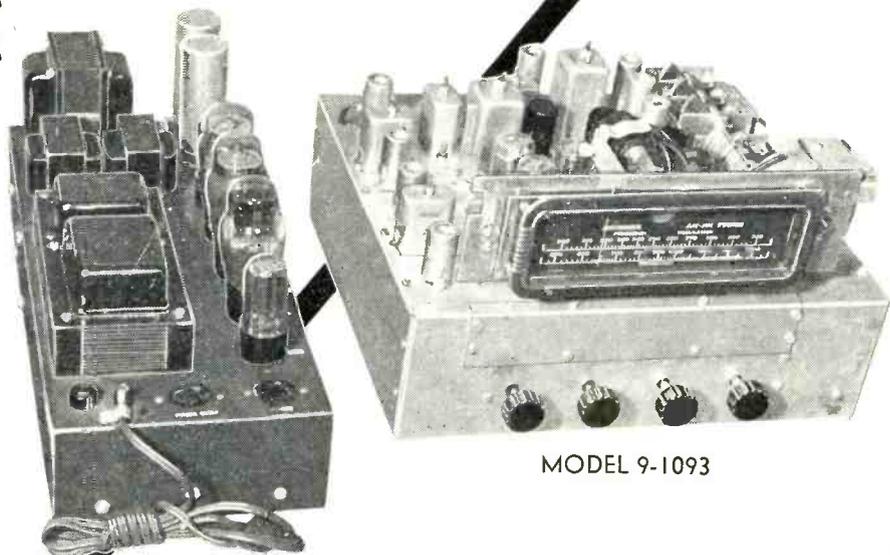


Now, the incomparable beauty of FM reception is available to all with the Meissner model 8C FM Receptor. Here is the full scale fidelity of FM reception, unbelievably free from static, interference or fading. The new FM band is 88 to 108 MC; power supply is 105 to 125 volts, 50 or 60 cycles AC; consumption is 35 watts. Audio Fidelity, flat within plus or minus 2 db, from 50 to 15,000 CPS. For the best FM reception, remember MEISSNER, it's the finest.

**AM-FM TUNER
AND AMPLIFIER**

**AM-FM TUNER
AND AMPLIFIER**

If you appreciate quality—you'll want MEISSNER. The Meissner Model 9-1093 AM-FM Tuner and Amplifier has a frequency range of 535 to 1620 KC (AM Band) and 88 to 108 MC (FM Band). It has a power output of 18 watts at less than 2% harmonic distortion, and a hum level, 65 db below full output. It's delivered complete with tubes, two antennas and all hardware required to mount the chassis units in the cabinet. The antennas consist of a low impedance 12" x 16", noise reducing loop for AM broadcast and an indoor type folded dipole, 300 ohm, for FM broadcast. Insist on the finest, insist on MEISSNER, it's yours for more listening pleasure.



MODEL 9-1093

M **EISSNER MANUFACTURING**
DIVISION OF MAGUIRE INDUSTRIES, INC. MT. CARMEL, ILL., U. S. A.

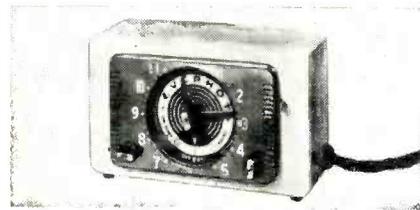
New Electrical Items

Hotpoint WATER HEATER

40-gallon table top electric water heater, designed to supplement all-electric kitchen ensembles. Heater is 24 inches wide, 25½ inches deep, and 36 inches high. It provides 10 gallons of additional capacity while occupying a relatively small kitchen space. The cylindrical tank is enclosed in an insulated outer steel shell finished in baked white enamel. Model is available with a single or double heating unit. Hotpoint Inc., 5600 W. Taylor St., Chicago 44, Ill.—RADIO & TELEVISION RETAILING

Everhot TIMER-CLOCK

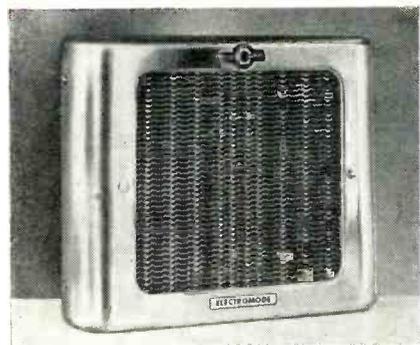
All-electric timer-clock, model 925 automatically turns current on for periods from 15 minutes to 5½ hours; serves as an electric



kitchen clock. Case of steel, is 6¼ x 3¾ x 3 inches. It is finished in baked on white enamel; trim in blue-gray and red. The Swartzbaugh Mfg. Co., Toledo 6, O.—RADIO & TELEVISION RETAILING

Electromode ELECTRIC HEATER

Fan-circulating electric heater, finished in chrome, designed for heating bathrooms and other small rooms. Chrome model easily installed, distributes 80 cu. ft. of heater air per minute. Heat is generated by patented cast-



aluminum heating element. Heater is equipped with thermal safety switch that prevents overheating. Chrome models retails for \$29.95. White baked enamel finish model lists at \$24.95. Electromode Corp., 45 Crouch St., Rochester 3, N. Y.—RADIO & TELEVISION RETAILING

Hamilton Beach FOOD MIXER

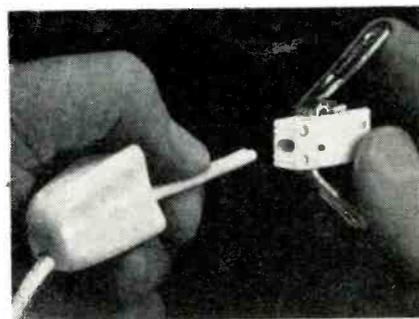
Model G food mixer features "Mixguide" which puts ten speeds under the thumb and under the eye for one-hand operation. Bowl control is achieved by a lever at the bottom



of the standard which shifts bowl while beaters are in operation to insure smooth mixture of all types of ingredients: light weight handle, sure-grip bowl, free-flowing juice strainer. Hamilton Beach Co., Div. Scovill Mfg. Co., Racine, Wis.—RADIO & TELEVISION RETAILING

Academy PLUG CAP

Automatic attachment plug cap requires no stripping or slitting. Plug molded of durable Plaskon and comes in a variety of modern pastel colors. No screws or crimping used to



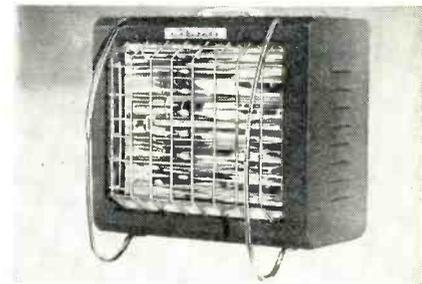
attach plug. Connection automatically accomplished by metal points incorporated in swingable blades. Academy Electrical Products Corp., 1849 Broadway, New York 34, N. Y.—RADIO & TELEVISION RETAILING

Eagle WALL PLATE

Illuminated pilot light bakelite wall plate eliminates groping for light switches in the dark. Consumes 1.25th watt. May be wired for any voltage from 100 to 250 volts. Simple to install; comes equipped with wood screws. Available in brown and ivory in single and duplex type. Eagle Electric Mfg. Co., 23-10 Bridge Plaza South, Long Island City 1, N. Y.—RADIO & TELEVISION RETAILING

Caliente AIR HEATER

Radiation type heater, model HR-1A shown. Features a new application of the high watt density non-metallic, silicon carbide element combined with a reflector designed for controlled directional distribution of infra-red rays. Produces maximum heating efficiency and effectiveness at low operating cost. It is equipped with a safety switch that automati-



cally interrupts the current when heater is in any other than normal operating position, and may be manually operated on or off. Cadmium grill reflects heat rays, functional guard controls proper angle for radiation. Equipped with handle for portability. Heater is available in wrinkle finish in several colors. Priced at \$19.95. REA Engineering & Mfg. Corp., Aurora, Ill.—RADIO & TELEVISION RETAILING

Acme REFRIGERATOR

Low-boy "freeze-O-matic" refrigerator is 36 inches high, 24 inches wide, 22½ inches deep, weighs 160 lbs. Cabinet has work table top, is made of heavy steel. Finished with rust



proofing, and three coats of enamel. Cabinet equipped with full length door and kick plate. Acme National Refrigeration Co., Inc., 634 Dean St., Brooklyn 17, N. Y.—RADIO & TELEVISION RETAILING

More Appliances
Elsewhere in this
Issue

Helps Make Customers Loyal

Dealer Williams SELLS Advantages of Trading at Home—Service Angle Stressed

"I've seen it happen time after time. They buy their stuff in the city, and then when they have to have service, they're stuck! Then they come around to see us."

This is an old story, according to Julius Williams, Jr., of the West Englewood Electric Co., 180 W. Englewood Ave., West Englewood, New Jersey, but it becomes a freshly important factor in the radio business in 1948 when a shaped of new communities are being shaped up.

The West Englewood firm is now concerned about it because a great many new homes are going up in that area, and buying habits are being formed. That is, the newcomers to the territory become the permanent friends of the local dealer, or they don't. It is one of the most important problems confronting the retailer today, Mr. Williams believes. He feels that merchants must now take steps to get the trade-at-home idea across effectively, if the community-type dealer is going to survive.

With his two sons, Mr. Williams runs a solidly successful business and has been at it for the last 19 years in the same community. He is determined to keep up his personal campaign to convince people that it is better to do their buying locally. He is dead certain that everybody gets a better deal this way, and he is one dealer who takes action on his belief.

New Homes—Great Potential

Five hundred new homes are due to be established in the West Englewood area and the potential increase in business there is something to get excited about—if the business stays in the area. Mr. Williams points out that when you consider the volume of new television sets to be sold, in addition to the regular radio needs, the potential business runs 'way up.

Fundamentally, Mr. Williams is taking two lines of action—he makes a point of contacting everybody, and then in all his personal contacts he tries to develop "store loyalty" so that the folk in town will establish the habit of buying locally.

For the initial contacting process, the West Englewood Electric Co. uses an elaborate direct mail system, plus whatever door-to-door work the store can find time to do. On all circulars and postcards, the pieces are made up at the store. This is done to get the "local" stamp on the pieces, and to make it a

community project rather than a mass mailing.

In personal canvassing done by the store, this dealer has found that a salary-plus-commission system is best. Mr. Williams has tried offering straight salary, but "it takes a really conscientious man, and they are very rare." Straight commission doesn't work very well here unless a dealer is able to offer so high a percentage that salesmen of very special talents are attracted.

Stresses Community Buying

Once the contacts are made the store takes great pains to point out to the prospects the advantages of trading in the community, as if it were one of the tangible advantages of the mer-

the temptations to trade elsewhere. The dealer simply brings it gently and quietly into the sales conversations, and mentions it in the service contacts.

After all, the people who live there do have some interest and pride in the community; otherwise they would not have decided to make their home in the area. It is not a subject which is inappropriate or boring if it is handled properly. A retailer can, if he gives the matter some thought, bring it up in a dignified way without the average customer getting in the least irritated with the "propaganda."

TV Merchandising

Mr. Williams believes that in the case of television, the trade-at-home policy



Lawrence Williams, right, and Julius, Jr., left, sons of the proprietor of the West Englewood Electric Co., take time "after hours" to brush up on demonstration methods.

chandise offered. This is always done, whether or not there is any particular occasion for it—that is, whether the customer mentions buying elsewhere or not.

Among those customers who already have the community habit, this practice "keeps them on the straight and narrow" and keeps them aware of the advantages of the local store throughout

should be emphasized even more. The nature of a TV receiver is such that it requires more individual attention in servicing and installation. Also, about one-third of the TV buyers in the area require time payments on the purchases, because the unit prices are high. If the local dealer can arrange for this financing, it establishes another bond with the local establishment.

APPLIANCE DEPARTMENT

HOW TO BALANCE INVENTORY

for greatest gift-season volume

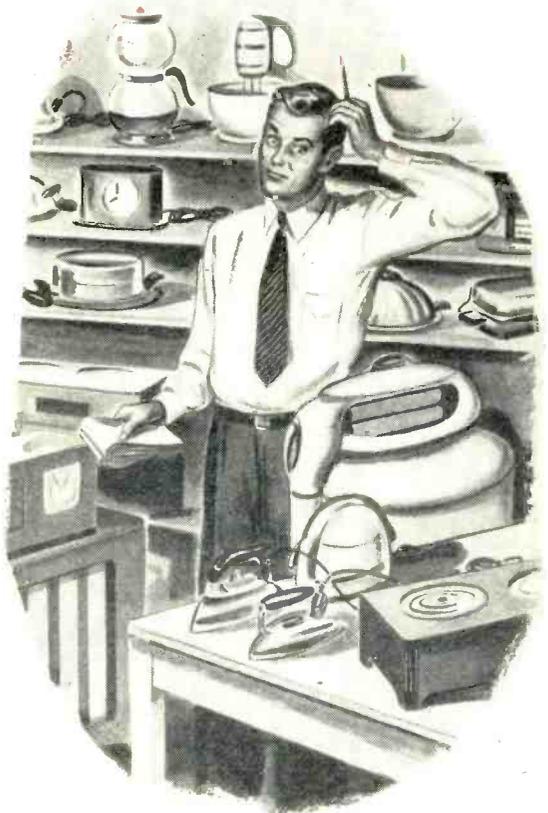
"Sorry, we're all out of them" is the last thing you like to tell a customer. But you don't want to find your shelves laden with overstocked items, either!

Balancing your inventory is one of your most important, toughest problems--especially during the pre-Xmas rush.

It's a lot easier to find the point of balance with the help of your near-by Graybar Merchandising Specialist. Two smart merchandising heads are better than one--and he not only knows your local market but is familiar with the experiences of other dealers in your area. Naturally, he'll urge you to order certain items--if he believes you should. But he knows his only safe course is to give you sincere, well-thought-out recommendations. That's the only way he can be sure of your continued business.

Remember, too, that Graybar's local warehouse is your quickest, easiest source of leading lines of electrical merchandise. When an unforeseen demand does arise, often Graybar can enable you to meet it without losing a sale!

Your best bet for keeping a balanced inventory is to plan and buy "via Graybar".



NATIONALLY ADVERTISED
APPLIANCES AND RADIOS

recommended by
Graybar

FOR FREE HELP, MAIL COUPON!

48A4

Graybar Electric Company, Inc.
Graybar Building, New York 17, New York

- Please tell me what lines you distribute in my community. I am interested in traffic appliances major appliances radios.
- Have your local Merchandising Specialist call me about checking my fall inventory.

Name _____

Store _____

Address _____

City _____ Zone _____ State _____

SELL THE "DIFFERENCE"!

**THERE'S NO
COMPETITION**

NEVER BEFORE
A WASHER LIKE THIS!
SENSATIONAL NEW UNIVERSAL
2-SPEED WASHER
with the Sensational **SUPER-SAFE WRINGER!**



**1 AMAZING NEW
LOW SPEED**
ELIMINATES TIRESOME
HAND LAUNDERING
OF FINE
GARMENTS!



**2 EXTRA-THOROUGH
REGULAR SPEED**
FOR FORCEFUL
CLEANING OF HEAVY
GARMENTS!

**THE ONE WASHER..THE ONLY WASHER
THAT DOES EVERYTHING
IN THE WASH SAFELY!**

**FORGET ABOUT COMPETITION! HAVE THE FIELD
TO YOURSELF! DISPLAY IT... ADVERTISE IT...
FEATURE IT ON YOUR SALES FLOOR!**

**FIRST with the New Super-Safe
CONTROL-O-ROLL WRINGER**

Universal puts you way out ahead of competition, too, with this sensation-ally different Super-Safe Wringer. Here, for the first time, is *safety without stopping to think*. A slight instinctive pull on the clothes or wringer will stop the rolls instantly. There never has been a wringer safe as this!

LEADERSHIP THAT BUILDS YOUR DEALERSHIP!

FEATURE UNIVERSAL!

FEATURE THE LINE THAT *STANDS OUT*
 ...for Performance...Design and All 'Round Superiority!



UNIVERSAL STANDARD
 SINGLE SPEED WASHER
 No. 2732



UNIVERSAL
 PORTABLE IRONER
 No. 4501



UNIVERSAL DE LUXE
 TWO-SPEED IRONER
 No. 4503



UNIVERSAL
 GASOLINE-DRIVEN
 WASHER
 No. 1703

NO OTHER LINE has a "head-liner" to compare with Universal's "salesational" 2-Speed Washer. And no other line of Home Laundry Equipment provides you with such "solid", way-ahead features... long-life quality and customer-pleasing performance. Right through the line... from Universal's streamlined, top-performing Single Speed Washer to

the new De Luxe Two-Speed Ironer with its six sensational sales-making features... you have more to talk about—more real quality to sell. For a bigger volume of Home Laundry sales and profit, too, concentrate on Universal. In your windows and in your advertising, identify your store as headquarters for this newer, better Home Laundry line.

FEATURE THE LINE THAT *STANDS OUT*
...for Full-Powered Advertising and Promotion!

TIE-IN WITH THIS BIG FALL CAMPAIGN—

- Big Space Ads in Saturday Evening Post, Farm Journal, Parents and Other Top National Magazines!
- Penetrating Day-After-Day Radio Advertising!
- Hard-Hitting Newspaper Coverage!
- Complete, Dynamic Point-of-Sale Support!

UNIVERSAL

LANDERS, FRARY & CLARK • NEW BRITAIN, CONN.

GE Display Winners Tour Electronics Park



(L. to r.): Tim J. Noonan, George W. Pickering Co., Salem, Mass. and H. T. Forsberg, Forsberg Electric Co., Brockton, Mass., winners of a window display contest among 50 New England dealers, get a few pointers on the layout of the GE Electronics Park at Syracuse, N. Y., from R. L. Hanks, GE electronics district manager at Boston. At the right are Ralph Knapp and Jim Dolan of General Electric Supply Corp. of Boston.

Graybar Staff Changes

The Graybar Electric Co., Inc., 420 Lexington Ave., New York City, has named the following: John Porter has been appointed manager of the Albany branch; R. B. Sayre has been named district manager for Jacksonville, Fla.; C. E. Kirkpatrick has been made Memphis manager; L. G. Fields has been named as district manager at Richmond; G. R. Muller has been appointed operating manager for Graybar at Syracuse; and H. M. Nator has been named to the job of manager of the Syracuse branch.

Upped by General Mills

James Fish, who has served as advertising manager for General Mills Mechanical Division, has been assigned the additional responsibility of sales promotion for the division, it was announced by L. N. Perrin, president of General Mills, Inc., Minneapolis.

Roscoe Imhoff has been appointed executive vice-president of General Mills Mechanical Division, it was announced by A. D. Hyde, division president.

Novel Hotpoint Display



"Sisters Under the Skin," an exhibit linking the Hotpoint "Hostess" automatic electric range and the Trans World Airline passenger hostess, is the theme of this exhibit which is on display in the Chicago TWA office. The display will be set up in other TWA ticket offices in key cities.

Bendix Towel Promotion

Bendix Home Appliances, Inc., South Bend, Ind., supported its "Cannon Brigade" store traffic building program with national magazine advertising, spot radio, newspaper space and sales promotional aids.

Designed chiefly to assist Bendix washer dealers make sales, the premium promotion was described by Parker H. Erickson, director of sales for Bendix Home Appliances, Inc., as "the most costly and extensive campaign ever attempted with a traffic premium as the spearhead." He said expenditures reached \$750,000. Costs were shared by dealers, distributors and the manufacturer.

The promotion is based on the Bendix axiom: "Mass demonstrations make sales." Every woman who witnessed a demonstration of the new Bendix washer with automatic soap injector in a dealer's store received a free Cannon bath towel. On a registration card, she gave her name, address and pertinent information about her laundry equipment.

Because tests of the Bendix "Cannon Brigade" proved so effective, Mr. Erickson said, the promotion was limited to the availability of towels, on a first come, first served basis. In one test market, the dealer gave away 300 towels in three days, sold seven washers, two dryers and one ironer, hired two outside salesmen to follow up prospects. In another market, the dealer gave away 420 towels, sold seven units immediately and anticipated 25 sales within 60 days.

Westinghouse Cleaners

Dollar volume sales of Westinghouse vacuum cleaners during the first nine months of 1948 are 177 percent greater than the same period in 1947, according to W. E. Slabaugh, manager of the vacuum cleaner department of the Westinghouse Electric Appliance Division, Mansfield, Ohio.

Universal Two-Speed Washer Demonstration Aid



E. L. (Hoop) Farquharson, sales manager, Home Laundry Equipment, Landers, Frary & Clark, demonstrates to a customer the operation of Universal's two-speed washer. The "transpara tub," used for demonstration, shows the exclusive features of the two washer speeds to the best possible advantage. "Tests show sales to be two or three times greater when the Universal two-speed washer with super-safe wringer is properly demonstrated," says Mr. Farquharson.

Gibson Plans Expansion

Substantial increases in productive capacity, in warehouse storage service, and in shipping facilities are part of a program announced by the Gibson Refrigerator Co., Greenville, Mich.

The new program was announced at a special meeting of Charles J. Gibson, president; F. S. Gibson, Jr., secretary-treasurer; L. W. Hamper, vice-president; and C. J. Gibson, Jr., assistant secretary and assistant treasurer.

One major step in the company's program will be the construction of a large new warehouse in Greenville. Plans for the new Greenville warehouse call for an all-covered basic steel structure of 100 feet by 300 feet.

Frigidaire Trains Men

A new series of factory-conducted two week training schools for Frigidaire's commercial refrigeration and air conditioning dealers and their salesmen, is under way, announced C. S. Trigg, sales training manager of Frigidaire division, General Motors, Dayton, O. Trigg explained that the new series of schools is being conducted on a continuing basis by the factory. Enrollment is open to all Frigidaire commercial and air conditioning dealers and their salesmen. Each school period is of two-weeks duration.

Cory Dealer Sales Aids

The Cory Corp., La Salle St., Chicago, Ill., has issued a booklet describing its co-ordinated merchandising plan to produce more retail sales of Cory brewers in the dealer's store. The booklet points out the tie-in material available free to dealers consisting of envelope stuffers, ad reprints, window decals, counter displays, trade ad reprints, window streamers, and mats for local advertising.

Colorful pages describe Cory's new package, all glass product, selling display unit, and company's "tested sales formula."



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

Styled To Help You Sell

A water heater doesn't have to be pretty, but it sure helps sales if it is. Put the new Rheem Series 41 Royal Deluxe on your show floor and watch customer resistance melt away.

Rheem's NEW LOOK line represents the last word in style—and ENGINEERING.

Made by the world's largest manufacturer of automatic water heaters, the Rheem-Processed tank is welded and inner-coated by a Rheem *patented* open-end galvanizing method. Corrosion is retarded by the Dow Magnesium Anode Rod. Fiberglass Insulation. Grayson Control. Every heater is guaranteed by Rheem and Good Housekeeping.

Simple to install, easy to service, fast factory service when you want it.

PLUS PROMOTION TO HELP YOU SELL

Rheem national advertising talks to 3 out of 4 home owners in your community. Thousands of coupons every month bring live leads. Complete local merchandising material at your request in the Rheem "Design for Better Business."

Order the NEW LOOK Rheem Line Now from your wholesale supplier.

RHEEM MANUFACTURING COMPANY

570 Lexington Ave., New York 22, N. Y.

**AUTOMATIC WATER HEATERS
ALL SIZES FOR ALL FUELS**

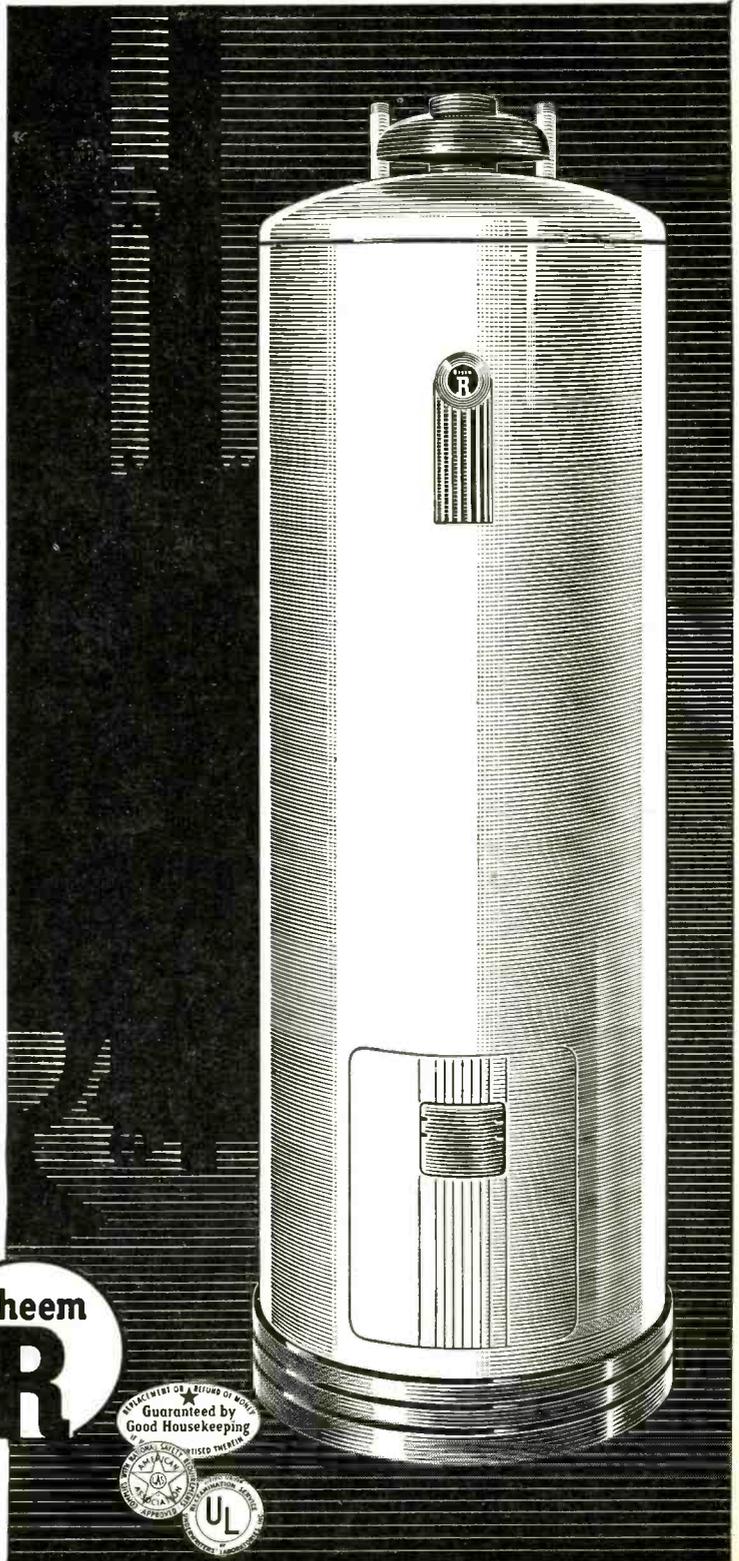
**SOFT WATER APPLIANCES
HEATING APPLIANCES**

DOMESTIC STORAGE TANKS

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



REPRESENTED BY A RECORD OF MONTHS
Guaranteed by
Good Housekeeping



RIGHT FOR SERVICING HOME RECEIVERS

Now, A Replacement Line of Chicago Transformers & Reactors

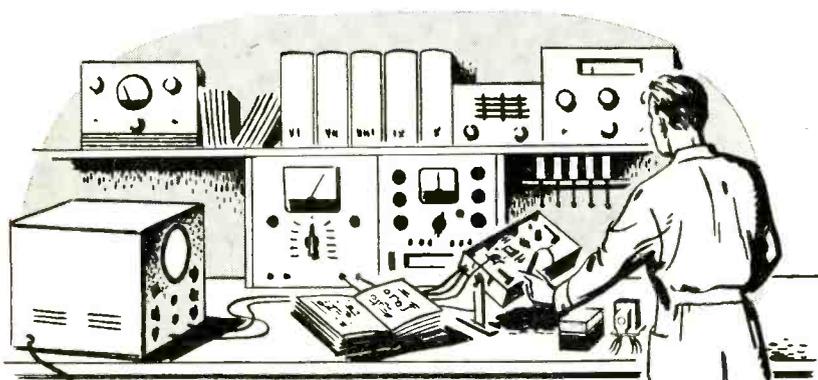
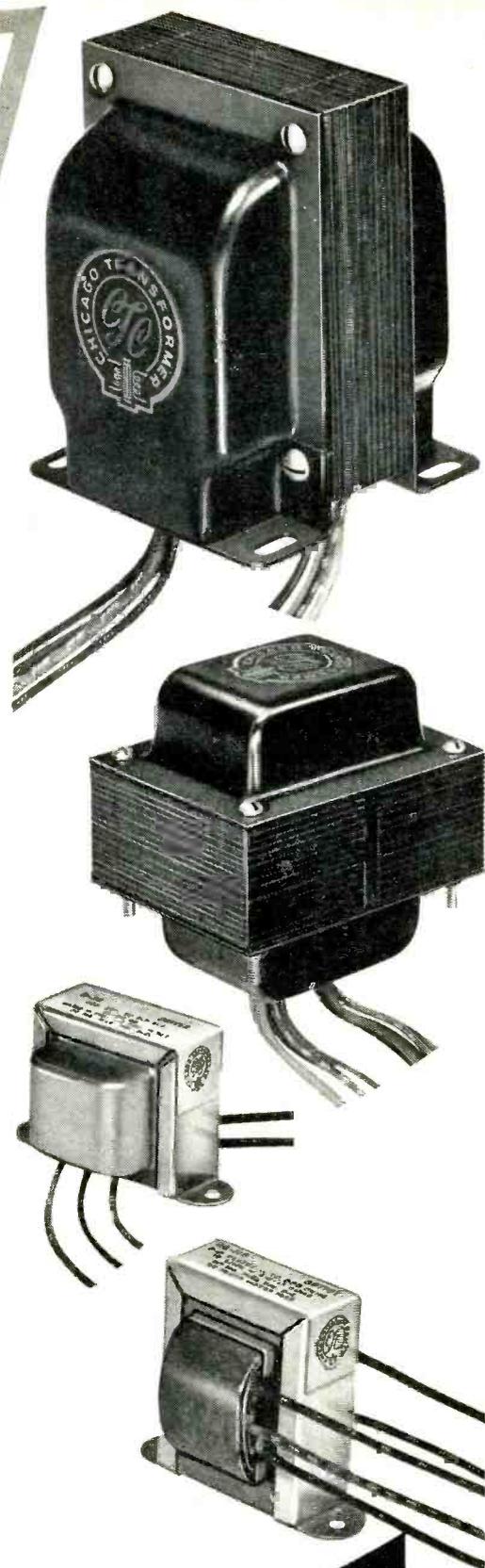
Now available in principal cities, this new replacement transformer line fits a wide range of the service man's most frequent power and audio requirements and fills, as well, the needs of the amateur and experimenter for efficient, standard-type ratings at low cost.

Here's transformer design and construction you can rely upon to give accurate, dependable performance. Every unit is backed by Chicago Transformer's reputation for quality . . . established in over 20 years of designing and producing original equipment transformers for the nation's leading set manufacturers.

RMA color-coded leads, tinned lead ends, and compact, standard-dimension mountings make for easy installation at the service bench. Included in the line are power transformers and chokes, filament, driver, speaker matching, interstage, and output transformers in a range of carefully chosen, practical ratings.

Ask for *Chicago Replacement Transformers* the next time you call or visit our parts jobber. *In the meantime . . .*

WRITE FOR CATALOG



CHICAGO TRANSFORMER

DIVISION OF ESSEX WIRE CORPORATION

3501 ADDISON STREET • CHICAGO 18, ILLINOIS



SERVICE & SOUND

Section of **RADIO & TELEVISION RETAILING**

Choosing the Right Loudspeaker

Here's Technical Information on Speakers for the PA Dealer

● The first two installments of this short outline of the more or less routine considerations in the installation of a plant sound system have briefly covered the matters of the pickup device and the amplifier. Following the progress of the program material, attention must now be turned to the loudspeakers.

The driving mechanisms of loudspeakers fall into two classifications: cone type and diaphragm type. The choice of type to use for a given installation involves a consideration of its directional or non-direction radiation or coverage, whether it is to be used indoor or outdoor, and whether it must reproduce music and speech, or speech alone.

Both types have advantages and dis-

advantages, which are more or less important in each individual installation.

1—Cone type. These speakers, today, are almost invariably of the permanent

THIS IS THE THIRD

of the series of "Sound" articles designed as a refresher course for the dealer interested in PA systems.

Other articles have run in the July and September issues of RADIO & TELEVISION RETAILING.

magnet (PM) type. Requiring no field power and very simple baffles, they are extremely popular.

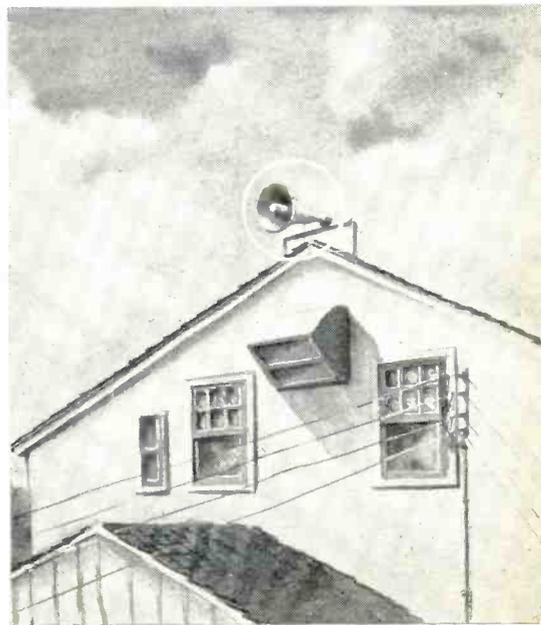
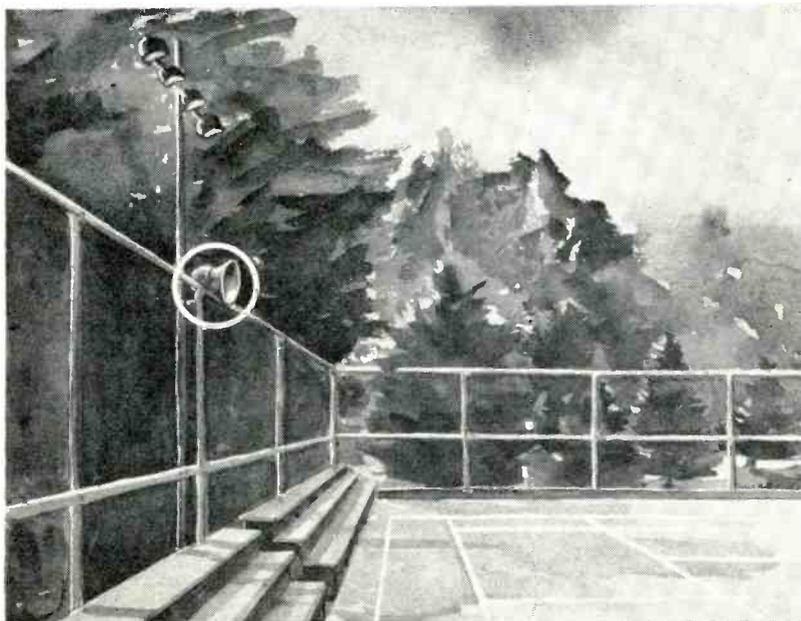
The most commonly used cone speak-

er baffles are the *flat* baffles, the *box* baffle and the *directional* baffle. See figure 2. When mounted in flat or box baffles, cone speakers radiate sound in all directions. Pyramidal or conical horns used with cone speakers also act as baffles, and tend to restrict the angle of coverage. Thus they are directional baffles, and can beam sound into a desired area.

The needs of the installation also determine the size of the baffle. The smaller the baffle, the less efficient is the transfer of mechanical energy from the cone of the speaker to the air, as sound, and in particular the bass response is reduced for any given size speaker. The bass response is also lowered when

(Continued on page 78)

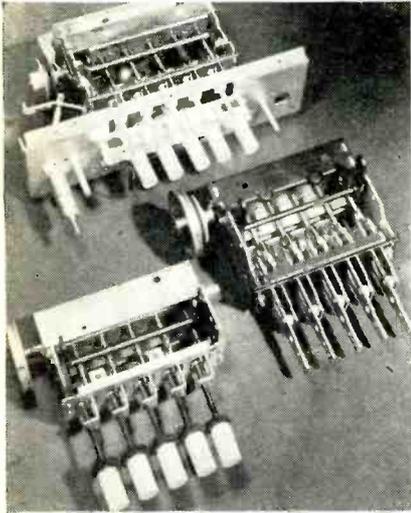
Fig. 1a (left): Parabolic horn for cone PM speaker, covering small area with good quality on tennis court at summer resort. 1b (right): Fully exposed to weather, reflex horn on diaphragm unit gives excellent, trouble free sound atop rear of resort hotel.



AM, FM, TV, PA

Sylvania TUNING ASSEMBLIES

Precision tuning assemblies calling for very close tolerances required for dependable settings with minimum frequency shift at any point within the AM broadcast band in automobile radio receivers are now available from



the Parts Department of Sylvania Electric Products Inc., Emporium, Pa. Service provided includes tooling for production, metal stamping, plating, fabrication and overall assembly of component products built to customer specification.—RADIO & TELEVISION RETAILING

Vision Research TV BOOSTER

Model TVX has two RF stages on high frequency channels to overcome difficulties of high-band reception. and improved sensitivity on low channel stages. Has three tubes, and covers bands 2 to 13. Standard discount to



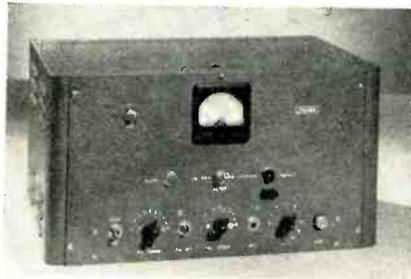
dealers is 40%. Lists at \$37.50. The firm's model TVA, all-channel booster sells at \$28.75. Vision Research Labs, 87-50 Lefferts Blvd., Richmond Hill, N. Y.—RADIO & TELEVISION RETAILING

Divco ROSIN CORE SOLDER

A rosin core solder with improved fluxing qualities is announced by Division Lead Co. It is claimed that the improved rosin flux spreads quickly and resists carbonization. "Divco" is available in all popular grades and sizes. Division Lead Co., 836 W. Kinzie St., Chicago 22. — RADIO & TELEVISION RETAILING

Audar TRANSMITTER

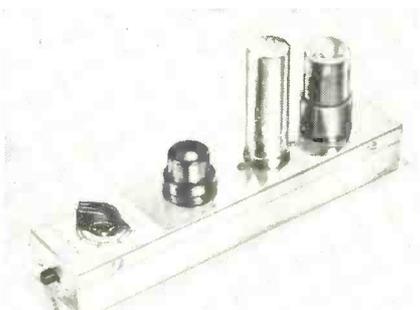
The new Telvar model T60-2 has 60 watts input; phone or C. W., and provides efficient performance on any amateur band, 80 to 10 meters. Compact single unit needs only antenna, mike and crystal to go on air. Tubes furnished as follows: 1—6L6G oscillator (oscil-



lator doubler on 10 meters). 2—6L6G final amplifier doubler, 1—6SN7 GT/G cascaded 2 stage speech amplifier, 1—6SN7 GT/G phase inverter driver, 2—6L6G push pull modulator, 1—5U4G final RF amplifier rectifier, 1—5U4G modulator, speech amplifier and oscillator rectifier. Sells for \$150. complete. Audar, Inc., Argos, Indiana. — RADIO & TELEVISION RETAILING

Electro-Voice SPEECH CLIPPER

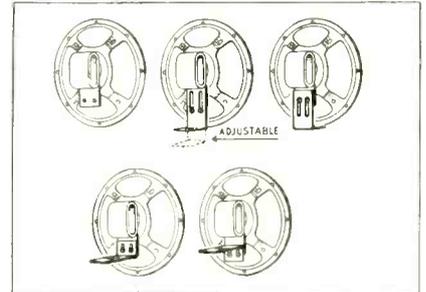
The Speech Clipper is a specially designed peak limiting pre-amplifier that clips the tops and bottoms from speech frequencies which rise above a pre-set amplitude . . . to provide communication services. In unclipped speech, low frequencies in the vowel sounds (a, e, i, o, u) are considerably greater in amplitude than the high frequencies that make up the con-



sonants (such as b, d, g, n, s, t, etc.) As the consonants contribute most to articulation . . . and the vowels the least . . . it is desirable to increase the amplitude of the consonants in relation to the vowel sounds. The E-V model 1000 Speech Clipper effectively increases the ratio of consonant-to-vowel intensity by clipping the peaks of the vowels while limiting the peaks of the consonants to that of the pre-set modulation percentage. This adds greatly to intelligibility in speech transmission, especially in the presence of high QRN or QRM. Tube complement: 6SC7, 6H6, supplied; Input terminal: PCIM connector; Output terminal: 18" shielded cable; Case: Compact, sturdy aluminum; Size: 10 1/4" x 2" wide x 4 1/2" high. List Price: \$24.50. Electro-Voice, Inc., Buchanan, Mich.—RADIO & TELEVISION RETAILING

Wright ADJUSTABLE SPEAKER MOUNTING BRACKETS

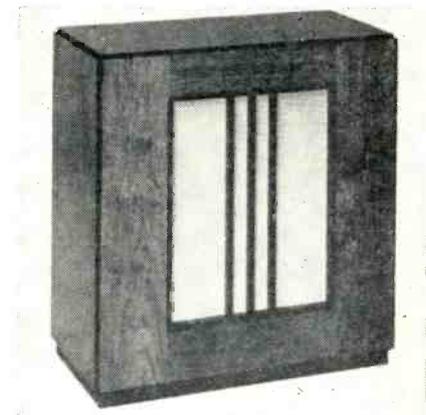
Allows immediate installation of Wright Verified speakers in practically any table model radio. Illustration shows many different ad-



justments. There is no additional cost for the mounting brackets, as all of the Wright speakers now come equipped with them. The firm has catalog sheets on its line of speakers available on request. Wright, Inc., 2233 University Ave., St. Paul 4, Minn.—RADIO & TELEVISION RETAILING

Cameron Craft CABINETS

New line of loud-speaker cabinets with excellent acoustical properties in designs and finishes of unusual beauty. Illustrated is #102-W, in walnut finish accented by black



grill bars, base and corners. It is also available in oak, mahogany and bleached mahogany. The dimensions are 30" high, 28" wide, 14" deep, provides 4 cubic feet inside. Constructed basically of 13/16" solid-core plywood; hand-rubbed finishes. Firm has illustrated catalog sheets of the entire line. Cameron Craft, 959-967 32 St., Oakland, Calif.—RADIO & TELEVISION RETAILING

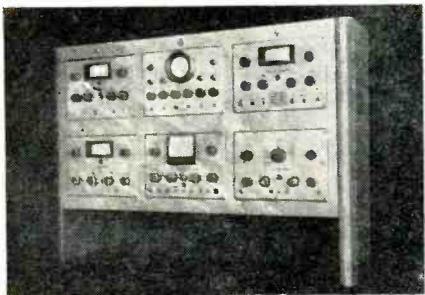
General Cement CHASSIS HOLDER

"Field Chass-Ez" holds all radios in place, simply and easily. It will not fall over; can be tilted. Durable and compact, it will hold 90% of all radios, straight or flanged type. Sells for \$3.65. General Cement Mfg. Co., Rockford, Ill.—RADIO & TELEVISION RETAILING

Service Aids

RCA TEST EQUIPMENT RACK

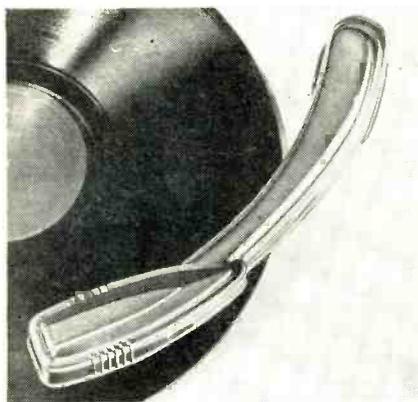
A new test equipment rack, designed as an efficient, ultra-modern cabinet for any six of RCA's matched units of test and measuring equipment, has been announced by the RCA Tube Department. Combining eye-appeal with utility, the new rack (WS-16A) serves both as a smart showcase for the display of RCA test equipment and as an efficient service rack



for the high-speed servicing of AM, FM, and television receivers in shops, laboratories, and schools. All instruments are within easy reach whether operator is seated or standing. Of all-metal construction, with the front panel in satin-aluminum and the remainder in blue-gray hammeroid finished steel, the rack is ruggedly built and of compact design. It measures approximately four feet wide, and one foot deep. Adequate ventilation is provided for all equipment. Radio Corp of America, Tube Dept., Harrison, N. J.—RADIO & TELEVISION RETAILING

Shure CRYSTAL PICKUP

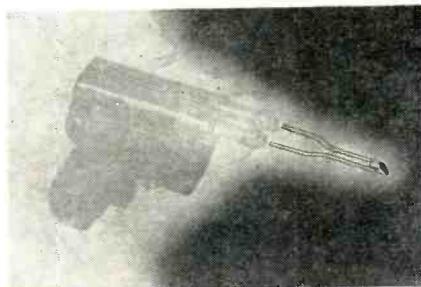
The new Shure "900MG" crystal phonograph pickup for micro-groove records is a special pickup that provides maximum reproduction of micro-groove record fidelity. The "900MG" is an ideal instrument for tracking on the new



micro-groove records because: it tracks at 7 grams . . . has a needle force of 9 grams as an added safety factor . . . uses a special offset osmium-tipped needle with a point radius of only .001" . . . and has an output of 1 volt! The Shure lever system has been adapted in the development of this new pick-up—providing a high needle compliance. Shure Bros., Inc., 225 W. Huron St., Chicago 10, Ill.—RADIO & TELEVISION RETAILING

Cal-Perry IRON TIP

New, improved, patented soldering iron tip for use with electric soldering guns. The tip, which has been successfully tested in the radio and television fields, is now available to all industries. Initial tests indicated that the improved model, with its longer, narrow neck, was the most desirable to enable the operator to place the tip of the electrode into the tiniest corner. The unit is a chromium-plated



copper electrode with only the surface of the tip exposed to prevent heat loss. The electrode is guaranteed for six months and will not break or "eat-through". The heat generated is sufficient to cover average soldering needs and often eliminates the need for heavier irons. In a test made by the United States Testing Co., it has been proved that the new soldering electrode will in no way adversely affect the transformer as long as it is used with normal care. The cost of the Cal-Perry soldering iron tip is 65c. Cal-Perry Corp., 62 Franklin St., East Orange, N. J.—RADIO & TELEVISION RETAILING

Bud TV BOOSTER

New television antenna booster designed to increase gain and to give brighter and sharper pictures. The booster not only cuts out much of the interference from other types of radio stations, but it also builds up the tuned-in television picture so that it is sharp, clear and steady. This new Bud product comes in 2 models the TAB-98 is designed to operate on all channels and the TAB-99 on channels 2 to 6 inclusive. For complete information write Bud Radio, Inc., 2118 East 55th Street, Cleveland, Ohio.—RADIO & TELEVISION RETAILING

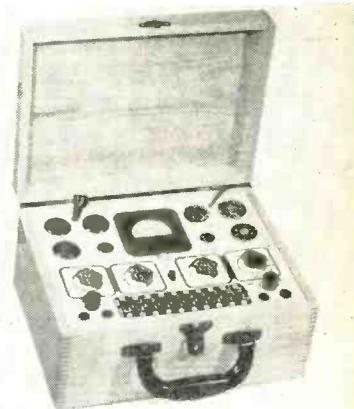
Oak Ridge ANTENNA ACCESSORIES

Oak Ridge Antennas has started full production of three newly developed antenna accessories. These accessories are: steel stand-offs; wall mounts; and chimney mount conversion units. The steel stand-offs (patents pending) are universally efficient. They will rigidly clamp any popular size coaxial or twin-lead cables. The universal application of these insulators is obtained by merely reversing either of the half sections of the grommet. The insulator or grommet is made of semi-hard, weather resisting rubber which is unaffected by extreme heat or cold. Wall mounts are made of 1/8 inch heavy duty steel and are cadmium plated for weather resistance. These wall mounts are available in 6 to 12 inch lengths and will support any standard size mast away from a wall or chimney. Slotted ends permit easy alignment of the mast. The chimney mount conversion unit features a solid steel mount which is heavily plated for weather resistance. It is applied by merely wrapping a

perforated metal strip around the chimney and taking in the slack with a take-up bolt. Oak Ridge Antennas, 239 E. 127 St., New York 35, N. Y.—RADIO & TELEVISION RETAILING

Test Craft TUBE, SET TESTER

Tests all up-to-date tubes including 4, 5, 6, 7, 7L, octals, loctals, television, magic eye, thyrators, single ended, floating filaments, mercury vapor, new miniatures, etc. Tests pilot lights, all voltages. Tests by the popular emission method read directly on the scale of meter. Tests leakage and short tests of any element



against all elements in all tubes. Tests both plates in rectifiers. Tests both diodes in multi-purpose tubes. Tests individual sections such as diodes, triodes, pentodes, etc. in multi-purpose tubes. Individual pin with selection. Special compensation type of line voltage adjuster. Tests provided for approximately 600 tubes. Dealer's Net Price: \$39.50. Test Craft Instrument Co., 42 Warren St., New York 7, N. Y.—RADIO & TELEVISION RETAILING

L & R SOLDERZIT

L & R Solderzit, packed in a convenient tube, is an all-purpose, high-strength metal solder that contains its own flux. A generous size tube retails for only 50c. 24 tubes are



packed in a compact counter merchandiser. L & R Solderzit is easy to use. Merely clean the surfaces to be joined, apply Solderzit and heat with soldering iron, torch or match flame. L & R Mfg. Co., 577 Elm St., Arlington, N. J.—RADIO & TELEVISION RETAILING



Space inside the Stolfi truck is used to maximum efficiency, as shown here. Parts and equipment are stored to the sides to allow unobstructed space for the set.

TV "Shop on Wheels"

Connecticut Dealer Goes to the Job With Complete Set-Up of Tools, Accessories, Parts and Diagrams

Here's What the Stolfi Truck carries:

1 heavy-duty electric drill. (1/4 HP.)
 2 carboly steel bits. (For drilling into brick and concrete.)
 1 extension power cord. (100 ft., No. 18 wire.)
 1 extension power cord. (25 ft., No. 18 wire.)
 1 brace.
 1 wood bit (18" long; 1/2" bit.)
 6 assorted steel drills; 1/8" to 1/2".
 1000 ft. roll of 300 ohm twin lead.
 500 ft. roll of 72 ohm coaxial cable.
 100 ft. roll of 150 ohm line. (Used to make matching stubs.)
 500 eye insulators.
 Box 1/4" by 1 1/2" lag screws.
 Box load shields or anchors used with lag screws. (1/2" by 1 1/2".)

Box 2-inch machine bolts with nuts.
 Antenna mast brackets; two types, for mounting masts on chimney, etc.
 2 collapsible antenna masts; 18-ft.
 2 complete antenna kits.
 12 rolls stranded galvanized steel wire, used for supports and grounds.
 50 ground straps.
 12 steel, copper-coated ground rods, 4 feet long.
 Box solderless terminal lugs and pliers.
 Large can plastic wood.
 5-lb. can roofing compound.
 Set of sound powered telephones with 125 ft. cord.
 38-foot extension ladder.
 26-foot extension ladder.

Set scaling hooks, to be fastened to ladder in climbing steep roofs.
 Rubber-soled tennis shoes, for safety on roof.
 Complete tool kit. Cutters, soldering irons, wrenches, hacksaws, pliers, etc.
 Volt-ohm-milliameter.
 Box spare tubes and parts.
 TV schematic diagrams covering sets being worked on.
 500 feet 110-volt zip cord.
 12 lightning arresters.
 1 test television set, known to be in excellent working order.
 12 boxes of fiber-head tacks.
 12 rolls high-frequency tape.
 1/2-inch star drill.
 Television booster unit.

Left: Two extension ladders are carried on brackets atop the truck, permitting access to even the highest roofs. Right: Loading and unloading is done with care. Complete description of the Michael Stolfi television business at Stamford, Conn., appeared in our October, 1947, issue.



No value equal to it...

Model 260 Volt-Ohm-Milliammeter

There's good reason why this is the world's most popular high sensitivity volt-ohm-milliammeter. In every part, from smallest component to overall design, no competing instrument can show superiority. It outshines because it outranks every similar instrument. And in the Simpson patented Roll Top safety case, shown here, it brings you important and exclusive protection and convenience.

- in staying accuracy
- in functional design
- in useful ranges
- in sensitivity
- in ruggedness
- in precision

Sub-Panel Assembly—Strong, Simple, Accessible



with cover over resistor pockets removed to show design

The ruggedness, the simplicity of design, and the consequent accessibility of components are shown here. Molded of sturdiest bakelite, the sub-panel provides separate pockets for resistors. This separation makes for orderly assembly, highest possible accessibility, and added insulation for preventing shorts. All connections are short and direct. Cable wiring is eliminated. Each battery has its own compartment, again increasing accessibility.



The New Simpson Switch Mechanism. You will find no other switch mechanism on the market like this Simpson switch. It is built of molded bakelite discs. Unusually sturdy contacts, of heavy stamped brass, silver-plated for superior conductivity are molded permanently into each disc. They can never come loose, never get out of position. When the discs are assembled into the complete switch, these contacts are self-enclosed against dust. Danger of shorts is automatically eliminated. As the switch is rotated from range to range, the contact is always positive and unvarying.

A ball-and-spring mechanism positions the switch at the selected range by a 3-point pressure. Switch is thus held securely in place, yet smoothly repositions to each new range. This mechanism is also self-enclosed against dust in a bakelite housing.



A flick of the finger opens or closes the Roll Top front.

High voltage probe (25,000 volts) for TV, radar, x-ray and other high voltage tests, also available.

RANGES

- 20,000 Ohms per Volt D.C., 1,000 Ohms per Volt A.C.
 - Volts: A.C. and D.C.: 2.5, 10, 50, 250, 1000, 5000
 - Output: 2.5, 10, 50, 250, 1000
 - Milliamperes, D.C.: 10, 100, 500
 - Microamperes, D.C.: 100
 - Ampères, D.C.: 10
 - Decibels (5 ranges): -10 to +52 D.B.
 - Ohms: 0-2000 (12 ohms center), 0-200,000 (1200 ohms center), 0-20 megohms (120,000 ohms center)
 - Model 260, Size: 5 1/4" x 7" x 3 1/8"\$38.95
 - Model 260 in Roll Top Safety Case, as shown.....\$45.95
 - Size: 5 3/8" x 7" x 4 3/4".....\$45.95
- Both complete with test leads and 32-page Operator's Manual.

Ask your jobber or write for complete descriptive literature.

Simpson

INSTRUMENTS THAT STAY ACCURATE

SIMPSON ELECTRIC COMPANY
5200-5218 W. Kinzie St., Chicago 44, Ill.
In Canada: Bach-Simpson, Ltd., London, Ont.

Choosing Speakers

(Continued from page 73)

smaller size cones are used, with a constant baffle size.

A useful form of baffle which may give greater bass from a given size, is known as the *bass reflex* or *acoustic phase inverter* baffle. In this type, the sound wave off the rear of the cone is directed out the front of the baffle in such phase as to reinforce the bass tones at some particular range of frequency. It "peaks" the output at this part of the sound spectrum, somewhat at the expense of other frequencies.

2—*Diaphragm type*. The diaphragm unit is always used with some form of horn. All horns have a definite low frequency cut-off—the point below which low frequencies cannot be reproduced. The longer the horn, and the larger its mouth diameter, the lower the cut-off frequency.

Most frequently, the horn of a diaphragm speaker is spun of aluminum, with a carefully designed exponential or similar flare. A horn of considerable length is necessary to achieve a given mouth opening, and they are generally classified by the length in feet.

(Continued on page 82)

Figure 4. Cross section of reflex horn with cone speaker used outdoors. Dotted line indicates how sound travels.

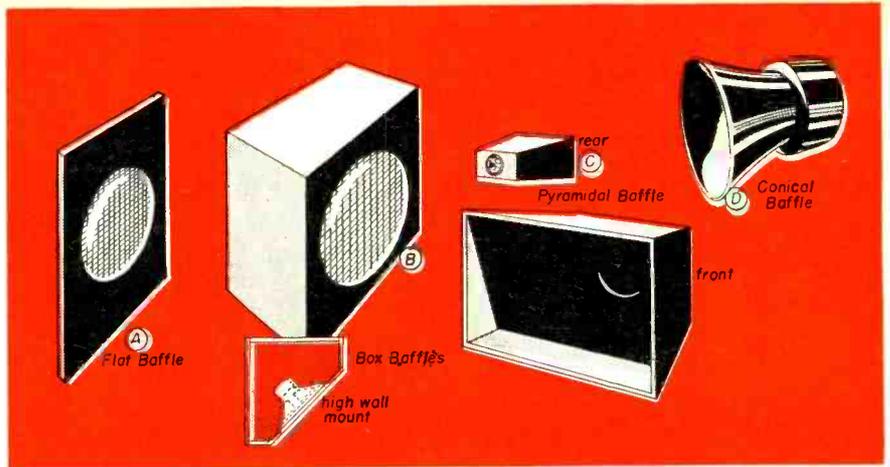
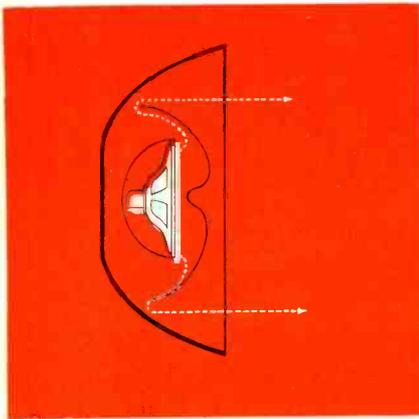


Figure 2. Baffles for cone speakers.

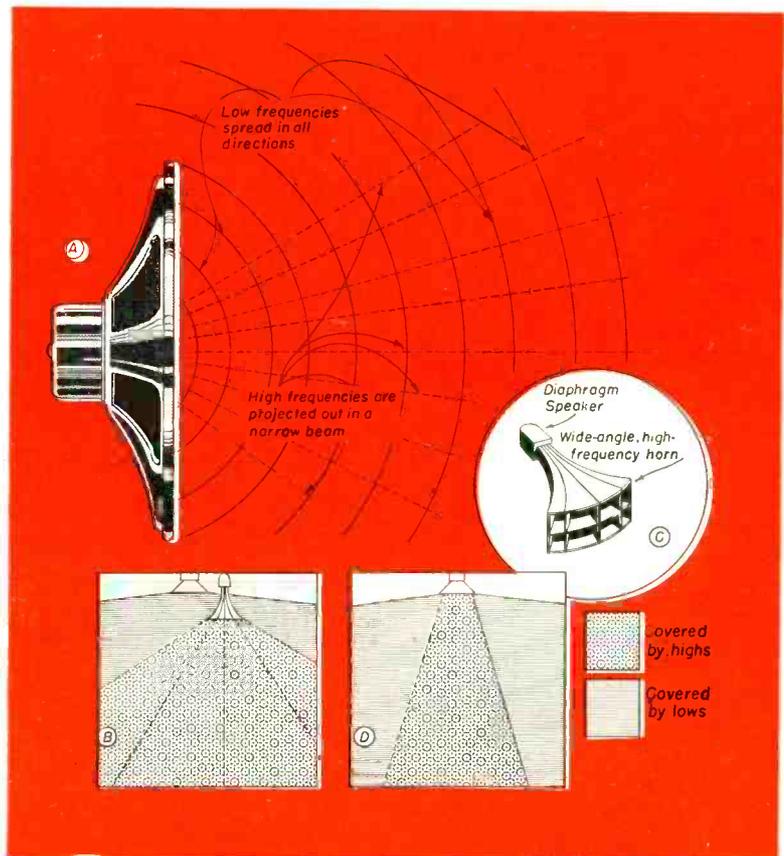


Figure 3. (a) Ordinary cone speaker. (b) Dual speaker combination, using high frequency speaker (tweeter) made to give wide angle dispersion to the highs, plus ordinary speaker. (d) Coverage of ordinary cone speaker. (c) One type of wide angle horn.

Speaker Type	Baffle Type	Application
Cone	Flat	Indoor only. Covers immediate area. Fair quality for voice, music. Use where air is dust, moisture free. Non-directional.
Cone	Box or recessed in wall	Same as above, but useful when air is not clear. Unobtrusive when recessed in wall. Excellent bass response.
Cone	Directional	Specific coverage at moderate distance. Pyramidal or parabolic (fig. 2c, d) indoor. Outdoor, use parabolic in sheltered position. Exposed position requires reflex horn. Good speech quality, fair music, poor bass.
Cone	Reflex cabinet	For dance halls, taverns, etc., where good music reproduction with strong bass is needed. Used at low or medium levels for immediate area, indoor only. (fig. 2b)
Diaphragm	Exponential	Large distances. High noise level areas. Good for voice. Exposed to weather, use reflex horn (fig. 1b). Good for paging outdoor assemblies.
Diaphragm	Cellular and other wide angle dispersion horns	To accent high frequencies without bass. Good for highly resonant areas such as armories, stations, etc., where bass would reverberate excessively.
Cone, Diaphragm comb.	Flat or box for cone, cellular horn for diaphragm	Dual speakers for high fidelity. With cross-over (frequency separating) network, has excellent quality for speech, music. Indoor, small immediate area.

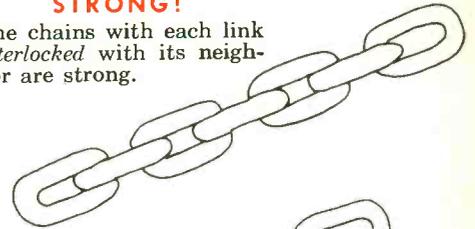
In Radio "B" Batteries... as in Tire Chains...

INTERLOCKED Means Strength!



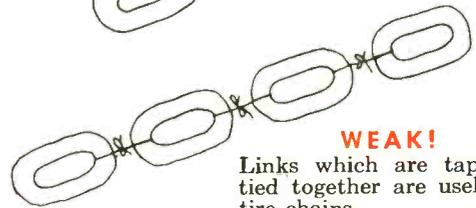
STRONG!

The chains with each link interlocked with its neighbor are strong.



WEAK!

Links which are taped or tied together are useless as tire chains.



INTERLOCKED... means strength... That's why it is important to know that *only* the New OLIN radio "B" batteries have INTERLOCKED flat cells. Other brands of radio flat cell "B" batteries are bound or linked together with paper tapes or other type wrappings.



Exclusive Patented U. S. Pat. No. 2416576

FLAT CELL "B" BATTERIES... with Activated Chemicals

There's Nothing Like Them... They're the ONLY Radio "B" Batteries in Which Each Cell Interlocks with Its Neighbor

THEY ARE BETTER IN 6 DISTINCT WAYS

- 1 Only OLIN INTERLOCKED flat cells are Triple Sealed under FIXED PRESSURE... (a) insuring against power leakage... (b) gives each battery dimensional stability not found in other brands—this feature is vital.
- 2 Each Cell Holds More Power-Producing Chemicals.
- 3 No Waste Space.
- 4 91% Less Soldered Connections... Really Reduces Battery Failure.
- 5 Result of WAR-TIME Electronic Research.
- 6 Tested and Approved by Leading Radio Manufacturers.

Available only in the

WINCHESTER and **BOND** Lines
TRADE-MARK

of OLIN INDUSTRIES, INC., Electrical Division, New Haven, Conn.

FREE! TWO AUTOMATIC SALESMEN

Use the coupon for yours... 1 to work on your counter, the other on your window. Brilliant 3-color display salesmen. They've sold thousands upon thousands of OLIN INTERLOCKED flat cell "B" batteries.

Olin Industries, Inc.
Electrical Division
New Haven, Conn.
Dept. B-2

Mail me at once—no charge—Counter Display and Window streamer. BOND-OLIN or WINCHESTER-OLIN. (Check brand desired.)

Name.....
Street & Number.....
City..... Zone..... State.....

New Test Instruments

Simpson TEST INSTRUMENT

The Simpson Model 221 is something new in test instruments—it is claimed to be the equivalent of 25 individual instruments. Designed as a high sensitivity AC-DC volt-ohm-milliammeter and equipped with rotating dials, it is ideal for television, radio, and industrial testing. Patented by Simpson, The Roto-Ranger principle eliminates the confusion of numerous scales and multiplying factors common to ordinary multi-range testers. Its operation is simple—as the selector switch is moved to the range desired, the proper scale for that range is brought into place behind the meter window. There are no cramped calibrations; each scale is large and full-sized, as it would be for a separate instrument. Case of the Model 221 is finest wood construction, leatherette covered. Finish of the panel is brilliantly gleaming black anodized aluminum, combining attractiveness with extreme durability. Simpson Electric Co., Chicago, Ill.—RADIO & TELEVISION RETAILING

Feiler STETHOSCOPE

The cathode-ray stethoscope is really two instruments in one: a precision-engineered five inch cathode-ray oscilloscope combined with the unique Feiler Stethoscope. The cathode-ray stethoscope is primarily designed for FM and television servicing and is also ideal for AM



and audio work. It can be used in conjunction with a stethoscope probe and earphones (supplied with the instrument at a small extra cost), enabling the operator to see and hear the signal simultaneously. \$89.95 list. Feiler Engineering Co., 947 George St., Chicago, Ill.—RADIO & TELEVISION RETAILING

RCA ISOLATION TRANSFORMER

An outstanding new tool for the radio serviceman which permits speedier servicing of AC-DC receivers, provides greater on-the-job safety, and offers a number of other unusual advantages to the radio shop. Exclusive feature of the new instrument is an adjustable voltage-tapped primary and secondary. With this tap arrangement, the primary can be set to the prevailing power-line voltage, and the secondary receptacles in the instrument will then provide a choice of a 117-volt normal supply, a 105-volt low supply, or a 130-volt high supply, under medium-load conditions. Speedier servicing and quicker detection of faulty components is made possible by this choice of test voltages. The 117-volt normal supply permits

the serviceman to check receivers at the voltages for which they were designed to operate. Tests at high and low voltages prevent kick-backs due to different line voltages between customer homes and the service shop. Various useful in other ways around the radio shop, the new RCA Isotap can be used to speed up

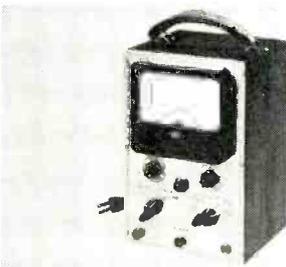


RCA isolation transformer.

the heating of a soldering iron, or to over-heat it temporarily for soldering large joints, by plugging into the 130-volt tap. The 105-volt tap can be used as a keep-alive connection for the iron. Radio Corp. of America, Tube Dept., Harrison, N. J.—RADIO & TELEVISION RETAILING

Radio Kits Co. VOLTMETER

A high-frequency vacuum tube voltmeter in kit form is now available. This low-cost VTVM kit features a linear diode AC rectifier and 1% precision resistance for improved high-frequency measurements. The output meter scale



is calibrated for a 600-ohm circuit based on a reference level of 1 milliwatt. This VTVM measures up to 1000 volts AC or DC on a 5-range linear scale and up to 100 megohms in 5 ranges. This kit is complete with tubes and instructions for assembly. Radio Kits Co., 120 Cedar St., New York, N. Y.—RADIO & TELEVISION RETAILING.

Chicago BATTERY TESTER

The new Chicago Model 471 battery merchandiser shows customers at a glance the condition of any dry "A" or "B" battery. The merchandiser may be used on the counter or hung on a convenient wall because of its dual position design. The big 5½ inch D'Arsonval movement meter tells in plain English whether a battery is fresh or should be replaced. Tests any dry battery rated from 1½ to 150 volts. Two ranges provide for both low and high voltage batteries. The 1½ to 10 volt range accommodates flashlight cells and

"A" batteries. "B" batteries are tested on the 10 to 150 volt range merely by flicking the toggle switch and setting the selector dial to the rated voltage of the battery. Simple in-



Chicago battery tester.

structions are printed on the aluminum instrument panel. Size: 5" x 7" x 10½". Shipping wt.: 6 lbs. Net: \$16.50. Chicago Industrial Instrument Co., 536 W. Elm St., Chicago 10, Ill.—RADIO & TELEVISION RETAILING

EMC INSTRUMENT

New vacuum tube volt-ohm-capacity meter. DC-volts—6 Ranges

0-3-10-30-100-300-1000 volts.

Input resistance 1 meg per volt on 0-3 and 0-10 ranges, 30 megohms input resistance on 0-30-100-300 and 1000 volt ranges. 1 megohm isolating resistor in probe.

AC volts—5 Ranges

0-10-30-100-300-1000 volts.

Approximately 1000 ohms per volt.

Full wave tube rectifications used.

Resistance—6 ranges:

From 2 ohm to 1000 megohms.

Capacity—4 ranges:

From 25 micromicrofarads to 20 microfarads (.000025 mfd to 20 mfd).

Has zero center position available or lining up the discriminator of an FM radio. Dealer



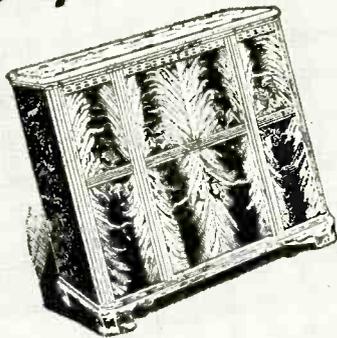
price for open face model complete with leads—\$39.50; for above in portable case with cover—Model 300P—\$44.50. High frequency probe for above—Model HFP—\$6.50. Electronic Measurements Corp., 423 Broome St., New York 13, N. Y.—RADIO & TELEVISION RETAILING

DESIGNED FOR THE BETTER SERVICE SHOP...



WHERE QUALITY
AND RESULTING PRESTIGE ARE
PARAMOUNT, LEADING MUSIC
MERCHANTS PROFITABLY
FEATURE THE INCOMPARABLE
CAPEHART

THE *Capehart*



One of the great luxuries of life

Those who are in a position to gratify their desire for the very best in everything, including the world's great music—superbly reproduced—naturally choose the DeLuxe Capehart for their homes. It costs more, yes—but it is one of the world's finest instruments for musical reproduction.

You can explore the world with its powerful radio receiver—offering standard broadcast and FM reception—or provide supreme reproduction of the music in your record library.

Hear it at

KNABE'S

584 FIFTH AVENUE
AT 47TH STREET BRYANT 9-0700

Reproduced from a recent issue
of "The New York World-Telegram"

Farnsworth TELEVISION & RADIO CORPORATION,
FORT WAYNE 1, INDIANA

SALES Angle

Where big-unit sales are involved the need for "night work" is more than ever apparent these days. Reasons why evening calls at the home are so effective: 1. Salesman can get Mr. and Mrs. together. 2. People are more relaxed in their own homes than in any store. 3. Relationship between salesman and customers is on a more intimate basis.

Choosing Speakers

(Continued from page 78)

Horns tend to concentrate the projected sound into a beam, and are therefore very useful for covering distance or for overcoming loud interfering noise. This beam is narrower or more concentrated at the higher frequencies than at the lower. Thus, the intelligibility and quality of the sound heard will depend on how close the listener is to the center of the beam.

To overcome this fault, horns designed particularly for the reproduction of high frequencies may have a horizontally wider and vertically flatter mouth than the ordinary horn, and very often are divided into a cluster of "cells" which to an observer looking into the mouth end may be reminiscent of an egg box's dividing cardboard or a honey comb. The purpose of these forms is to disperse the high frequency beam over a greater angle. See figure 3b, c and d.

Reference to the chart may make it easier to understand when and where to use one or another type of speaker and baffle.

Radio in Every Room for Everyone Campaign

Approximately 400 radio dealers in New Orleans are conducting a major radio sales promotion program, utilizing the theme "A Radio in Every Room — A Radio for Everyone," according to Walter A. Leonhard, president of the Radio Dealers Assn. of New Orleans. This is the same theme which met with such success when tried out by Hartford, Conn. dealers.

Mr. Leonhard, who is general chairman of the New Orleans campaign, is assisted by A. B. Lindauer as co-chairman. Prior to the opening of the campaign, the dealers attended a mass meeting, at which they were instructed in the proper selling approach, and kits illustrating the twin-theme were distributed for use in window displays.

Andrea Distributors

The Andrea Radio Corp., 27-01 Bridge Plaza North, Long Island City, N. Y. has announced the reappointment of the D. W. May Corp., N. J., as its exclusive northern New Jersey distributor. The following distributors have also been named by the company: B. H. Spinney Co., Springfield, Mass.; J. J. Golumbo Co., Boston, Mass.

4 microphones in one



**TURNER "U9S" DYNAMIC
... WITH NEW, IMPROVED,
HEAVY DUTY IMPEDANCE SWITCH**



Adjustable saddle permits semi- or non-directional operation. Fits any standard microphone stand. (Desk stand as shown at extra cost.)

MODEL "U9S"

LIST PRICE: \$40.00

Complete with 20-ft. balanced line quick-change shielded cable set.

INSTANT SELECTION OF FOUR IMPEDANCES

The outstanding dynamic in its field, made even better with a new, long-life, trouble-free metal switch, designed exclusively for Turner. Professional in appearance and performance. High in convenience. Built-in tapped multi-impedance transformer with improved 4-position switch gives positive selection of 50, 200, 500 ohms, or high impedance output. *One microphone serves any standard equipment.* Voice coil and transformer leads are insulated from ground and microphone case. Line is balanced to the ground. Engineered with smooth wide-range response from 40 to 9000 c.p.s. Level: 52 db below 1 volt/dyne/sq.cm. at high impedance. Richly finished in baked gun-metal.

The Turner "U9S" is widely recommended for broadcast, public address, communications, sound systems, recording, and general purpose applications.

THE TURNER COMPANY

903 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.

Build Business 3 ways

FROM NEW AND OLD CUSTOMERS

with Exclusive
NEW
SERIES 12



LIGHTEST
MOST EFFICIENT
CRYSTAL CARTRIDGE
EVER PRODUCED



NEW IDEA WINS CUSTOMERS CREATES MORE BUSINESS

1. With only 3 basic types you can make normal replacements of over 150 standard models
2. You offer all record fans a new aid in obtaining finer reproduction and preserving records.
3. You help record lovers get more plays out of old worn records.

Everyone likes the way the new TORQUE DRIVE improves performance... hushes surface noise and needle talk... reduces record wear, increases record life, gives more needle plays. Comes in low, medium and high voltage, with replaceable Osmium-tip or Sapphire-tip long-life whisker needle. 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
At your E-V Distributor or write for Bulletins 141 and 142.

ELECTRO-VOICE, INC., BUCHANAN, MICH.
Export: 13 East 40th St., New York 16, U.S.A.
Cables: Arlab

HANDY KIT MAKES SALES AND SERVICE EASY

Enables you to make most replacements immediately. Saves time! Cuts overhead! Increases profit! Available in Kit "A" (Osmium) or Kit "B" (Sapphire). Each kit contains 6 cartridges, 4 extra needles, mounting plates, literature, replacement chart.

New Model L-14 for MICROGROOVE

New Microgroove Crystal Cartridge also available now—at same price. E-V Model L-14 has smooth, peak-free response to 12,000 c.p.s. No filter necessary.

New Model 20 MAGNETIC CARTRIDGE

Now available for REGULAR or MICROGROOVE records. Uses Model 503 Matching Transfitter.

E-V Pat. Pend. Licensed under Brush Patents.

Electro-Voice

IT PAYS TO REPLACE WITH

Starrett TELEVISION SET

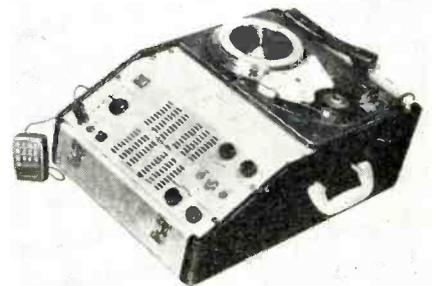
"The Jefferson" consolette model shown. Set features: 12-inch tube, mahogany or walnut finish; 27 tubes plus 1 rectifier. Size: 38 inches high, 30½ inches wide, 22¾ inches deep. Priced at \$449.00. Other models in line are



priced from \$349.00 for a consolette with 10-inch tube to \$1770.00 for a breakfront television combination with 15-inch tube. Starrett Television Corp., 601 W. 26 St., New York, N. Y.—
RADIO & TELEVISION RETAILING

Pentron WIRE RECORDER

"Astra-Sonic" high-fidelity wire recorder, capable of producing a flat audio response from 70 to 7500 cps with little loss. Unit also provides superb heterodyne radio, built-in antenna. Record player equipped with pickup arm, serves as a medium gain public address system. The 7-tube wire recorder has recording head which guarantees one-time erasure. Syn-



chronized timing meter; jacks for recording from external FM tuner, radio, or record player. Standard equipment includes simulated alligator-leather carrying case, long-life needle, two spools recording wire, sensitive mike, 9-foot line cord, accessory case. A wide variety of accessory items are available. Pentron Corp., 611 W. Division St., Chicago 10, Ill.—
RADIO & TELEVISION RETAILING

Capitol RADIO

Model 132 radio receiver is a superheterodyne receiver designed for applications requiring a custom-type chassis to provide superior reception. Receiver consists of a single chassis assembly and separate 12-inch speaker. Provides FM-AM reception, phonograph, also television sound input and switch position available. Unit has 13 tubes including rectifier. Capitol Radio Corp., 100 Metropolitan Ave., Brooklyn, N. Y.—RADIO & TELEVISION RETAILING

**Dial In
On a Busy Line!**



Sell SELECT-O-PHONE

the private telephone system
that assures:

- SIMPLE, RAPID INSTALLATION
- LOWEST MAINTENANCE COST
- GREATEST SERVICE TO YOUR CUSTOMERS



Why Buyers Prefer SELECT-O-PHONE

Executives are choosing Select-O-Phone as their private automatic telephone system because *only* Select-O-Phone enables *any* person in the system to call anyone else or any *group* of other people. This means greater SERVICE from their system. It's not practical with any other system.

And here are still other reasons for SELECT-O-PHONE superiority:

- Permits an unlimited number of conversations — no bottleneck in the switching equipment.
- Every conversation is *confidential*—and there are no loudspeaker answers for visitors to overhear.
- Code signal on "General Call" will bring man wanted to nearest telephone.



National Advertising To Help You Sell

Ads appearing in Dun's Review and Sales Management will be seen by executives and sales managers. They will help you sell Select-O-Phone.

Direct mail pieces are available, free of charge, which you can send your prospects with your imprint.

Yes, Select-O-Phone is *the* busy line for the distributor of automatic telephone systems. More buyers are *asking* for Select-O-Phone . . . more distributors are finding that they **MAKE MORE** when they *sell* Select-O-Phone.

For Select-O-Phone is easier to install than other internal telephone systems . . . your men are on the job but a short time. Central switching equipment, for 6 to 36 lines, is extremely compact. The switching cabinet can be wall mounted. No separate room is needed. (Customers like this, too!)

Installation cost is negligible, compared to other systems. Select-O-Phone needs only a simple 3-conductor wire to each telephone. Many Select-O-Phone systems have been in use for as long as 30 years. You'll have hardly a call-back for service!

Openings are now available for new distributors in many areas. It will pay you to note your name on the coupon below, and drop it in the mail today!

Learn More About SELECT-O-PHONE And Its Profits for YOU!

CLIP THIS COUPON TO YOUR LETTERHEAD

SELECT-O-PHONE Division

Kellogg Switchboard and Supply Company
6650 South Cicero Avenue, Chicago 38, Illinois

Please send further information on Select-O-Phone and our opportunities as a distributor.

Attention of _____

SELECT-O-PHONE DIVISION
KELLOGG SWITCHBOARD AND SUPPLY COMPANY
6650 S. Cicero Avenue, Chicago 38, Illinois

NEW SHURE "900MG"



Gives Maximum Reproduction of Micro-Groove Record Fidelity

The Shure "900MG" Pickup is an ideal instrument for tracking on the new micro-groove records. It tracks at 7 grams . . . has a needle force of 9 grams as added safety factor . . . uses a special offset osmium-tipped needle with a point radius of only .001" . . . and has an output of 1 volt! The Shure lever system has been adapted in the development of this new pickup —providing a high needle compliance. Listen to it—you will be thrilled with the results!

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

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

SHURE

SHURE BROTHERS, Inc.

Microphones and Acoustic Devices

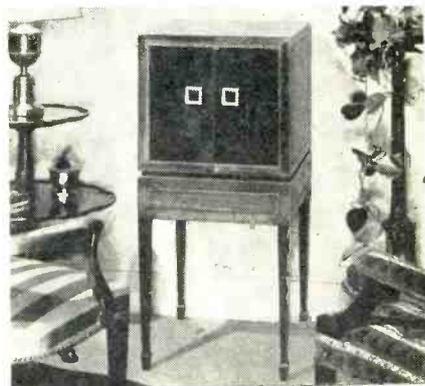
225 W. HURON ST., CHICAGO 10, ILL. • CABLE ADDRESS: SHUREMICRO

SALES Tool

Just because he's become "used" to seeing it, the salesman should not overlook the value of the easel-type sales literature. Such tool is most effective since it provides the prospective buyer with enlightening pictures and printed words to the accompaniment of the salesman's own running description.

Bendix TELEVISION

"Front row" television incorporates a chassis with 23 tubes. Provides extra sensitivity for long range listening; consumes 175 watts. Pushbuttons give instant selection of channels. Model 235M1, shown, "the Fiesta," is a modern table cabinet in select mahogany, with swinging doors. The unit has a 10-inch direct view tube, and sells for \$329.95. The



leg table is \$19.95. Model 325M8, "the Pageant," receives television broadcasts, and has an automatic record player, 10-inch direct view tube. The radio has 8 tubes plus rectifier. This combination unit retails at \$599.50. Bendix Radio, Div. of Bendix Aviation Corp., Baltimore 4, Md.—RADIO & TELEVISION RETAILING

Filmgraph RECORDER-REPRODUCER

Permanent and continuous sound recorder records on a safety film at a cost of 3c per hour. Using a large reel of M2 safety film which has a total recording capacity on both sides of 200 hours, each recording may be uninterrupted and continuous for one hour on each of the 100 sound tracks across each face of the film. Recording is made from the



microphone or the telephone with clarity and volume, using the same machine or a separate playback unit through earphones. Rewinding may be accomplished manually. An electric rewind may be had at extra cost. Can also be used in conjunction with the standard 16 mm. silent projector for making synchronized "personal talkies" on family motion pictures. Miles Reproducer Co., Inc., 812 Broadway, New York 3, N. Y.—RADIO & TELEVISION RETAILING

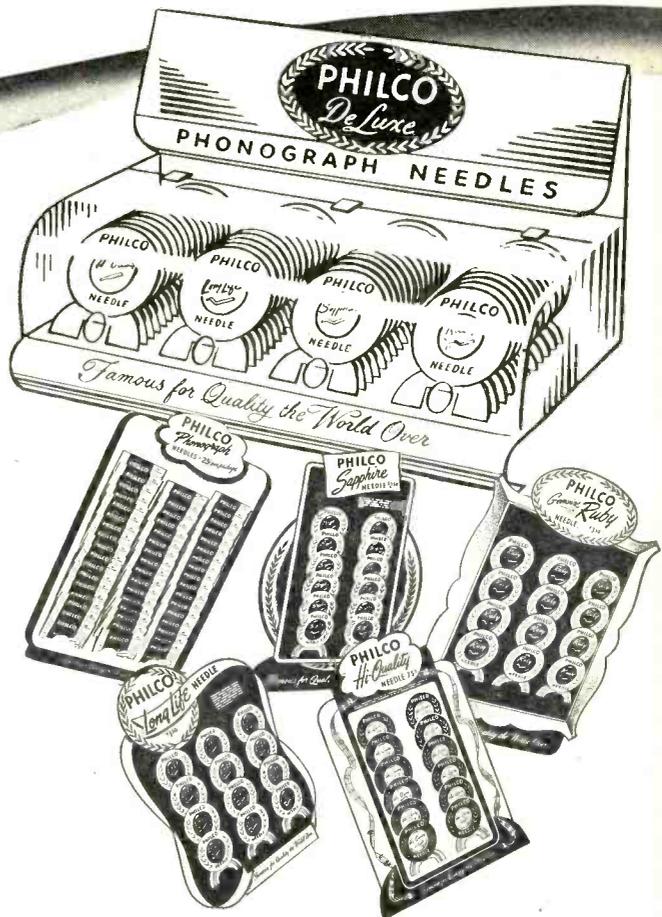
Mr. Serviceman — Your Biggest Replacement market prefers **PHILCO**

For 18 straight years more Philco radios have gone into the homes of your community than any other make. This overwhelming preference for Philco is all-important to you because it shows where your greatest opportunity lies for the sale of replacement parts, tubes, and needles. Sell genuine Philco replacements . . . the brand preferred by more owners . . . known and bought by all for dependable quality and performance.



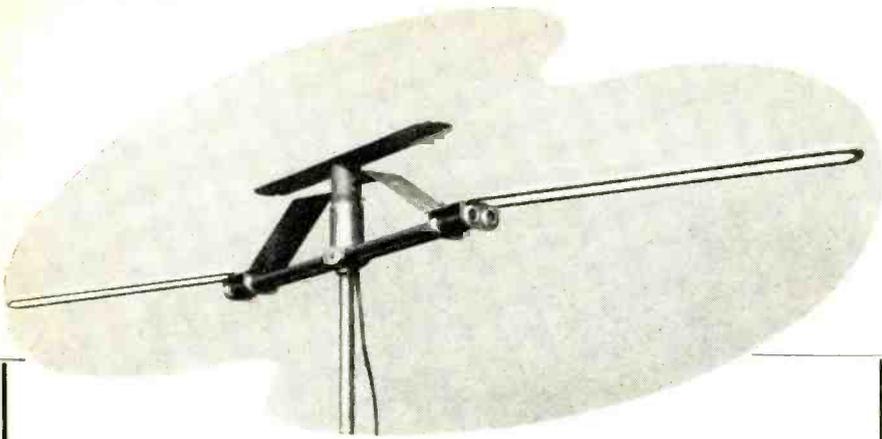
**OVER 200,000,000
PHILCO TUBE SOCKETS**

Philco gives you the industry's greatest market for all replacements. Cash in on it by promoting Philco, the preferred brand.



**LET PHILCO MERCHANDISING
BOOST YOUR SALES AND PROFITS**

Philco gives you the selling help you need, with a steady stream of powerful new promotions and business builders, the year 'round.



**NOW AVAILABLE
TO MEET AN URGENT NEED**

**The Kolster Broad Band
Television & FM Antenna**

*NEW in its scientific conception.
NEW in its outstanding performance.
NEW in its operational range of 40 to 225 Megacycles.
ONLY one 300-ohm transmission line needed.*

The principle of the Kolster antenna was developed during the war for Counter Measures by the United States Navy.

This fundamental principle has now been made available for Television, FM, Short wave and the Amateur bands. All combined in one small rugged and light-weight antenna. No freakish accessories or unsightly assemblies are needed for its wide range.

Throughout the frequency range the standing wave ratio in a 300-ohm transmission line is low, less than 3 at most frequencies and not exceeding 4 at any point in the frequency range, thus indicating a good impedance match between antenna and transmission line at all frequencies. For television, this results in a brighter and clearer picture.

One of the unique features of the Kolster antenna is the orientation of the lower members. In locations where there is a substantial difference between a high frequency channel and a low frequency channel, means are provided for orienting the lower members of the antenna independently. The antenna as a whole can then be oriented, at the time of installation, to give a best average directional effect.

The Kolster Broad Band Antenna exemplifies another of the many contributions of Frederick A. Kolster to the radio art. Among some of these are the Kolster Decimeter, Radio Compass and Multiple Loop Antenna.

The price of the Kolster Antenna is \$25.00. Reflectors for uni-directional reception at a slight additional cost. Technical data upon request.

An excellent proposition is available for better class jobbers

Skyring Thorne-Smith

EXCLUSIVE LICENSEE
VIENNA, VIRGINIA

Colonial TELEVISION

"Vision Master," television system, shown. Unit projects life size television picture, with clarity and fine definition. Features: adjustable lens designed to project picture 2 to 14



feet: picture can be regulated in size to cover an area ranging from 6 to 63 square feet.

Firm also manufactures "add-a-vision" units, listing at \$225.00 installed. Unit can be plugged into any standard television set. Gives 10-inch picture, has complete audio circuit and synchronized sight and sound. Has two controls for simple use. Colonial Television Corp., 780 E. 137 St., New York 54, N. Y.—RADIO & TELEVISION RETAILING

Tel-Craft CABINET

"Television consolette" cabinet of mahogany or walnut, adaptable for use as a record cabinet, liquor service bar, custom radio-phonograph



installation. Built to accommodate table model television sets. Dimensions: 27 inches high, 29 inches wide, 20 inches deep. Tel-Craft Co., 108 Havemeyer St., Brooklyn 11, N. Y.—RADIO & TELEVISION RETAILING

Haydon RADIO ALARM CLOCK

Combination clock and control for mounting in the panels of radios. Clock is complete with hour, minute and sweep-type second hand. It has 3-position switch for turning radio "on", "off" or for setting the radio to



turn "on" at a preselected time. Controls for device grouped at base of clock. The unit can be supplied with or without cord or plug and in finishes to the buyer's specification, in production quantities only. Haydon Mfg. Co., Inc., Torrington, Conn. — RADIO & TELEVISION RETAILING

ONE OF THESE 5 WILL BEST FILL YOUR V.O.M. REQUIREMENTS



MODEL 630. Outstanding Features: (1) The new Triplett Molded Selector Switch with contacts fully enclosed . . . (2) Has Unit Construction with Resistor Shunts, Rectifier Batteries in molded base . . . (3) Provides direct connections without cabling . . . no chance for shorts . . . (4) Big easily read 5½" Red • Dot Lifetime Guaranteed Meter.

TECH DATA

D.C. VOLTS: 0-3-12-60-300-1200-6000, at 20,000 Ohms/Volt
 A.C. VOLTS: 0-3-12-60-300-1200-6000, at 5,000 Ohms/Volt
 D.C. MICROAMPERES: 0-60, at 250 Millivolts
 D.C. MILLIAMPERES: 0-1-2-12-120, at 250 Millivolts
 D.C. AMPERES: 0-12, at 250 Millivolts
 OHMS: 0-1000-10,000; 4.4 Ohms at center scale on 1000 scale; 44 Ohms center scale on 10,000 range.
 MEGOHMS: 0-1-100 (4400-440,000 at center scale).
 DECIBELS: -30 to -4, -16, -30, -44, -56, -70.
 OUTPUT: Condenser in series with A.C. Volt ranges.

MODEL 630. . . . U.S.A. Dealer net price . . . \$37.50
 Leather Carrying Case, \$5.75. . . Adapter Probe for TV and High Voltage Extra.

MODEL 666-HH. This is a pocket-size tester that is a marvel of compactness and provides a complete miniature laboratory for D.C. and A.C. voltages, Direct Current and Resistance analyses. Equally at home in the laboratory, on the work bench or in the field . . . its versatility has labeled it the tester with a thousand uses . . . housed in molded case . . .

TECH DATA

D.C. VOLTS: 0-10-50-250-1000-5000, at 1,000 Ohms/Volt
 A.C. VOLTS: 0-10-50-250-1000-5000, at 1,000 Ohms/Volt
 D.C. MILLIAMPERES: 0-10-100-500, at 250 Millivolts
 OHMS: 0-2,000-400,000, (12-2400 at center scale)

MODEL 666-HH. . . . U.S.A. Dealer Net Price . . . \$22.00
 Leather Carrying Case, \$4.75.

MODEL 625-NA. This is the widest range laboratory-type instrument with long 5.6" mirrored scale to reduce parallax. Special film resistors provide greater stability on all ranges. Completely insulated molded case. Built by Triplett over a long period of time, it has thoroughly proved itself in laboratories all over the world.

TECH DATA

SIX D.C. VOLTS: 0-1-25-5-25-125-500-2500, at 20,000 Ohms/Volt
 SIX D.C. VOLTS: 0-2-5-10-50-250-1000-5000, at 10,000 Ohms/Volt
 SIX A.C. VOLTS: 0-2-5-10-50-250-1000-5000, at 10,000 Ohms/Volt
 D.C. MICROAMPERES: 0-50, at 250 Millivolts
 D.C. MILLIAMPERES: 0-1-10-100-1000, at 250 Millivolts
 D.C. AMPERES: 0-10, at 250 Millivolts

TRIPLETT ELECTRICAL INSTRUMENT COMPANY • BLUFFTON, OHIO, U.S.A.

In Canada: Triplett Instruments of Canada, Georgetown, Ontario

OHMS: 0-2000-200,000, (12-1200 at center scale)
 MEGOHMS: 0-40, (240,000 at center scale)
 SIX DECIBELS RANGES: -30 +3.0, +15, +29, +43, +55, +69.
 (Reference level "0" DB at 1.73 V. on 500-Ohm line.)
 Six Output on A.C. Volts ranges.

MODEL 625-NA. . . . U.S.A. Dealer Net Price . . . \$45.00
 Carrying Case, \$5.50. Accessories available on special order for extending ranges.

MODEL 2405-A. This instrument combines ultra sensitivity with a large 5¾" scale meter and is housed in a rugged metal case. . . It is furnished with hinged cover so that it can be used for service bench work or for portable field service. Gives A.C. Amperes readings to 10 Amperes.

TECH DATA

D.C. VOLTS: 0-10-50-250-500-1000, at 20,000 Ohms/Volt
 D.C. AMPERES: 0-10, at 250 Millivolts
 D.C. MILLIAMPERES: 0-1-10-50-250, at 250 Millivolts
 D.C. MICROAMPERES: 0-50, at 250 Millivolts
 A.C. VOLTS: 0-10-50-250-500-1000 at 1000 Ohms/Volt
 A.C. AMPERES: 0-0.5-1-5-10, at 1 Volt-Ampere
 OHM-MEGOHMS: 0-4000-40,000 ohms—0-4-40 megohms (self-contained batteries)
 OUTPUT: Condenser in series with A.C. Volt ranges
 DECIBELS: -10 to +15, +29, +43, +49, +55. (Reference level "0" DB at 1.73 V. on 500-ohm line.)
 CONDENSER TEST: Capacity check of paper condensers is possible by following data in instruction book.

MODEL 2405-A. . . . U.S.A. Dealer Net Price . . . \$59.75

MODEL 2451. Electronic Volt-Ohm-Mil-Ammeter . . . is easy to use in complicated testing . . . A must in F.M. and TV work in any sensitive circuit where low current drain is a factor . . .

TECH DATA

D.C.-A.C.-A.F. VOLTS: 0-2.5-10-50-250-500-1000
 R.F. VOLTS: 0-2.5-10-50
 D.C. MILLIAMPERES: 0-2.5-10-50-250-500-1000
 OHMS: 0-1K-10K-100K
 MEGOHMS: 0-1-10-100
 INPUT IMPEDANCE: 11 Megohms on D.C. Volts.
 4.8 Megohms on A.C.-R.F. Volts

MODEL 2451. . . . U.S.A. Dealer Net Price . . . \$76.50
 External high-voltage probe available on special order. See the Triplett V.O.M. line at your local Radio Parts Distributor or write

Precision first . . . to Last

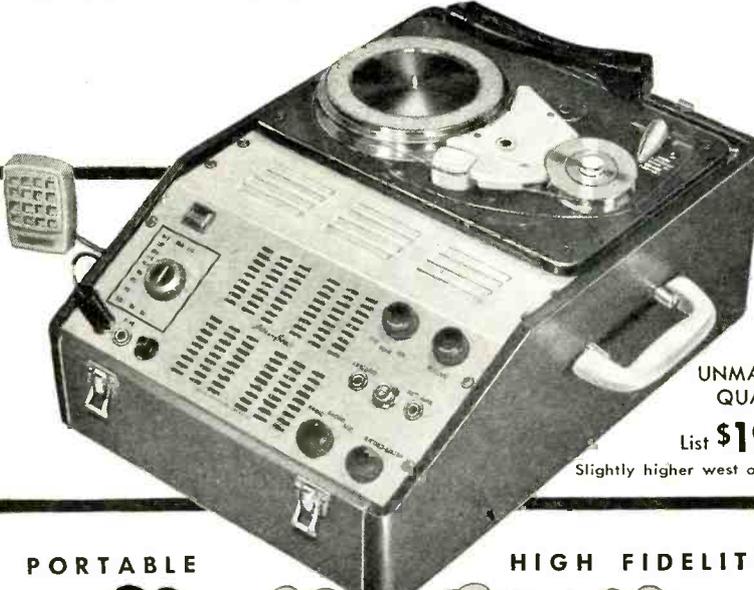


DEALERS-DISTRIBUTORS

RADIO-PHONOGRAPH

Only **PENTRON** **Offers You This**
Astra Sonic
WIRE RECORDER
PUBLIC ADDRESS SYSTEM

4-IN-1 PROFIT COMBINATION



UNMATCHED
QUALITY!

List \$19950

Slightly higher west of Rockies

PORTABLE

WIRE
RECORDER

RADIO

PHONO-
GRAPH

P.A.
SYSTEM

HIGH FIDELITY

More prospects . . . four instead of one . . . and faster turnover with Pentron, marvelous new 4-in-1 combination of wire recorder, radio, phonograph and public address system! Exclusive features never before available in any wire recorder under \$500 make Pentron a "best seller!" Get into this vast new field with the big-profit number, Pentron!

Sensational exclusive *Synchronized Timing Meter* indexes recordings . . . permits you to select, play or record any particular portion.

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. 
- Wide range treble-bass control
- 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.

Extra profits with accessory items. Proved advertising and sales promotion helps. Nothing like Pentron for profits!

"ROLL IN CLOVER" . . . SELL PENTRON!

PENTRON CORP., 611 W. Division St., Chicago 10, Ill. Dept. RTR-108
Please send full details on profit opportunity for dealers-distributors.

Dealer Distributor

Name
Company
Street
City State

SEND TODAY!
FOR NEW DEALER-
DISTRIBUTOR
PLAN

SERVICE Booster

While many of the "prestige" service accounts, such as those calling for work in schools, public buildings, etc., are not too attractive financially because of the "bidding" angle, numbers of dealers use such accounts to "sell" consumers. They find that this angle carries plenty of weight.

Grand Hassock CHEST SEAT

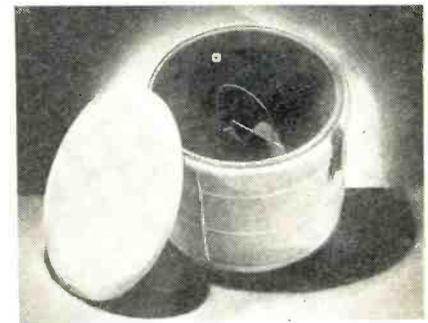
"Television Theatre" chest seat that holds five camp stools. The chest illustrated seats two people, and is upholstered with vinyl



leatherette. The camp stools have matching leatherette seats. Complete unit with stools retails at \$29.95. Grand Hassock Co., Inc., 201-209 South Second Ave., Mt. Vernon, N. Y. —RADIO & TELEVISION RETAILING

Hettrick HASSOCK

Deluxe chest for storage of phonograph records, is 25 inches in diameter and 16 inches high. It weighs 19½ lbs. Retailing at about



\$25.00, hassock is available in a variety of colors. Top filled with foam rubber, sisal and cotton for added comfort. Hettrick Mfg. Co., 1401 Summit St., Toledo, O.—RADIO & TELEVISION RETAILING

Tru Vue Television Set

Projection television unit features 8 x 10 ft. front projection; 3 x 5 ft. rear projection. Unit is 45 inches high, 26½ inches wide, 20 inches deep. Chassis has 38 tubes, all RCA components, selector for all-channel operation, 12-inch speaker. Walnut cabinet. Lens system may be tilted. Television Co., 99 Featherbed Lane, Bronx 52, N. Y.—RADIO & TELEVISION RETAILING



HERE IS HEAVEN SENT HELP

Says **LYMAN A. ABBOTT**
 THE IOWA FLYING SERVICEMAN

"To any organization such as ours, installing and servicing PA systems, the new Rider PA Manual is heaven sent help. It is a typical Rider Manual. What more need be said."

"... of course we have all 17 RIDER MANUALS."

"... and attribute a good bit of our success in producing a quantity of work in a minimum of time to their always dependable, complete, factory information. We will have Volume XVIII as soon as it is published."



You, TOO—NEED ALL 17 RIDER MANUALS

Volume XVII	\$16.50	Abridged Manuals I to V (one volume)	\$19.80
Volume XVI	8.40		
Volume XV	19.80	Record Changers and Recorders	9.00
Volume XIV to VII (each volume)	16.50	Master Index, covering Manuals, Vols. I to XV	1.50
Volume VI	12.50		

VOL. 1 RIDER Television MANUAL

1400 Pages, PLUS separate "HOW IT WORKS" and Index, \$18.00. Everything that must be known about the 1946-47 television receivers (complete and kit) of 34 manufacturers. Separate "How It Works" covers theory of television; transmission and reception, frequency standards, antennas, various portions of receivers.

Television "HOW IT WORKS" Available Separately
 If television is not yet in your area, it will be soon. Here is theory you want. 208 pages \$2.70

VOLUME 1

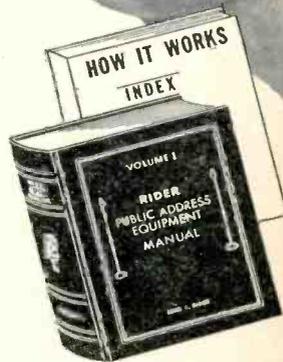
RIDER PA MANUAL

Just Out

Covers 145 Manufacturers' Amplifiers, from 1938 to Date

Bigger and better than even we had anticipated, the scope and thoroughness of this first industry-wide PA service manual makes it an essential piece of equipment for any shop doing PA work. It covers public address systems, outdoor announcing, musical instruments and phonographs, theatre and church hearing aids, electronic megaphones, intercommunications systems, theatre and home motion pictures, school, hotel and hospital sound systems, mobile and portable sound systems.

- It provides schematics, voltage and resistance tables, tube and chassis layouts, installation notes, operational instructions, impedance matching.
- Separate "HOW IT WORKS" book explains the theory of various designs employed in different types of amplifier systems, the servicing of PA systems, using the sine wave and square wave means of checking, methods of rapidly locating faults. Everything you need.



2000 Pages in this new RIDER FIRST plus separate "HOW IT WORKS" and INDEX \$18.00
ORDER YOURS TODAY!

RIDER MANUALS MEAN SUCCESSFUL SERVICING

JOHN F. RIDER, PUBLISHER, Inc., 404 Fourth Avenue, N. Y. 16
 Export Agent: Radio International Corp., 13 E. 40th St., N.Y.C. Cable ARLAB

NOTE: The Mallory Radio Service Encyclopedic, 6th edition, makes reference to only one source of radio receiver schematics—Rider Manuals.

ANOTHER NOTE: The C-D Capacitor Manual for Radio Servicing, 1948 edition No. 4, makes reference to only one source of receiver schematics—Rider Manuals.

NOW! YOU CAN GET
IMMEDIATE DELIVERY
 ON $\frac{1}{2}$ - AND $\frac{1}{4}$ -TON
PANEL TRUCKS!



$\frac{1}{4}$ -Ton. 65 cu. ft.,
 Interior length 51", width 48".
 Height 40". Wheelbase 90".
 Curb weight 1550 lbs.



$\frac{1}{2}$ -Ton. 120 cu. ft.,
 Interior length 79", width 54".
 Height 45 $\frac{1}{2}$ ". Wheelbase 90".
 Curb weight 2160 lbs.



**THAMES
 TRUCKS**
 FORD PRODUCTS
 MADE IN ENGLAND

Sign up today and drive one away! Take delivery on a new Thames Panel Truck . . . not next month, not next week, but NOW! The Thames is the largest selling light duty truck in England. It is a Ford product made in England.

AMPLE LOAD SPACE . . . With a capacity of 120 cubic feet for the $\frac{1}{2}$ -ton Truck and 65 cubic feet for the $\frac{1}{4}$ -ton, there is ample load space for light deliveries.

EASY HANDLING . . . A 90-inch wheelbase makes the Thames an exceedingly easy truck to handle, easy to park. Turning circle of the $\frac{1}{2}$ -ton is 36 ft., $\frac{1}{4}$ -ton, 34 ft. 9 in.

POWER WITH ECONOMY . . . One-third the displacement of the average $\frac{1}{2}$ -ton engine, the 4-cylinder Thames consumes much less gas. Curb weight of 2160 lbs. on the $\frac{1}{2}$ -ton, 1550 lbs. on the $\frac{1}{4}$ -ton also helps gas mileage. The engine is especially suitable for non-premium fuels.

AMPLE POWER . . . The sturdy precision built engine is more than adequate to meet load requirements.

BIG ADVERTISING VALUE . . . The unique appearance of Thames Trucks builds prestige for your business.

NATIONWIDE SERVICE . . . Selected Ford Dealers carry a complete supply of parts and Ford Dealers everywhere will service Thames Trucks.

**PRICED AS
 LOW AS
 \$1,247**

**PAINTED YOUR
 CHOICE OF COLORS**

FORD MOTOR COMPANY
 2781 Schaefer Road, Dearborn, Michigan

Please send me more information about Thames Panel Trucks.

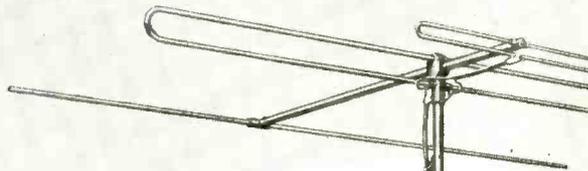
Name _____

Address _____

City _____ State _____

**AMPHENOL
 ANTENNAS**

for every TV and FM requirement



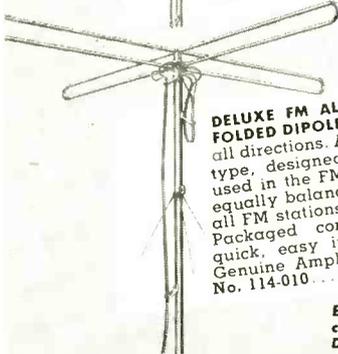
TELEVISION ANTENNA ARRAY:
 For complete and long-lasting television enjoyment, Amphenol Television Antenna, 114-005, is by far the best. Covers all channels in both high and low bands with high gain and complete freedom from unwanted side and rear responses. Perfect matching to the transmission line permits delivery of full signal strength to the receiver. It is rugged and weather resistant, eliminating costly repair and maintenance calls. It is packaged complete with mast, swivel base, guy clamp, all necessary hardware, and 75 ft. of Genuine Amphenol 300 Ohm Twin-Lead. Clear, concise instructions make it simple to install.
 No. 114-005 List \$27.50



DELUXE FM FOLDED DIPOLE ANTENNA:
 Designed to provide perfect FM reception in areas of high and medium signal strength. This antenna is broadbanded over the entire FM range. The impedance is efficiently matched with the Genuine Amphenol 300 Ohm Twin-Lead which is included. Comes packaged complete with 75 ft. of transmission line and instructions for easy installation.
 No. 114-001 List \$12.25



DELUXE FM FOLDED DIPOLE AND REFLECTOR: The perfect solution for long distance reception. Essential for the suburban installation where a directional pattern is desired. Specially engineered for the finest FM reception and optimum gain throughout the entire FM band. Antenna is packaged complete with 75 ft. of Genuine Amphenol 300 Ohm Twin-Lead and instructions for easy installation.
 No. 114-008 List \$16.25



DELUXE FM ALL-DIRECTION DOUBLE FOLDED DIPOLE: Receives FM broadcasts from all directions. A perfectly engineered turnstile type, designed with the same precision as used in the FM station antenna. Reception is equally balanced around full 360° to bring in all FM stations within normal service radius. Packaged complete with instructions for quick, easy installation. Includes 75 ft. of Genuine Amphenol 300 Ohm Twin-Lead.
 No. 114-010 List \$16.25

Engineered electrically and mechanically in the Amphenol Antenna Development Laboratories.

AMPHENOL

AMERICAN PHENOLIC CORPORATION
 1830 SO. 54TH AVENUE
 CHICAGO 50, ILLINOIS

Pelco TAPE RECORDER

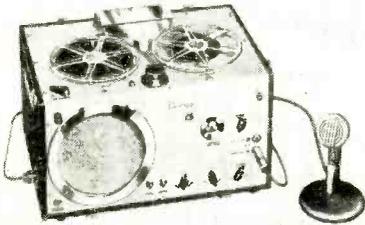
Magnetic tape recorder features: simplified controls for recording and playback; jack for speaker; recording level is set before motor is turned on; instantaneous start and stop, economical to use; tape can be cut and spliced.



Weights 27 lbs. in portable leatherette covered case. Complete with microphone, 2 reels and tape for 1/2 hour recording, retails at \$149.50. Pelco Industries, 629 Second Ave., New York 16, N. Y.—RADIO & TELEVISION RETAILING

Ekotape RECORDER

Recorder features higher power output, better tone quality, simplified operation, greater versatility. Amplifier has separate channels for recording and listening. 8-inch speaker,



oversize motor. Unit may be used as a recorder, player, or public address system, with its own or separate speakers, or may be coupled to larger sound system. Webster Electric Co., Racine, Wis.—RADIO & TELEVISION RETAILING

Bowers TV BOOSTER

Two new Bowers television signal boosters are now in production which are reported to have sufficient gain to provide clear, steady



pictures in weak signal areas. Model TB-26 covers channels 2-6, and model TB-213 covers all bands from 2-13. Bowers Battery and Spark Plug Co., Reading, Penna.—RADIO & TELEVISION RETAILING

WHERE QUALITY AND RESULTING PRESTIGE ARE PARAMOUNT, LEADING MUSIC MERCHANTS PROFITABLY FEATURE THE INCOMPARABLE CAPEHART

BIRKEL-RICHARDSON
Proudly present on our 67th anniversary another great First!
The incomparable new 1949 *Capehart*

Truly the "World's finest instrument for musical reproduction." Capehart's world-renowned turn-over record changer. Capehart's incomparable tonal perfection, cabinets by Capehart's artist craftsmen . . . an achievement you must see . . . you must hear to believe.

With the introduction of the new 1949 Capeharts . . . there is a Capehart for every home . . . every budget—whether it be French Provincial, Early American, Modern, 18th Century. Priced from \$295.00 to \$1595.00. Our 67 years of dependable—reliable service are your guarantee of complete satisfaction. Investigate before you invest!

CAPEHART EARLY AMERICAN, fashioned from untraced hickories in legendary elegance. Exclusive new foolproof record changer, new silent pickup—frequency range far exceeds any available recordings.

CAPEHART MODERN, fashioned of rich Mahogany veneers finished in blood or ebony "True Timber" tone with the exclusive Capehart turn-over changer. AM, FM and short-wave radio. 23 tubes plus rectifiers.

CAPEHART CHIPPENDALE, the ultimate in Radio-Photography . . . an imposing masterpiece of beauty. Exclusive turn-over changer, AM, FM and short-wave radio reception. 22 tubes plus rectifiers.

730 WEST 7TH ST.
Phone VAndika 1241
LOS ANGELES
OPEN MONDAY EVENING

Music Dept.
ASHBURN'S
420 E. Main St.
Alhambra

BIRKEL-RICHARDSON
The House of Music

Reproduced from a recent issue of "The Los Angeles Times"

Farnsworth TELEVISION & RADIO CORPORATION,
FORT WAYNE 1, INDIANA



60 WATT BI-POWER

Features: 4 Microphone Inputs, 2 Phono Inputs with Dual Fader, Electronic Mixing and Fading on all 6 Inputs, Separate Bass and Treble Tone Controls, Remote Mixing of 3 Mikes, illuminated Panel



30 WATT MOBILE

Features: For 6 v. D.C. or 110 v. A.C. operation, 3 Mike Inputs, Built-in Phono, Electronic Mixing on all 4 Inputs, Separate Bass and Treble Tone Controls, Remote Mixing on all 3 Mikes.

RAULAND 1800 SERIES AMPLIFIERS ARE UNDERWRITERS' APPROVED

Rauland

PRESENTS THE NEW
DE LUXE 1800 SERIES
SOUND LINE

In Top Demand for Every Quality P.A. Application

Here's the new Sound Line with the *extra* quality, the *extra* features, the *extra* advantages demanded for the very finest P.A. installations. The new RAULAND 1800 DeLuxe Series is in a class by itself, offering you every selling advantage you need: complete versatility for every requirement; output that won't crack up even at maximum rating; superb tonal fidelity; complete dependability under the most rugged operating conditions; handsome modern styling.

The new 1800 Series Line is *complete*; includes DeLuxe Amplifiers and Systems rated at 14, 20, 35, 60, and 120 watts or more, plus 20 and 30 watt Mobile equipment. All system components are RAULAND-designed and built to assure perfectly matched and integrated performance. You'll be ahead with the RAULAND DeLuxe 1800 Series. Sell it with confidence for the most exacting P.A. requirements. Build your Sound business and reputation around this profitable line. Write for full details on the 1800 Series today.

See your RAULAND Distributor for full information on the new 1800 Series Sound Line. For quality P.A. installations, sell DeLuxe 1800 Systems—they fill the bill for your P.A. customers—and for you!

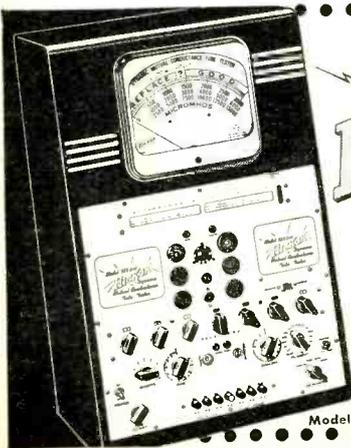
Electronicing is our business

SOUND
TELEVISION

Rauland

INTER-
COMMUNICATION

THE RAULAND CORP. • 4247 N. KNOX AVE. • CHICAGO 41, ILL.



THE HICKOK

World Famous

Dynamic Mutual Conductance TUBE TESTER

Build customer confidence and increase your profits with the master of all tube testers—the choice of the experts.

1. Tests future life of the tubes
2. Tests tubes for gas content—important for television
3. Reads MICROMHOS directly—the only true test of a tube
4. Accurately tests all types of tubes
5. Large 9" illuminated meter.

See It At Your Jobber's Today, or Write For Literature.

THE HICKOK ELECTRICAL INSTRUMENT CO.
10523 Dupont Avenue • Cleveland 8, Ohio

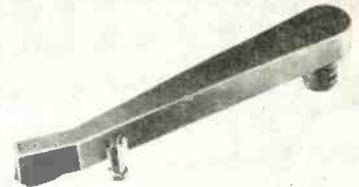
Ask for
Model 533DM

SERVICE Attractor

"Speedy" service, when well performed, results in much word of mouth advertising on the part of customers. The belief that patrons are unwilling to pay an adequate price for a job quickly done is erroneous. The owner of the defective radio or appliance always wants it returned in a hurry, and will pay the right price if the dealer makes it known that his ADEQUATE FACILITIES enable him to complete work in a hurry. As a rule, long drawn-out jobs discourage customers from coming back; frequently cause them to haggle over prices.

Astatic PRODUCTS

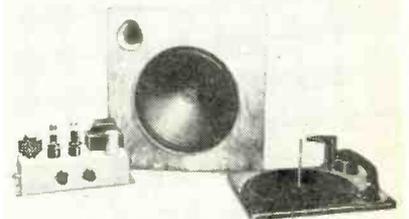
F1-33 pickup shown, for use with the long playing Microgroove discs. Crystal replacement cartridge, model LP-33, also designed for use with LP records has a permanent sapphire needle with .001-inch tip radius for Micro-



groove recordings, and is interchangeable with a companion cartridge, LP-78, for playing conventional 78 RPM records. The LP-78 cartridge has a needle tip radius of .003 inch. The FL filter, an accessory for the pickup, assures excellent performance. Astatic Corp., Conneaut, Ohio RADIO & TELEVISION RETAILING

Bogen SOUND SYSTEM

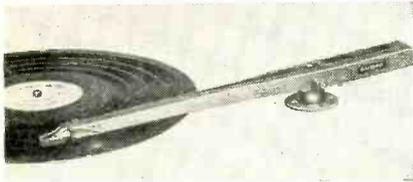
Adaptable both to the construction of custom consoles, and the conversion of existing radios to high fidelity systems, the Bogen PK kit of matched units consists of an amplifier, dual speaker and record changer. The PH10 ampli-



fier included is a 10 watt unit having a frequency range from 40-15,000 with a 4-step control for varying response. Speakers are already mounted on a baffle, and complete instructions for assembling and installing the system are supplied. David Bogen Co., Inc., New York City.—RADIO & TELEVISION RETAILING

Audax REPRODUCERS

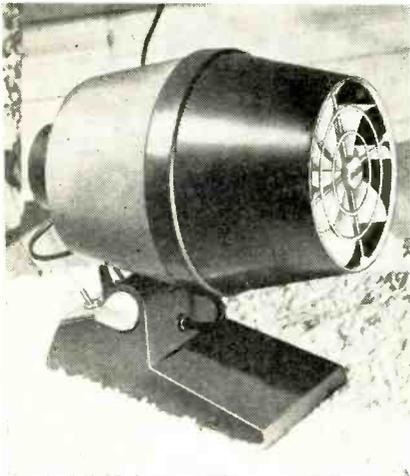
The LM series tuned-ribbon reproducers was designed expressly for proper performance with the new long-playing discs. Operate with a



point pressure of about 6 grams and are capable of a range of from 40 cyc. to over 10 kc. 4 models available. Audax Co., 500 5th Avenue, New York 18, N. Y.—RADIO & TELEVISION RETAILING

Wittie HEATER-FAN

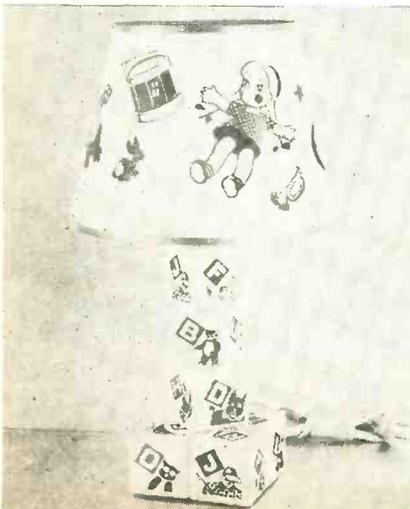
Heater-fan features axial air flow design to concentrate heat; relocated, improved heating element that gives a greater heat intensity; oscillating safety clutch, may be operated at



any position. Fan is safe; blades and heating elements located away from prying fingers. Unit of heavy die cast base, two-tone brown steel case. Retail at \$21.95. Wittie Mfg. & Sales Co., Chicago 5, Ill.—RADIO & TELEVISION RETAILING

Dual Products NURSERY LAMP

Plastic nursery lamp to sell for \$3.95, on brightly colored plastic block base; unbreakable; washable; attractive parchment shade. The lamp is 14½ inches high. Available in pastel shades of blue, yellow and pink. Dual Products Co., 767 N. Milwaukee Ave., Chicago 22, Ill.—RADIO & TELEVISION RETAILING



CURRENT CONVERSION

ATR "A" BATTERY ELIMINATORS



for DEMONSTRATING AND TESTING AUTO RADIOS

New Models . . . Designed for Testing and Operating Auto Radios and D. C. Electrical Apparatus from 110 Volt A. C. Lines. Equipped with Meter, Voltage Control, and Selenium Rectifier, Assuring Noiseless, Interference-Free Operation, and Extreme Long Life and Reliability.

ATR New Models

AUTO RADIO VIBRATORS

A Complete Line of Vibrators . . .
Designed for Use in Standard Vibrator-Operated Auto Radio Receivers. Built with Precision Construction, featuring Ceramic Stack Spacers for Longer-Lasting Life.

New page VIBRATOR GUIDE FREE

ATR New Models

STANDARD AND HEAVY DUTY INVERTERS

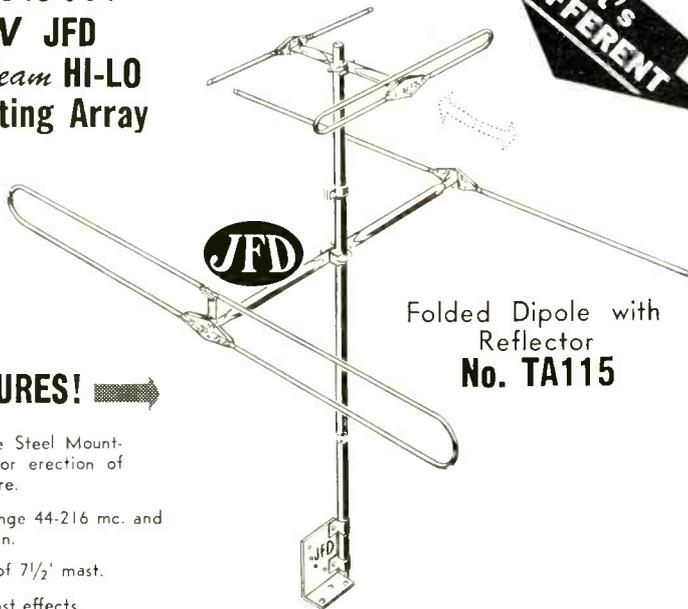
For Inverting D. C. to A. C. . . .
Specially Designed for operating A. C. Radios, Television Sets, Amplifiers, Address Systems, and Radio Test Equipment from D. C. Voltages in Vehicles, Ships, Trains, Planes and in D. C. Districts.

✓ NEW MODELS
✓ NEW DESIGNS
✓ NEW LITERATURE
See your jobber or write factory

AMERICAN TELEVISION & RADIO Co.
Quality Products Since 1931
SAINT PAUL 1, MINNESOTA-U.S.A.

FULL 13 CHANNEL TV-FM COVERAGE!

It's Here...
NEW JFD
Super-Beam HI-LO
Duo-Orienting Array



Folded Dipole with
Reflector
No. TA115

FEATURES!

- ✓ JFD All-Angle Steel Mounting Bracket for erection of masts anywhere.
- ✓ Frequency Range 44-216 mc. and + 4.2 DB gain.
- ✓ Corrosion-proof 7½' mast.
- ✓ Minimized ghost effects.
- ✓ U-Bolt Clamp securely attaches array to mast, provides unlimited spacing of bays and allows them to be oriented independently.
- ✓ Unbreakable polystyrene Rotolock insulator insures high frequency insulation.
- ✓ Lightning-fast assembly time — no hardware bag.

RECOMMENDED

For use with Hallicrafter, Philco, RCA, Stromberg Carlson, Emerson, Admiral, Crosley, Dumont, DeWald, Motorola, Teletone, Fada, Garod and other television sets.

Write for the New
JFD 16-page Super-Beam
Catalog, No. 7810S.

JFD

MANUFACTURING CO. Inc.

4119 Ft. Hamilton Parkway, Brooklyn 19, N. Y.

PRINT YOUR OWN POST CARDS

COMPLETE OUTFIT
only \$750

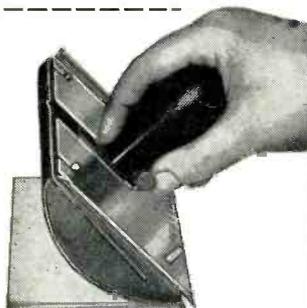
Amazing results in sales, inquiries and contacts... saves time and money... very easy to use GEM STENCIL DUPLICATOR is ideal for Advertising, Announcements, Notices, Labels, Forms, Price Lists—hundreds of uses for every type of business and organization. Comes complete with all supplies, instructions and 60-page Book of Ideas.

FREE TRIAL OFFER: Try it before you buy it! Write and a GEM OUTFIT will be sent you postpaid. After 10 days, send only \$7.50 or return the GEM, no questions asked. The GEM must sell itself; you be the judge.

BOND EQUIPMENT CO.

DEPT. 125 — 513 Olive St.
St. Louis 1, Mo.

SEND NO MONEY • FREE TRIAL OFFER



SALES Clincher

Here's a "package deal" that will tie down many a sale. Sell all these features as a complete unit of benefit to the customer. Reliability of maker and dealer + value of product + service offered + worthwhile guarantee.

Westinghouse COFFEE MAKER

Metal, eight-cup capacity vacuum-type coffee-maker brews coffee and keeps it at proper serving temperature. It sells for \$26.95. Heat for the coffee maker is provided by two elements, one of 850 watts and the other 150 watts built into the base. Both elements operate for fast heating and when the water goes



to the upper bowl, the current is automatically cut off. Then the 150 watt element comes on when the coffee returns to the lower bowl and maintains the brew at the proper serving temperature as long as the cord is plugged in. A circular baffle on the filter rod in the upper bowl prevents water from bubbling out of the top. Westinghouse Electric Appliance Div., Mansfield, O.—RADIO & TELEVISION RETAILING

Kaiser DISPOSAL UNIT

Continuous feed waste food grinder precision made, with high grade alloy steels used in



shredding and cutting parts. Fits any 3½ to 4 inch sink drain opening and requires no lowering of the wall waste outlet. It is self-suspending. Suggested retail price is \$109.50. Kaiser Fleetwings Sales Corp., 1924 Broadway, Oakland 12, Cal.—RADIO & TELEVISION RETAILING

Motorola Ad Manager



Joseph G. Howland has been named advertising and promotion manager for Motorola, Inc., Chicago, announced Paul V. Glvin, president.

Highlights of New Credit Controlling Regulation

Following are some of the features of the new Regulation W as they affect radios and electrical appliances:

20% minimum down payment required on dishwashers, cooking stoves and ranges, ironing machines, refrigerators, including food freezers, of less than 12 cubic feet rated storage space; washing machines, air conditioners (room units); radio and TV sets, phonographs and combinations; sewing machines, vacuum cleaners.

The maximum maturity is 15 months in case the extension of credit is in a principal amount of \$1,000 or less and 18 months in cases where amount is more than \$1,000.

Trade-ins cannot be accepted as down payments. Where a trade-in is part of a transaction the seller must deduct the allowance from the total price, and figure the down payment and other terms from the remainder.

Webster-Chicago Aids

A special kit, consisting of an automatic record changer and an amplifier and speaker is now being offered for use in hotels, restaurants, factories and other places which people gather, by the Webster-Chicago Corp.

The kit consists of Webster-Chicago's new "Matinee" automatic record changer, which is especially designed for reproducing the 33-1/3 RPM records, and the corporation's "Fairway" amplifier and speaker.

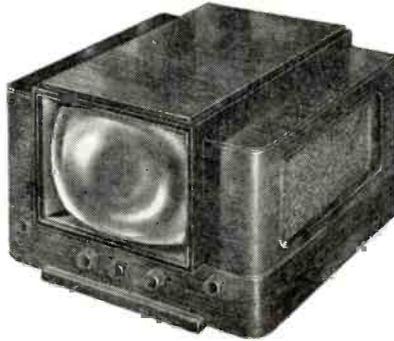
In announcing the availability of the kit, W. S. Hartford, general sales manager, said dealers could use the equipment to demonstrate the new micro-groove records in their stores "without elaborate expensive installations."

The record changer in the kit records with a seven gram pickup and one mil radius tip, while the amplifier and speaker is an 8-watt output model with separate volume and tone controls, Hartford explained. It will play up to four hours in one loading.

TRANSVISION

NEW Television Kits, and Equipment

Important Advances in TV Reception and Servicing!



MODEL 10BL TV/FM KIT



NEW FIELD STRENGTH METER

TRANSVISION manufactures the most extensive line of high quality *Television Kits, Cabinets, Components, and Special Equipment*. Illustrated and listed here are only a representative few 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 cabinetNET \$269.00
Roto-Table for Model 10BL, gives full 180° visibilityNET \$23.50
MODEL 7CL, TV Kit, gives 60 sq. in. picture; console cabinet with Roto-Table; streamlined design. Receives all 12 channels; continuous tuningNET \$199.00
MODEL 7BL, same as 7CL except that it is a table modelNET \$189.00
 All prices include cabinets, tubes, all-channel double folded di-pole antenna, 60 ft. wire.

NEW . . . TRANSVISION FIELD STRENGTH METER . . .

Improves Installations! Saves 1/2 the Work! Has numerous features and advantages, including — (1) Measures actual picture signal strength . . . (2) Permits actual picture signal measurements without the use of a complete television set . . . (3) Antenna orientation can be done exactly . . . (4) Measures losses or gain of various antenna and lead-in combinations . . . (5) Useful for checking receiver reradiation (local oscillator) . . . (6) 13 CHANNEL SELECTOR . . . (7) Amplitudes of interfering signals can be checked . . . (8) Weighs only 5 lbs. . . . (9) Individually calibrated . . . (10) Housed in attractive metal carrying case . . . (11) Initial cost of this unit is covered after only 3 or 4 installations . . . (12) Operates from 120 volts-60 cycles.

Transvision Field Strength Meter. MODEL FSM-1, complete with tubesNET \$99.50



NEW ALL-CHANNEL BOOSTER



NEW REMOTE CONTROL UNIT KIT

TRANSVISION ALL-CHANNEL TELEVISION BOOSTER . . .

Achieves television reception in weak signal areas, or areas which are out of range of certain broadcast stations. Increases signal strength on all 13 television channels. Tunes all 13 television channels continuously. Can be used with any type of television receiver. Unusually high gain in upper television channels. Model B-1LIST \$39.95

TRANSVISION REMOTE CONTROL UNIT KIT . . .

Will operate any TV receiver from a distance. Turns set on, tunes in stations, controls contrast and brightness, turns set off. Ideal for installations where the television receiver is inaccessible. Tuner unit is a high gain, all-channel unit with about 50 micro-volt sensitivity. Assembled in about an hour. Model TRCU, with 25 feet of cableLIST \$49.00
 Without cabinet \$47.00

NEW 8-PAGE CATALOG at your distributor, or write to:—

TRANSVISION, INC. Dept. RR NEW ROCHELLE, N. Y.
 In Calif: Transvision of California
 8572 Santa Monica Blvd., Hollywood 46

All prices 5% higher west of Mississippi; all prices fair traded.
 All Prices Subject to Change Without Notice.

Radiomen...you can

**GET INTO THE
 TELEVISION
 BUSINESS
 IN A BIG WAY WITH THE
 TRANSVISION
 DEALER PLAN**

Write for details now!

It's
GOOD BUSINESS TO SAY:
"Ship
Railway Express!"



RAILWAY EXPRESS offers you a complete transportation package. Around its nation-wide facilities is built a convenient, economical shipping service including door-to-door pick-up and delivery in all principal cities and towns at no extra cost. It is designed to meet every one of your business or personal shipping requirements.

Your shipments are carried swiftly over America's railroads and scheduled airlines—providing an all-inclusive service for a single charge. Consistent improvement in equipment and methods is your assurance of a continued, dependable, coordinated shipping service to you, your community and the nation.



THE NATION'S *Complete* SHIPPING SERVICE



NATION-WIDE RAIL-AIR SERVICE

SALES Pointer

Watch your step, Mr. Salesman, when husband and wife differ more or less strenuously (as they often do) on the choice of a radio or appliance. "Taking sides" in such situation is fraught with danger. Try to stay neutral, respecting the views of each. If you get the sale without antagonizing either party, you'll set yourself up for repeat business.

RMA Service Committee

The Radio Manufacturers Association, 1317 F St., N. W. Washington 4, D. C., has expanded its Service Committee, under the chairmanship of A. T. Alexander, of Motorola, Inc. Other members of the committee include: W. L. Parkinson, vice-chairman, General Electric Co.; R. A. Chesnut, Noblitt-Sparks Industries, Inc.; George Cohen, Emerson Radio & Phonograph Corp.; N. J. Cooper, Stewart-Warner Corp.; Harry A. Ehle, International Resistance Co.; F. L. Granger, Stromberg-Carlson Co.; K. L. Granger, International Detrola Corp.; Robert Herr, Philco Corp.; B. G. Hickman, The Sparks-Withington Co.; W. L. Jones, RCA Service Co., Inc.; Harry Kalker, Sprague Electric Co.; Bruce R. Lafferty, The Hallicrafters Co.; M. W. McKnew, Westinghouse Electric Corp.; H. A. Newell, Crosley Div., Avco Mfg. Corp.; F. B. Ostman, Farnsworth Television & Radio Corp.; Don J. Phelps, General Instrument Corp.; E. A. Pool, Wells-Gardner & Co.; L. E. Priscal, Sentinel Radio Corp.; J. O. Renskers, Belmont Radio Corp.; Frank E. Smolek, Zenith Radio Corp.; M. R. Weissman, Kings Electronics Co., Inc.

RCA Tube Sales Idea

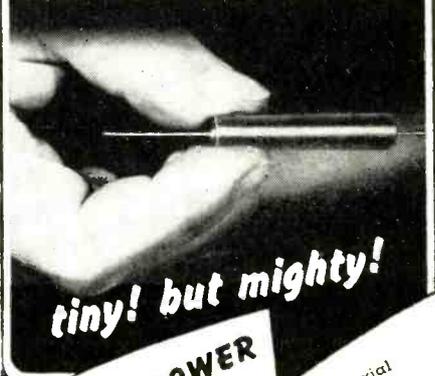
A unique promotion idea has been put out by the RCA Tube Department. A golden finish "animated pencil" features a plastic window compartment revealing a miniature RCA radio "A" battery which floats out of its oil-filled case when the pencil is inverted. It is fully automatic and durably constructed for years of service.

Arvin Selling Help



Arvin six-color counter and shelf display is 21 inches high, 20 inches wide. Three of the new Arvin 243T or 253T series of radios can be blended into the display by placing them on the front apron of this easel-backed piece.

CHECK!
the
GREENOHM JR.



tiny! but mighty!

A REAL POWER RESISTOR!

Wire winding on fibre-glass core. Axial bare pigtail leads clinched to ends. Encased in ceramic tube and sealed with exclusive Greenohm inorganic cement.

STAY-PUT -- TROUBLE-PROOF!

Won't blister, crack, change shape. Don't confuse the Greenohm Jr. with usual plastic-molded resistors. This is a real power resistor, ceramic-cased, in miniature form.

FITS IN TIGHT SPOTS!

Type C7G1 — 1.3/4" long x 5/16" dia. 2" leads. 7 watts. Practically zero to 5000 ohms. Smaller Type CAGJ — 1" long x 5/16" dia. 4 watts. Up to 1000 ohms.



Ask your Clarostat jobber for latest catalog. Or write us.

Controls and Resistors

CLAROSTAT MFG. CO., Inc. · 285-7 N. 6th St., Brooklyn, N. Y.

In Canada: CANADIAN MARCONI CO., Ltd. Montreal, P.Q., and branches

Hallcrafters Ad Chief



William J. Halligan, president of the Hallcrafters Co., Chicago, announced the appointment of Charles J. Nesbitt, above, as advertising manager.

Unusual Emerson Sales Promotion is Effective

For the first time in the history of radio merchandising, newspaper advertisements offered two \$14.95 Emerson Radios at the full list price of \$29.90 for both. This plan, originated by Milton Samuels, retail promotion counsel for Emerson, continues to receive amazing consumer response throughout the country.

The first advertisement of the two sets—a portable radio and compact receiver—was run by Spear and Company of New York with startling results. According to Spear executives, 325 of the double units, or 650 sets were sold during the first two days after the advertising appeared, this in addition to a large number of mail orders which are still pouring in.

This is one of a number of promotions which the Emerson Radio Company is conducting to stimulate the sale of radio for every room in the home. According to Emerson officials, the campaign sloganed "Emersonize Your Home and Wherever You Go", is extending to all cities throughout the country and is largely responsible for the high volume levels which the company, its distributors and dealers have maintained so consistently all during the Summer months.

Philco Service Training

The Philco Service Division has launched a new long-term program to train experienced radio servicemen in the techniques of modern television servicing, announced John Pell, manager Television Service, Philco Corp. This new program includes three steps: home instruction, a free course of home study for the serviceman; classroom and shop training, also provided free of charge in leading television centers and in other cities where stations will soon be on the air; and finally, a third free course in how to do satisfactory and profitable service work, with free up-to-date manuals provided for all students who complete the entire course.

Sylvania Ohio Plant

J. C. Farley, general manager Radio Division, Sylvania Electric Products, Inc., Emporium, Pa., has announced the opening of a new plant at Ottawa, Ohio to expand the company's production of television viewing tubes. It is expected that this plant will double Sylvania's present rate of tube output.

TELEVISION FM ANTENNAE

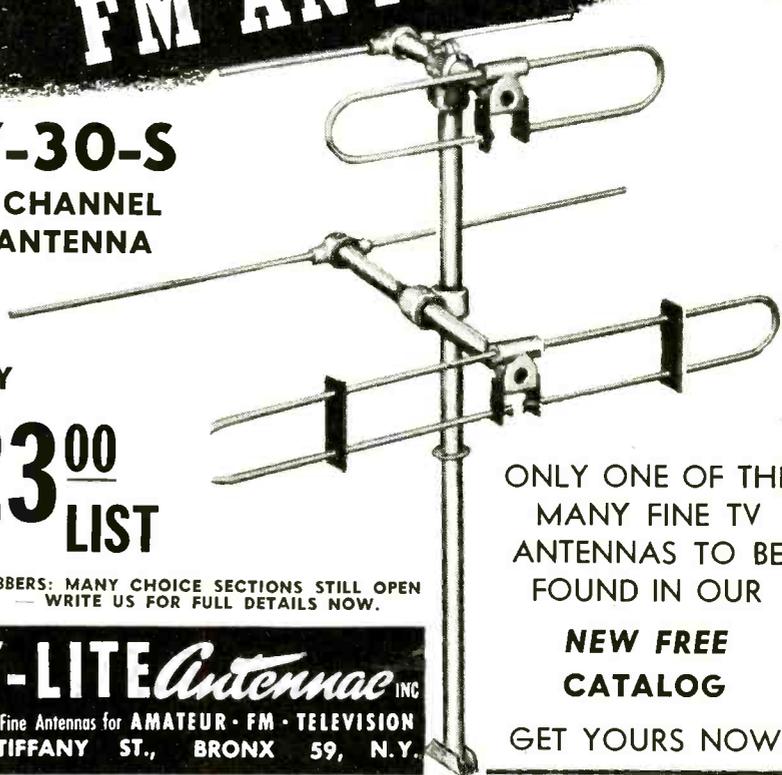
HY-30-S ALL CHANNEL TV ANTENNA

ONLY

\$23⁰⁰
LIST

JOBBER: MANY CHOICE SECTIONS STILL OPEN
— WRITE US FOR FULL DETAILS NOW.

HY-LITE Antennae INC
Makers of Fine Antennas for AMATEUR - FM - TELEVISION
528 TIFFANY ST., BRONX 59, N.Y.



ONLY ONE OF THE
MANY FINE TV
ANTENNAS TO BE
FOUND IN OUR

**NEW FREE
CATALOG**

GET YOURS NOW

VISION does it again!



TELE-
Model TVA
Channels 2-13



BOOSTER
A Preamplifier for
Better
Television Reception

\$28⁵⁰
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 TVX

- 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.

\$37⁵⁰
LIST
Prices slightly higher on the West Coast.

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.



...Help end
spark plug
INTERFERENCE



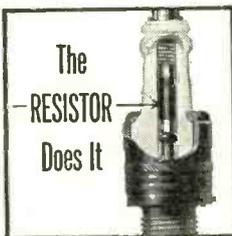
Spark Plugs are miniature broadcasting stations, send signals that interfere with radio reception, distort television. The New Auto-Lite "Resistor" Spark Plug reduces this interference.*



Recommend **NEW**
AUTO-LITE
Resistor
SPARK PLUG

Here's How It Works to End Interference

The "Resistor" acts to dampen the spark plug radio signal to an acceptable level* while still delivering the full high voltage discharge required to ignite the fuel.



Auto-Lite Ignition Engineers, working with leading automotive manufacturers, have developed the new Auto-Lite "Resistor" Spark Plug with this built-in resistor that reduces spark plug interference.* Remember, the "Resistor" also helps deliver smoother idling, improved economy, longer electrode life. Dealers are being supplied as rapidly as possible. Write for Booklet M-1186 for full information.

THE ELECTRIC AUTO-LITE COMPANY
Toronto, Ontario Toledo 1, Ohio

*Under 35mv/m from 540 k.c. to 150 m.c. at 50 ft.

Tune In "Suspense," Thursdays, 9:00 P. M., E. T., CBS

Tele-tone Sales Manager



Morton M. Schwartz has been appointed general sales manager of Tele-tone Radio Corp., New York City, announced John S. Mills, vice-president in charge of sales and advertising.

Hytron Prize-Winner

The second prize-winner in the Hytron radio servicemen's contest is Gerard P. Diaz, of Parkville, Mo. The winner won a Radio City Products model 665-A "Billionaire" and a model 705-A signal generator. The contests are sponsored by the Hytron Radio & Electronics Corp., Salem, Mass.

GE Fall Ad Campaign

The General Electric Co., Electronics Park, Syracuse, N. Y., is announcing to its distributors a nationwide Fall merchandising program on radio and television receivers. The program is designed to meet the highly competitive radio market predicted for the balance of the year and involves price reductions in several radio and radio-phonograph models.

The program includes a substantially augmented schedule of national magazine advertising. An extensive schedule of newspaper copy will be used for television receivers in all television cities. Radios and radio-phonographs will be exploited in all other markets through factory-distributor-local advertisements and greatly broadened dealer cooperative advertising.

Bendix Merchandiser

W. J. "Bill" Lancaster, has been appointed Northern California district merchandiser for Bendix Radio, according to Edward C. Bonia, general sales manager for Bendix Radio and Television, Baltimore. Luther C. Folmer has been named district merchandiser for Maryland and Delaware, Mr. Bonia also announced.

Sightmaster Officers

The factory and executive offices of the Sightmaster Corp. are at 385 North Avenue, New Rochelle, N. Y. Michael Kaplan is president of the firm; F. Wakefield Minor, is vice-president and general manager. Arthur Aro, sales manager, heads the New York City sales office and showroom at 220 Fifth Ave.

RADIO NOISES
can be
JIFFY
CHECKED with the
AEROVOX
INTERFERENCE
FILTER SELECTOR



● Convert radio noises into extra sales dollars! Aerovox Type ANL-37 Selector does the trick. Connect it with noise-producing source. Various plugs and clips permit variety of connections and ground. Turn knob. When interference is minimized, dial indicates correct Aerovox Type filter to install. It's simple, positive, profitable.

● Ask our jobber about this money-making equipment. Order your Selector today. Described in current Aerovox catalog. Ask your jobber for your copy—or write us.



FOR RADIO-ELECTRONIC AND INDUSTRIAL APPLICATIONS

AEROVOX CORP., NEW BEDFORD, MASS., U.S.A.
Export: 13 E. 40th St., New York 16, N.Y. • Cable: 'ARLAB'
In Canada: **AEROVOX CANADA LTD., Hamilton, Ont.**

SERVICE Pointer

The honest dealer isn't afraid to practice the "fix-it-in-front-of-them" technique, in cases where the trouble is of a very minor nature. This accommodating procedure keeps customers coming back—keeps the dealer in the lime-light as a real "expert."

Launch Metal TV Tube

The Tel-O-Tube Corp. of America, Paterson 3, N. J., has announced manufacture on a continuous production basis of a metal television receiving tube. A demonstration of its new 16-inch tube for direct-view home receiving sets was given to the trade. It is claimed that the new giant 16-inch tube provides a larger picture than an all-glass tube of the same diameter, because it "scans" without distortion almost to the outer edge of the picture screen. The metal tube is also light in weight, and gives a good shield against stray light and other interferences. It was also pointed out that the metal tube will help relieve the critical shortage of large screen picture tubes which has existed.

Admiral Distributor

Appointment of American Sales and Distributors, Inc., as exclusive distributors of Admiral electric ranges, refrigerators, radios, phonographs, and television sets for the southeastern areas of Columbus and Dayton, Ohio, was announced by W. C. Johnson, general sales manager of Admiral Corp., Chicago.

Peerless Package Change

The Peerless Electrical Products Division of Altec Lansing Corp., Hollywood, Calif., transformer manufacturers, has restyled its entire line of transformer cartons. Eye-arresting colors of the new cartons are chocolate-brown, white and blue-gray, so related as to create high visibility on the jobbers' shelves. The Peerless trade mark symbol appears on all sides and the top. A white panel for code numbers appears on one end of each carton.

GE Console Demonstrator

A new console demonstrator, which is designed to aid distributors in the sale of GE Alnico 5 loudspeakers, variable reluctance cartridges, pickups and pre-amplifiers through actual selective demonstrations, has been introduced to General Electric distributors by the component parts section of the company's Receiver Division at Electronics Park, Syracuse, N. Y.

The colorful unit, which should make an eye-appealing addition to the dealers' floor, is being used by R. S. Fenton, sales manager for the parts section and F. W. McDonald in a nation-wide promotion campaign for the components.

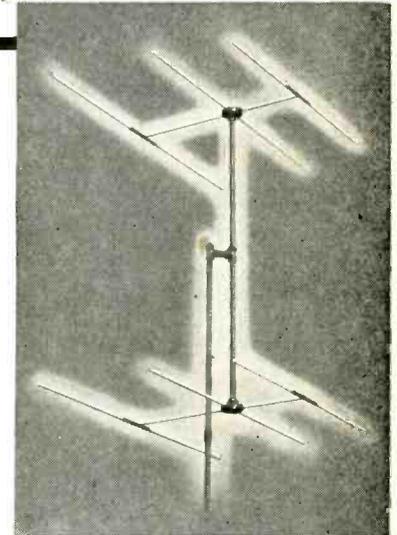
Sharp, Clear Television Reception at 100 MILES AND OVER

You can be assured of the finest television reception at more than double the normal range with a Workshop 6-element Super High-Gain Antenna. Weak, remote "signals" come in strong and steady to produce pictures sharp in detail and contrast. This antenna is *actually* opening up new television areas.



List Price\$45.00

Write for
Television Antenna Catalog



THE WORKSHOP ASSOCIATES INCORPORATED

57 Needham Street, Newton Highlands 61, Mass.

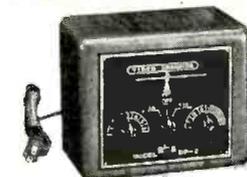
YES! RMS has ALL Television Accessories!

antennas



Lightweight, sturdy, easily mounted Television and FM Antennas. All types, for all users, urban or rural.

video boosters



Complete 13 channel Television coverage. Pulls in signals with SIX to TEN times gain in strength.

Here's your plentiful, reliable source of fast-selling television accessories. RMS has all the **MUSTS** for perfect pictures!

- VIDEO BOOSTERS that literally change the television picture from night to day . . .
- LENSES that give big-set pictures from small tubes . . .
- GLARE FILTERS to reduce eyestrain . . .
- ANTENNA MOUNTS for wall and chimney... in fact, a complete line of top selling TV items!

DEALERS!

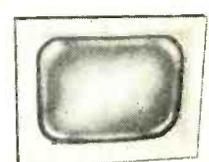
See your nearest Jobber for these Fast-Sellers, and New RMS Complete Catalog of Television Accessories

television lens



Every small-set owner needs this television image enlarger. Tremendous magnification, perfect optically.

television masks

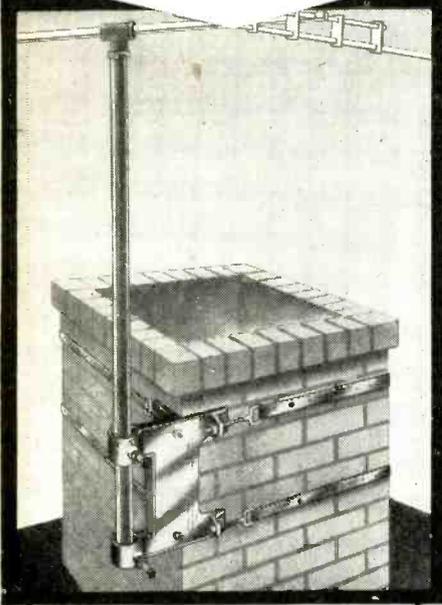


A MUST for TV set builders! Gives television picture area best possible definition—molded to fit.

RADIO MERCHANDISE SALES, Inc.

550 WESTCHESTER AVENUE
NEW YORK 55, N. Y.

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

Westinghouse Visual Aids

The Westinghouse Electric Corp. has available a series of visual instruction aids for explaining its merchandise to salesmen. Developed in talks to retail sales trainees are: Frequency Modulation, a clear explanation of what FM is and how it differs from AM; Westinghouse radios with rain-bow-tone FM; the Electronic Feather, a story on Westinghouse's new tone arm for radio phonographs; the Yardstick of Good Radio—features which distinguish Westinghouse radios from all others; Selling Service by Selling Up—basic facts about salesmanship. The charts and other illustrative material are designed for easy use while talking. Accompanying booklets give step by step descriptions of proper use of symbols with the charts.

Motorola Sales Manual

Motorola, Inc., has issued a booklet, "Things Every Good Salesman Knows." The 24-page brochure is distributed nationally to Motorola dealers through company distributors. Stressed in the pages are the need for salesmen to "know your product," and urges more actual demonstration. It tells in five steps how successful selling is accomplished, from the approach, through determining the need, justifying the purchase, presentation of selling facts and closing the sale.

Hotpoint Kitchen Cabinets

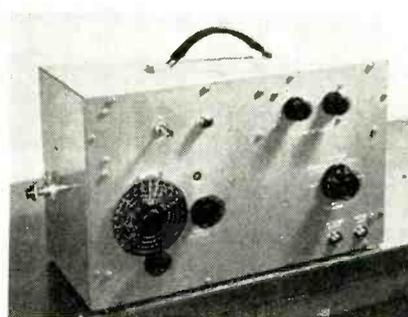
A new line of competitively priced matched aluminum cabinets, including an exclusive "knocked-down" wall type which the consumer can carry home under his arm, is being shipped to dealers by Hotpoint Inc., S. E. Wolkenheim, manager of the cabinet department, announced.

Established acceptance of aluminum in the kitchen, light weight combined with durability to facilitate installation, sound-proofing of doors and drawer fronts, adjustable shelves, and ball bearing roller slides were listed as outstanding dealer selling features. The new cabinets are available in wall, base and sink types.

Operadio District Head

The appointment of S. Joseph Ferla as New England district manager has been announced by Fred D. Wilson, general sales manager, Operadio Mfg. Co., St. Charles, Ill.

Raytheon-Belmont Product



Raytheon-Belmont R-F alignment signal generator. Instrument offers service engineer complete RF and IF signals for analysis, testing and alignment of television and FM receivers. Weight 31 lbs. Price \$300.

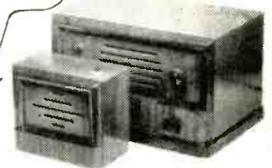
Here's a SENSATIONAL BUY!

COMBINATION INTERCOM & RADIO

Customers Say—

"Intercom alone is worth your low price. You get free a 6 tube radio in this deal plus real utility!"

A REAL MONEY MAKER FOR YOU



Intercom Sub-Station Master Intercom Station, Including 6-Tube Radio

Combines a top-quality 6 tube superhet receiver, plus office or home intercom system in handsome walnut-veneer cabinets. Hi-Amplification 3 tube intercom permits instant communication between radio-master and up to 4 remote sub-stations. Any remote station can call the master while radio is playing; call can be returned to any remote station. Operates on 110 volts AC or DC.

It's handsome—It's easy to install—It's easy to use!

Price Includes Radio Master, 1 Remote, 50' wire

Original retail price was \$84.50 with 4 remotes. Buy from RSE and SAVE OVER 50%.

\$29⁹⁵

Brand new—only 400 available.

Extra Remotes—\$3.95

MIDGET I.F. TRANSFORMERS

Back again—by popular demand!



RSE scores again with a new and better I. F. 400-500 KC range—1/4" square x 3" high—ceramic based mica trimmers—high gain iron cores—pep up old receivers, ideal for new construction—and now available in either input or output type—for peak performance! Individually boxed in the colorful RSE carton. List price \$2.10. LR1—input; LR2—output;

Specify Type.

Each	Matched Pair	Dozen	Egg Crate of 100
36c	69c	\$3.95	\$29.00



VOLUME CONTROLS

• Our own private brand—made by a nationally known manufacturer. • The same kind that net for \$1.09. • Noise-free carbon construction, standard shaft and bushing. • Individually boxed in our colorful carton carrying the RSE quality seal of approval. • Complete with switch, full range of sizes.

10 M ohms	100 M ohms	each	59c
15 M ohms	250 M ohms		
25 M ohms	500 M ohms	per 10	\$5.50
50 M ohms	1 Meg ohms		
2 Meg ohms		asstd.	
500 M Knurled Shaft			
500 M ohms less switch, 39c each, 100 for \$35.00			

TUBES

"The All-American Five"

Here they are—the fastest movers ever made—at RSE's long discount. Brand new, tested top-grades with regular RMA guarantee. Individually boxed in eye-appealing cartons. Know your supplier—his reputation. Shoot us an order today—watch your profits zoom tomorrow!



12SA7GT...65	12SK7GT...65	12SQ7GT...59
35Z5GT...49	50L6GT...65	

"All-American Kit", one each of above...\$2.98



Demand This Seal of Quality

ORDER INSTRUCTIONS

Minimum order—\$2.00. 25% deposit with order required for all C.O.D. shipments. Be sure to include sufficient postage—excess will be refunded. Orders received without postage will be shipped express collect. All prices F.O.B. Detroit.

RADIO SUPPLY & ENGINEERING CO., Inc.
88 SELDEN AVE. DETROIT 1, MICH.



NOW AN OLYMPIC FIRST TELEVISION WITH "MOTION PICTURE" QUALITY

Here's news to gladden your heart! In Olympic Star**★**brite television you get a **SHORT** line of magnificently styled instruments—from a 54 sq. inch picture table-top—to an amazingly compact 5-way console—and including the sensational, exclusive Olympic **DUPLICATOR**—to top the entire volume market at unmatched prices.

Distributors: Some Territories still open. Write or wire.
Dealers: Write for full details today.



MODEL TV-922

Big 54 sq. inch Star**★**brite picture screen, clear and brilliant even in a fully lighted room. 22 tubes, in Olympic "FRAME LOCK" circuit. FM audio system. Compact mahogany cabinet 20 1/4" wide x 13 1/4" high x 19 3/4" deep. Also model TV-922B in blond oak. (Illustrated)

Olympic
*Star**★**brite*
television



EXCLUSIVE DUPLICATOR! MODEL RTU-3

Multiplies your television profits. Just connect to ANY standard TV receiver—no antenna needed—simple as an extension telephone. Same principle as famous "HOTELVISION" installations in the New Yorker, Roosevelt, Stevens and other top-rank hotels. Ideal for cafes and other commercial installations.



5-WAY 18th CENTURY CONSOLE MODEL TV-928

New "Magic-Mirroscope" folding screen, 54 sq. inch picture of flicker-free, glare-free brilliance.

"FRAME LOCK" image control — FM/AM radio, automatic record changer — 32 tubes — all housed in graceful 18th century mahogany cabinet only 35 3/4" wide x 34 3/4" high x 17 1/2" deep. Also model TV-928 LP, plays both standard and new long-playing records.



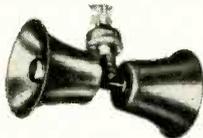
OLYMPIC RADIO & TELEVISION, INC.
34-01 38th Avenue, Long Island City 1, New York

New ATLAS SOUND ALNICO-V-PLUS

A great step forward . . . Atlas Alnico-V-Plus Super-efficient magnetic assembly. Energy per unit volume over three times as great as any used before. Traditional Atlas Quality and Fidelity to Precision are incorporated in all these new developments. Keep step with Sound Advancement with Atlas Sound.



PD-8V New Atlas streamlined Hi-Fidelity Alnico-V-Plus Driver Units.



TP15V New Atlas Alnico-V-Plus Dual Projector. Also in larger model TP24V.



HU-24V All Atlas Speakers have new unbreakable Alnico-V-Plus Driver Units.



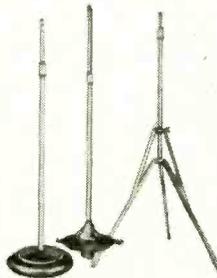
PD-5V All Atlas PD-V Driver Units are completely Magnetically Shielded . . . entirely Hermetically Sealed.



HU-15V Maximum efficiency as reproducer, utmost performance in talk-back.

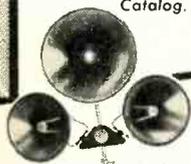


PD-3V All Atlas PD-V Driver Units have full phenolic unbreakable diaphragms.



Write for New Illustrated Catalog.

MICROPHONE STANDS—Atlas is outstanding in Quality, completeness and variety of models produced.

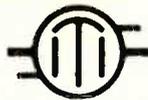


MULTIPLE SPEAKER SUPPORT STAND

Atlas Sound's dual purpose value. Perfect for powerful outdoor (collapsible tripod model) or indoor (illustrated) array. Portable. Quick, convenient, practical.

ATLAS SOUND CORP.

1447 — 39th STREET
BROOKLYN 18, N. Y.



The VISION in Television

Industrial leader

pioneer

announces

Remote Control,

Home television

Television, Inc.,

in the postwar field of commercial television for hotels, schools, taverns and hospitals,

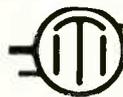
in the development of remote control and multiple screen television equipment for public viewing.

its forthcoming production of high quality television receivers for the home.

a proven feature of Industrial's commercial equipment, will be incorporated in the Industrial home receiver line.

by Industrial has been designed to the same high standards of picture quality and rugged dependability which have earned an enviable reputation in the commercial field among both users and service men.

Write for Details



INDUSTRIAL TELEVISION, INC.

359 LEXINGTON AVENUE - CLIFTON, N. J. - GREGORY 3-0900

IT WORKS!

Did you see it..?

at the
National Television and
Electrical Living Show

IT WORKS!

PRECISION'S
Revolutionary

TEL-TENNA

THE INDOOR TV ANTENNA

IT WORKS!

ASK YOUR DISTRIBUTOR

BIG GROWING MARKET

for

CHAMPION Radio and Television TOWERS

Low Cost—Easy to Erect
Self-supporting—3 post
Light-weight—Galvanized
Special equalizer mast
supports for 1 3/4" o.d.
mast pipe.

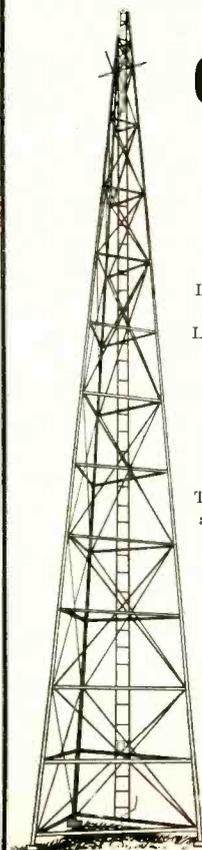
40' - 53' - 67' - 80'
SIZES

These fast-selling towers
are bringing better reception
to thousands throughout the world.

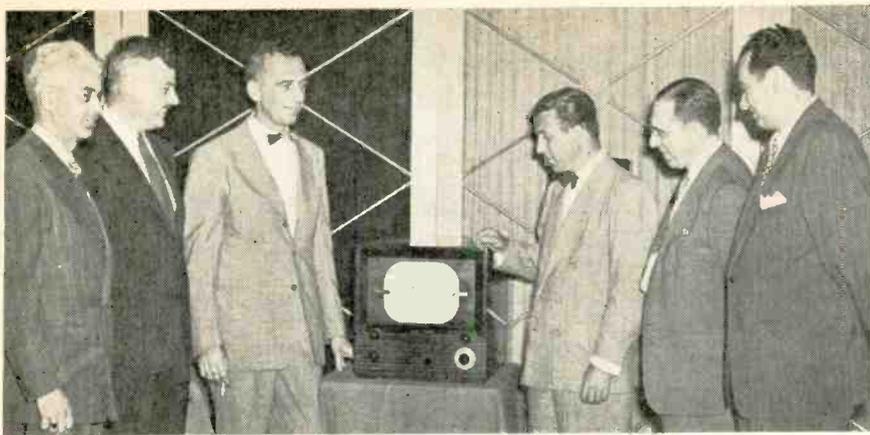
Profitable dealer and
distributor franchises
open. Write today for
details and literature.

**Norman M. Sewell
Inc.**

Susquehanna at Derstine
Lansdale, Pa.



Tele-tone Introduces New Video Set to Trade



S. W. Gross (third from right), president Tele-tone Radio Corp., New York City, shows the company's 10-inch tube video model to a group of distributors at the company's New York convention. The set retails for \$249.95. Shown, are, l. to r.: Bob Crapo, Jim Tighe and Manny Beckwith of the Hub Cycle distributing firm, Boston; Mr. Gross; Jack Kerver of Hub Cycle, Morton Schwartz, Tele-tone's sales manager.

RCA Victor Video Aids

To promote the big-screen appeal of its two latest projection-type television receivers (Model 8PCS41 and 741PCS), RCA Victor is releasing a variety of display and mail material pointing up the advantages of 15-by-20-inch picture reception in homes, public places, professional locations, churches, and community centers.

The promotion material, immediately available to RCA Victor television dealers through their distributors, consists of three informative mailing pieces individually aimed at specific markets, a novel two-in-one display piece designed for use with a model 8PCS41 receiver, and a combination wall chart and window streamer featuring the same instrument.

Wilcox-Gay Executives Interviewed on Recordio Unit



Radio artists Ben and Edel Sweetland are touring the country, and utilizing the Wilcox-Gay tape recordio for their broadcasts. Shown during an interview with Wilcox-Gay officials are, l. to r.: G. E. Murphy, sales manager, Mr. and Mrs. Sweetland, Larry Wells, chief engineer, and C. M. Wilcox, president.



Model "1950" Television Receiver with 12" Picture Tube and FM Radio...\$495 List

YOUR prospective television customers want a set that will give them perfect reception. Now at last they can have it...exclusive with Rembrandt. For Rembrandt offers reception never thought possible in present day television. It is truly tomorrow's set TODAY! Large, picture-clear reception to make your customers rub their eyes in disbelief. The Rembrandt is now available for immediate delivery in four luxurious models.

ALL REMBRANDT TELEVISION RECEIVERS CONTAIN FM RADIO

REMINGTON RADIO CORPORATION
White Plains, N. Y.

now...
give your
customers
Perfection in
Television

exclusive with
Rembrandt

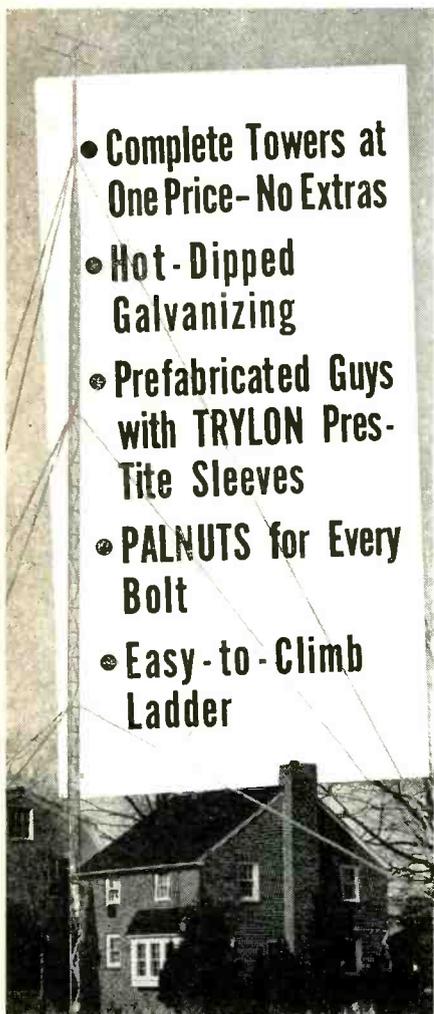


Rembrandt
Master in the
Art of Television



Model 130
Television
Receiver
with 15"
Picture Tube
and FM Radio
...\$895 List

A TRYLON TOWER FOR EVERY ANTENNA



- Complete Towers at One Price—No Extras
- Hot-Dipped Galvanizing
- Prefabricated Guys with TRYLON Pres-Tite Sleeves
- PALNUTS for Every Bolt
- Easy-to-Climb Ladder

Whether it's a single dipole or a stacked array, TRYLON has the towers and the proper fittings adaptable to the antenna. They're inexpensive and easy to install, and they are especially important for dependable TV reception in "fringe" areas where antenna elevation is a "must." A ladder on one face of every TRYLON Tower makes easy climbing for antenna orientation.

Buy Direct from the Manufacturer. Write for prices and complete details. Trylon Tower and Antenna Division, Wind Turbine Co., West Chester, Pa.

TRYLON LADDER TOWERS

Guyed Towers—F-M and Television
Antenna Supports—Amateur Radio
Towers of All Types

Hot Ideas

(Continued from page 60)

3. Make large wooden "mock-up" thermometer having red rod inside clear glass tube. Rod (operated by door chime mechanism) rises to around 70° when red light (flasher-operated) appears inside heater. Rod drops to about 50° when light goes out inside heater. (Use slow flasher button and synchronize with cam action.)

Themes for HEAT PAD WINDOWS

1. "Don't have cold feet" idea. Beneath sign plugging pads, have pair of bedroom slippers, resting on pads. Stuff socks or stockings and show a few inches of trousers, a skirt or bathrobe below sign.

2. "Relieve pain" angle. Borrow a dummy arm or leg from local clothing store, and display same with heat pad wrapped around it.

Themes for BLANKET WINDOWS

1. "Save money" display. Show usual array of "bedclothes" and total cost of same. Stress that one electric blanket at \$.....takes the place of all of the other coverings.

2. "Warm in a cold room" idea. Here a dummy rests in bed, covered by electric blanket. Curtains on a mock-up window are blowing (via a hidden fan). Cellophane "icicles" on window sill give that wintry touch.

Themes for SUNLAMPS

1. Miniature "beach scenes" are always good—easily made.

2. "Play-pen" sets — (Same as above.)

Themes for INFRA-REDS

1. "Relieving pain" (Same dummy limb as in No. 2 under "Heat pads." Have rays of lamp playing on arm or leg.)

2. "Variety of uses" theme: Drying hair, drying fingernail paint, drying painted surfaces. Chance here to use an interest-getting "indirect" method. For instance, a bottle of hair shampoo, and a large Turkish towel, with sign reading, "Drys Hair!" A set-up of fingernail painting supplies, with a relevant sign. A large paint brush and a can of paint, accompanied by sign.

Themes for EXHAUST FANS

1. Have fan mounted in mock-up window along with lettered sign reading, "Removes cooking odors—prevents greasy walls and ceilings. "Removes smoke."

2. "Ventilates basement playroom" idea. Make up a miniature "rumpus room."

IT WORKS!

Did you see it..?

at the
National Television and
Electrical Living Show

IT WORKS!

PRECISION'S
Revolutionary

TEL-TENNA

THE INDOOR TV ANTENNA

IT WORKS!

ASK YOUR DISTRIBUTOR

**FREE
ALLIED'S
NEW 1949
RADIO
CATALOG**



Everything for the
Radio Service
Technician . . .

SEND FOR THIS
180-PAGE BUYING GUIDE NOW

Radiomen! Here's the new 1949 ALLIED Buying Guide that brings you everything you need in radio and electronic equipment. Get everything that's newest and finest from the world's largest stocks—test instruments, sound systems and P.A. equipment, thousands of parts, tubes, tools, books—all at lowest money-saving prices, ready for instant expert shipment. Send for your FREE copy of the new 180-page ALLIED Catalog—today!

ALLIED RADIO

ALLIED RADIO CORP., DEPT. 25-K-8
833 W. Jackson Blvd., Chicago 7, Ill.

Send FREE New ALLIED Catalog.

Name.....

Address.....

FULL LOAD TESTS

... for radio and hearing aid A and B batteries with the **NEW Simpson Model 379**

The new Simpson Model 379 Battery Tester gives you a more accurate picture of the condition of radio and hearing aid A and B batteries than any other instrument of its type. This is possible because Model 379 has an unusual advantage—Simpson has provided it with loading resistors having an accuracy of 1%, enabling you to place these batteries under full load test. You get the picture in the terms you want—instantly and accurately.

Designed by Simpson to meet the specifications of leading battery manufacturers, Model 379 is manufactured in a size that is especially convenient for the radio serviceman. It measures only 3"x5⁷/₈"x2¹/₂" and weighs but one and one-half pounds. The instrument can test all makes of batteries because, regardless of the type of terminal, positive contact is assured by the needle point prods with which Model 379 is furnished.

Other Simpson features are evidence of the fact that everything has been done to make the Model 379 simple to operate and easy to read. For instance, a single rotary switch selects the voltage of the battery under test and brings into place the correct loading resistor. The full 3" dial shows three arcs—one for all radio A batteries, another for hearing aid A batteries, and a third for all B batteries. Each arc is divided and marked in three sections, "Good," "Weak," and "Bad."

Housing of the instrument is molded black bakelite, and all figures on the case are recessed in the panel and filled in white for greatest legibility and long wear. These refinements and many more make the Model 379 a typical Simpson instrument—"an instrument that will stay accurate."

Simpson

INSTRUMENTS THAT STAY ACCURATE

ASK YOUR JOBBER

SIMPSON ELECTRIC COMPANY
5200-18 Kinzie Street, Chicago 44, Ill.
In Canada: Bach-Simpson, Ltd., London, Ont.

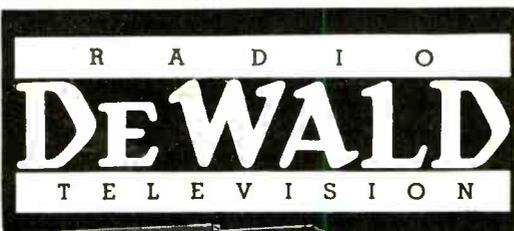


Size: 3"x5⁷/₈"x2¹/₂"
Weight: 1¹/₂ lbs.
Shipping Weight: 2¹/₂ lbs.

Dealer's Net Price, including test leads and Operator's Manual.....\$21.50

Model 379 Leatherette Carrying Case—with compartment for leads.....\$5.00

... if you want something better demand



Model BT-100
HIGH DEFINITION
Television Receiver

Backed by Over
a
Quarter-Century
of
Proven Quality

DEWALD offers a complete line
... from Portables to Television!
Write for Complete Information.

JOBBERS—REPRESENTATIVES
Some choice territories still available

DEWALD RADIO MFG. Corp.
35-15 37th Ave., Long Island City 1, N. Y.

PREMAX

NO QUESTION

Tests Prove This
Premax Television
Antenna Adequately

Covers All 12

Low in Cost—Easy to Erect—Profitable



Premax No. T-448 Television Antenna is radically new and has been severely simplified in design for quick, easy assembly and erection—for its rugged strength and service—plus a low cost that means real profit for the dealer or service man.

It covers ALL 12 CHANNELS! Tests show a relative response (db.) of about 1 to 3.25 on Channels 2 to 6, with a drop from 0 to -8 after 90 meg.—coming back to +2 to 3.5 on Channels 7 to 13.

Consists of two separate arrays on same mast, each fully adjustable in vertical and horizontal planes. Interconnected by a NEW circuit licensed under AA&K patents. Can be had for all frequencies or either band.

Write for complete details and price.

PREMAX PRODUCTS

DIVISION CHISHOLM-RYDER CO., INC.

4906 HIGHLAND AVENUE, NIAGARA FALLS, N. Y.

REVOLUTIONARY SOLDERING IRON

TRANSVISION **Soldetron**

Tr. Mark Reg., Pat. Pend.

For Easier, Better Soldering — on Any Job!

- Weighs only 3 ozs., yet can do the job of a 200 watt iron.
- Heats up in 20 seconds from a cold start; saves time.
- Fingertip control; permits soldering without fatigue.



Ready for attachment and operation on 110 V A.C., 50-60 cycles, through transformer supplied with iron, or 6-8 volt A.C. or D.C. without transformer (from an automobile battery).

Overall size of iron 9-1/4" x 15/16"; shipping weight approx. 4 lbs.

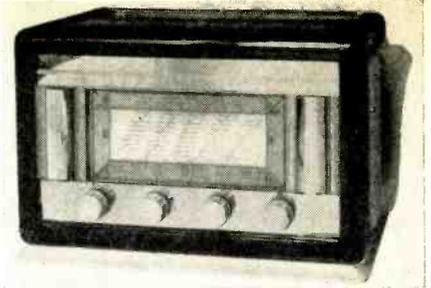


- Ideal for fine precision work in "hard-to-reach" places.
- Readily interchangeable tip-heads; no cleaning or filing.
- Retains heat with switch off up to 1 minute; efficient.
- Bakelite handle, cork covering, for comfortable cool grip.

PRICE: including transformer and Tip-Head "A", \$13.95
5% higher west of Mississippi; fair traded

Ask your distributor, or for further information write to:

TRANSVISION, INC. Dept. RR **NEW ROCHELLE, N. Y.**
IN CALIF.: Transvision of Cal., 8572 Santa Monica Blvd., Hollywood 46



Dealers! YOU CAN MAKE A HANDSOME PROFIT SELLING BEAUTIFUL FRENCH RADIOS

Every dealer has a host of discriminating customers who detest the commonplace — whose choice of radios and other things must express individuality, match a mood, fit perfectly into room treatment or have a charm of its own. Every lover of the rare, the traditional, the distinctive, will want one of the new Art Luxe & Technique radio models.

Here is a breath of France that makes the table model a personalized home appointment. First, a superfine radio for American use, in a variety of choice woods with painted and carved mirror panels. Standard broadcast and two shortwave bands, 3 to 23 MC. American tubes and parts.

Available in several models, each a fine example of French radio technique; each with special features that SELL. Priced to give the dealer an unusually large profit. Write for illustrated circular, specifications and prices.

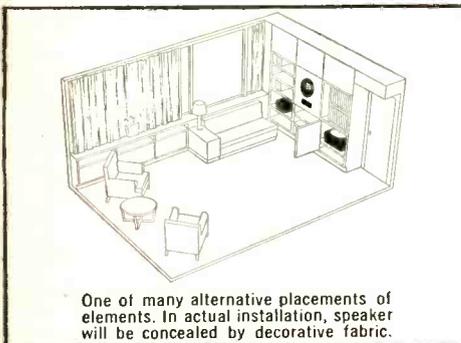
ART LUXE & TECHNIQUE

Office & Showroom, 200 1/2 W. 24 St., N. Y.
Tel. WAtkins 4-6066

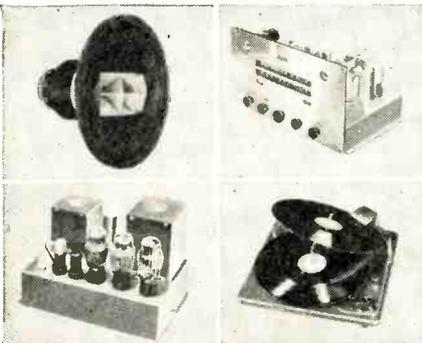
Nationally Advertised in FORTUNE Magazine and the SATURDAY REVIEW of LITERATURE

THE ALTEC LANSING

custom-in-built home music system



One of many alternative placements of elements. In actual installation, speaker will be concealed by decorative fabric.



The two most important audiences in America — the upper-income bracket readers of FORTUNE, and the world of upper-income music connoisseurs who read the Saturday Review of Literature—constitute the richest and most profitable market in America for you to sell the Altec Lansing Custom-in-Built Home Music System. This system far surpasses any other known method of bringing

music into the home, and is now a market without serious competition. Built-in Altec Lansing Daylight Television can also be included. Alert, progressive distributors have never had an opportunity like this. Write for information: address the office nearest you.

ALTEC
LANSING
custom-in-built home music system

161 Sixth Avenue,
New York 13, N. Y.
1161 N. Vine Street,
Hollywood 38, Calif.

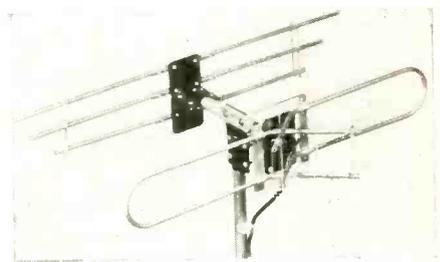


STEEL DISTRIBUTORS, Inc.

347 South Avenue
GARWOOD, NEW JERSEY

DISTRIBUTORS OF

QUALITY TELEVISION ACCESSORIES



SHORE ENGINEERING'S JT-101

An all wave folded dipole and triple reflector, affording the user optimum signal reception and maximum ghost rejection. Every antenna comes complete with a 72 ohm matching stub for use with RG59U. Can also be used with 300 ohm line.

\$27.00 List

Dealer's Price { 1 to 24 \$13.50
 } 25 up \$12.50

Write for Literature

OPERATE RADIO RECEIVERS FROM SINGLE BATTERY?



ELECTRO
ELECTRICAL AND RADIO EQUIPMENT

It's Easy with this SYNCRON POWER UNIT...

The Model "Q" Synro power provides A and B voltages from a 6-vol; battery with only $\frac{1}{4}$ the drain that an auto radio exerts on battery. Gives over three weeks reception for a 4-tube radio from a single storage battery charge. Costs but a few cents a day to operate.

There is a big country market for the Model "Q", and the Model "R", for dealers in the farm country, and for city dealers whose customers have summer homes.

Model "Q" for 1.4 volt, 4, 5 and 6-tube radios.
Model "R" for 2-volt 4, 5, 6 and 7-tube radios.

There is an Electro Battery Eliminator for every requirement operating from either 110V. or 220V. 50 to 60 cycles, or from 6V storage battery; also 6V. 15 amp. Model "A" operating from 110V. 50 to 60 cycles. All are completely filtered and hum free. Compact units of sturdy construction with Hammerloid finish. Operate in any position.

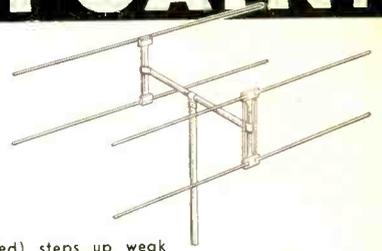
ELECTRO PRODUCTS LABORATORIES

Pioneer manufacturers of Battery Eliminators

549 W. RANDOLPH STREET, CHICAGO 6, ILLINOIS

HIGH GAIN!

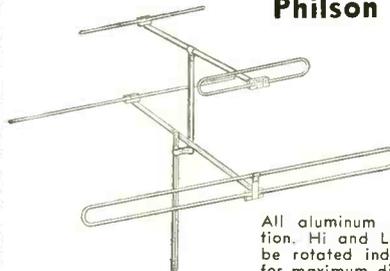
With New PHILSON STACKED DIPOLE Television Antennas



Model SSD-180 (illustrated) steps up weak signals greatly; reduces picture "ghosts". A well-designed antenna, electrically and mechanically. Sturdy, rigid construction, lucite insulation. For 72 ohm line.

Model SFD-190—similar, but with stacked folded dipoles and reflectors, for 300 ohm line.

Philson "All-Channel" Television Antenna



Model HF-340. High and low frequency for channels 1 to 13. Folded dipole and reflectors, complete with uprights — for 72 or 300 ohm line.

All aluminum construction, lucite insulation. Hi and Lo frequency antennas may be rotated independently of each other, for maximum directional effect.

PHILSON HIGH-FREQUENCY ± 230 SINGLE DIPOLE AND ± 240 FOLDED DIPOLE KITS easily mounted on any low frequency antenna, now in use, extend range to television channels 7 thru 13.

WRITE FOR CATALOG

Some territories still open for Sales Representatives

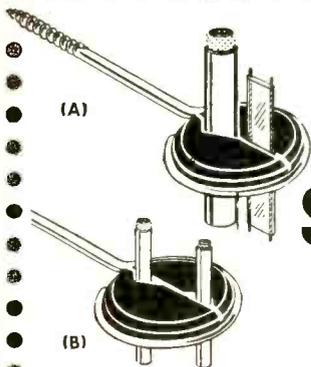
PHILSON MANUFACTURING CO. Inc.

156 CHAMBERS STREET NEW YORK 7, N. Y.

the new STEEL STAND-OFF*

*Patent Pending

ANOTHER FIRST FOR OAK RIDGE



Oak Ridge scores again with another big development to make TV and F.M. installations easier, quicker and better. The NEW Steel Stand-Off shown above is one of the most universally efficient devices of its kind. It will rigidly clamp any size of TV or F.M. cable.

The universal application of this insulator is obtained by merely reversing either of the half sections of the grommet. In position "A", the grommet will clamp large size coaxial cable and/or flat twin-lead ribbon cable. In position "B", it will clamp one or two smaller sizes of coaxial cables.

These insulators are made of semi-hard weather resisting rubber compound which will not deteriorate in heat. Write direct if there is no Oak Ridge Supplier in your city.

Write Dept. 104

OAK RIDGE ANTENNAS

239 E. 127th St., New York 35, N. Y.
Manufacturing Division of Video Television, Inc.

CORNISH

Cords and Cord Sets...

Selected by leading manufacturers ... why not by you!

A full line of Flexible Cords for the Repair and Service Industry. obtainable through jobbers and distributors

Approved by Underwriters' Laboratories

CORNISH WIRE CO., Inc.
15 Park Row, New York 7, N. Y.



VISION... proudly presents

the first SUPER DE LUXE BOOSTER

Three stages of high-gain, broad band amplifiers, adjustable gain and smooth continuous tuning... that is what makes the VISION TELEBOOSTER MODEL TVZ the finest in its field.

Check These Features

- Continuous tuning over all tv channels, no bandswitching.
- Helps overcome noise and interference conditions.
- Vernier tuning makes the hairline adjustment easy and accurate.
- Gain control permits just the right amount of gain for each station.
- Eliminates need for outdoor antenna in many locations.
- Use three (3) type 6AK5 tubes in stable, high-gain circuit.
- Self contained power supply using long life selenium rectifier.
- Easy to install, just plug into AC outlet and connect to set and antenna.



MODEL TVZ

\$54.50 LIST

Prices slightly higher on the West Coast.

NEW! TELEVISION FRONT END TUNER MODEL TF

Vision Television Front End Tuner Model TF contains an RF Stage, Mixer and Oscillator incorporating an ingenious continuous tuning mechanism to provide stable and sensitive performance over all 13 channels.

Technical Information Supplied on Request

NEW! THE FM TUNER FOR TELEVISION

A new money maker in the television accessory field is the VISION FM-TELE-TUNER. Just connect the same way as a Booster, turn TV set channel selector to an unused channel and tune in FM during the hours when TV is not being broadcast.

\$29.95 List



VISION RESEARCH LABORATORIES INC.

87-50 Lefferts Blvd., Richmond Hill, N. Y.

Dates Ahead

Future Events of Interest to Readers

- Oct. 4-7: International Municipal Signal Assn., 53rd Annual Meeting, Hotel Statler, Buffalo
- Oct. 6-8: RMA Fall Meeting, Roosevelt Hotel, New York City
- Oct. 12-16: National Hardware Show, Grand Central Palace, New York City
- Oct. 19-22: Industrial Educational Exposition, Hotel Essex House, Newark, N.J.
- Oct. 25-26: Boston Conference on Distribution, Hotel Statler, Boston
- Nov. 4-6: National Electronics Conference, Edgewater Beach Hotel, Chicago
- Nov. 14-20: National Radio Week
- Nov. 15-17: Radio Parts Industry Coordinating Committee, Radio Technicians Educational Meeting, Hotel Bradford, Boston

Stromberg-Carlson Reps: Dealer Selling Aid

C. J. Hunt, sales manager for the radio and television division of the Stromberg-Carlson Co., Rochester, announces the appointment of R. C. Gilbert as direct factory representative for the company's radio and television products in Buffalo and surrounding territory in western New York. He also announced the appointment of the A. B. Gray Co., Ft. Wayne, Ind. as distributor for the company's products in northern Indiana.

FREE! send for our RADIO BUYING GUIDE

a complete and diversified line-up of:

- electronic equipment
- sound systems
- recording equipment
- amateur gear
- television components and kits
- replacement parts
- laboratory and service test equipment

Save time and money—buy direct from distributor! Consult the NEWARK radio buying guide, featuring all standard makes... a value-packed listing of 20,000 essentials for expert servicemen, engineers, soundmen, experimenters, teachers, hobbyists, amateurs!

24 HOUR SERVICE ON ALL ORDERS
Free technical advisory service!

JUST MAIL THIS COUPON TO GET YOUR CATALOGUE
Newark Electric Co., Inc., Dept. 3
242 West 55th St., New York 19
Please send me the FREE Newark Buying Guide of fine radio equipment.

Name _____
Address _____
City _____ State _____



3 GREAT STORES
115 W. 45th St. & 212 Fulton St., NEW YORK
and 323 West Madison Street in CHICAGO
MAIL ORDER DIVISIONS
242 West 55th Street, NEW YORK 19, N. Y.
323 West Madison Street, CHICAGO 6, ILL.

IT WORKS!

Did you see it...?

at the

National Television and Electrical Living Show

IT WORKS!

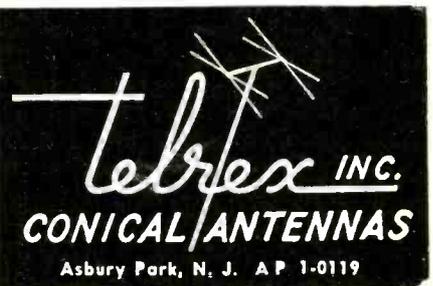
PRECISION'S
Revolutionary

TEL-TENNA

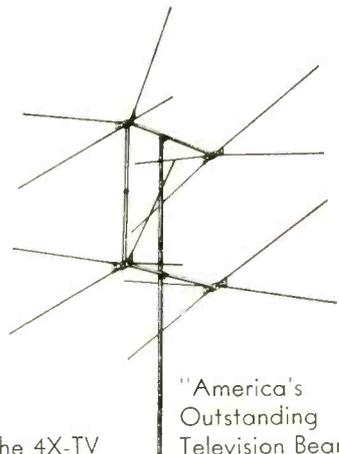
THE INDOOR TV ANTENNA

IT WORKS!

ASK YOUR DISTRIBUTOR



Asbury Park, N. J. A P 1-0119



"America's Outstanding Television Beam"

The 4X-TV

The Antenna that makes quality reception possible with any Television Set

ASK YOUR JOBBER

Announcing . . .

SOMETHING REALLY NEW IN TELEVISION!



It's been dreamed about—experimented with—intensively tested—and now it's here! Yes, a CORTLEY PROJECTION TELEVISION SET that throws a clear, sharp picture from several inches way up to 6 x 8 FEET on a screen—just like a home movie projector!

Your sales possibilities with the Cortley Set are truly unlimited. Bars, Restaurants, Homes, Schools, Clubs, Churches, Hospitals, Hotels, Resorts—these are but a FEW live prospects! They are clamoring for television that can be seen by several hundred people at one sitting—and now you can supply them.

Preliminary installations in New York have been tested and proven for almost two years. Yes, people demand television wherever they go—but they want to SEE IT!

Get in on this new, easy-to-sell market. Write, wire, phone for additional information and price!

CORTLEY

TELEVISION CORPORATION

15 WEST 27th STREET
NEW YORK 1, NEW YORK

Telephone MU 3-3624

INDEX TO ADVERTISERS

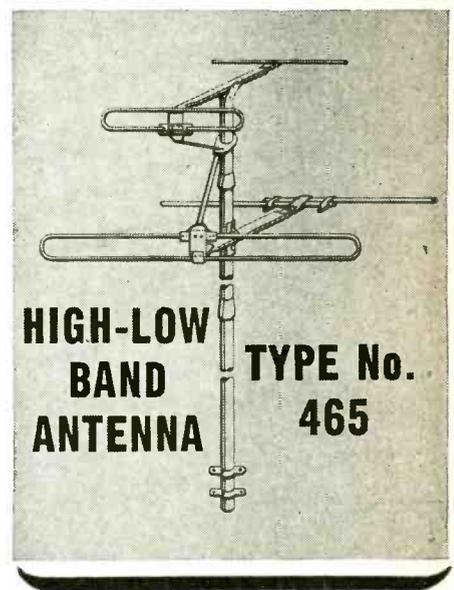
OCTOBER 1948

Acton Co., Inc., H. W.	56
Aerovox Corp.	100
Air King Products Co., Inc.	20
Alliance Mfg. Co.	56
Allied Radio Corp.	106
Altec-Lansing Corp.	108
American Phenolic Corp.	92
American Television & Radio Co.	95
Ansley Radio Corp.	64A
Art Luxe & Technique	108
Atlas Sound Corp.	104
Bendix Radio div. Bendix Aviation Corp.	8, 9
Bond Equipment Co.	96
Chicago Transformer, div. Essex Wire Corp.	72
Chicago Tribune	12, 13
Claro-stat Mfg. Co., Inc.	98
Cornish Wire Co., Inc.	109
Cortley Television Corp.	111
Crosley div. AVCO Mfg. Corp.	18
Decca Records, Inc.	57
DeWald Radio Mfg. Corp.	107
DuMont Laboratories, Inc., Allen B.	43
Electric Auto-Lite Co.	100
Electro Products Laboratories	109
Electro-Voice, Inc.	84
Emerson Radio & Phonograph Corp.	24, 25
Fada Radio & Electric Co., Inc.	2
Farnsworth Television & Radio Corp.	82, 93
Ford Motor Co.	92
General Die & Stamping Co.	56
General Electric Co.	11, 47, 112
General Industries Co.	58
Graybar Electric Co., Inc.	67
Hickok Electrical Instrument Co.	94
Hotpoint, Inc.	62, 63
Hy-Lite Antennae, Inc.	99
Hytron Radio & Electronics Corp.	22
Industrial Television, Inc.	104
Jensen Mfg. Co.	14
JFD Mfg. Co., Inc.	96
Kellogg Switchboard & Supply Co.	85
Ken-Rad div. General Electric Co.	7
Landers, Fray & Clark	68, 69
Lyte Parts Co.	3
Mahogany Association, Inc.	4
Mallory & Co., Inc., P. R.	Cover 2
Meissner Mfg. div. Maguire Industries, Inc.	64D
Motorola, Inc.	15
Newark Electric Co., Inc.	110
Noblitt-Sparks, Industries, Inc.	45
Norge div. Borg-Warner Corp.	61
Oak Ridge Antennas	109
Olin Industries, Inc.	79
Olympic Radio & Television, Inc.	103
Pentron Corp.	90
Philco Corp.	5, 87
Philson Mfg. Co., Inc.	109
Precision Plastics Products, Inc.	104, 106, 110
Premax Products div. Chisholm-Ryder Co., Inc.	107
Radio Corp. of America:	
RCA Victor division	32, 33
RCA Victor Records	50
Test & Measuring Equipment	81
Tube department	19, Cover 4
Radio Merchandise Sales, Inc.	101
Radio Supply & Engineering Co., Inc.	102
Railway Express Agency	98
Rauland Corp.	94
Raytheon Mfg. Co.	16
Recoton Corp.	54
Remington Radio Corp.	105
Remington Records, Inc.	58
Rheem Mfg. Co.	71
Rider Publisher, Inc., John F.	91
Sewell, Inc., Norman M.	104
Shure Brothers, Inc.	86
Simpson Electric Co.	77, 107
South River Metal Products Co.	102
Sparks-Withington Co.	17
Standard Register Co.	21
Starrett Television Mfg. Corp.	26, 27
Steel Distributors, Inc.	109
Stewart-Warner Corp.	49
Stromberg-Carlson Co.	28
Technical Appliance Corp.	111
Tele-Tone Radio Co.	64B, 64C
Telrex, Inc.	110
Thorne-Smith, Skyring	88
Transvision, Inc.	97, 108
Triplett Electrical Instrument Co.	89
Turner Co.	83
U. S. Television Mfg. Corp.	10
Vision Research Laboratories	99, 110
Webster Electric Co.	55
Westinghouse Electric Corp.	6
Wilcox-Gay Corp.	23
Wind Turbine Co.	106
Workshop Associates, Inc.	101
Zenith Radio Corp.	Cover 3

13

CHANNEL TELEVISION RECEPTION

PLUS FM



★ 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.

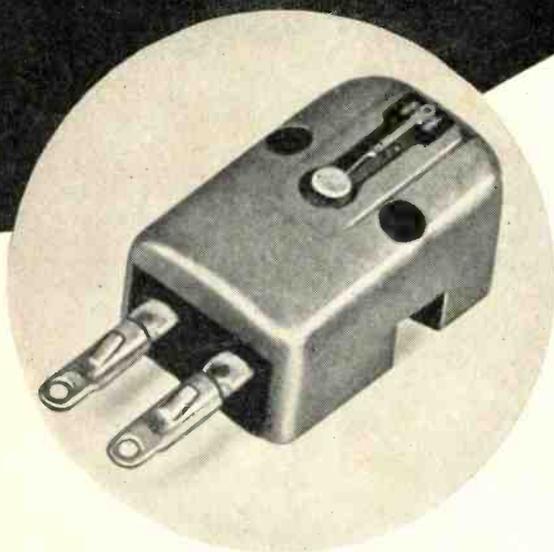
TACO

Radio and
Electronic Equipment

In Canada: Stromberg-Carlson Co., Ltd.
Toronto 4, Ont.

It's here!

The NEW General Electric Variable Reluctance Cartridge for Long Playing Records



- Specifically designed for the new long playing records...high compliance...low mass stylus assembly
- Equipped with 1 mil tip radius sapphire stylus
- Can be used with standard G-E preamplifiers

Place your order today!

*General Electric Company, Electronics Park,
Syracuse, New York*

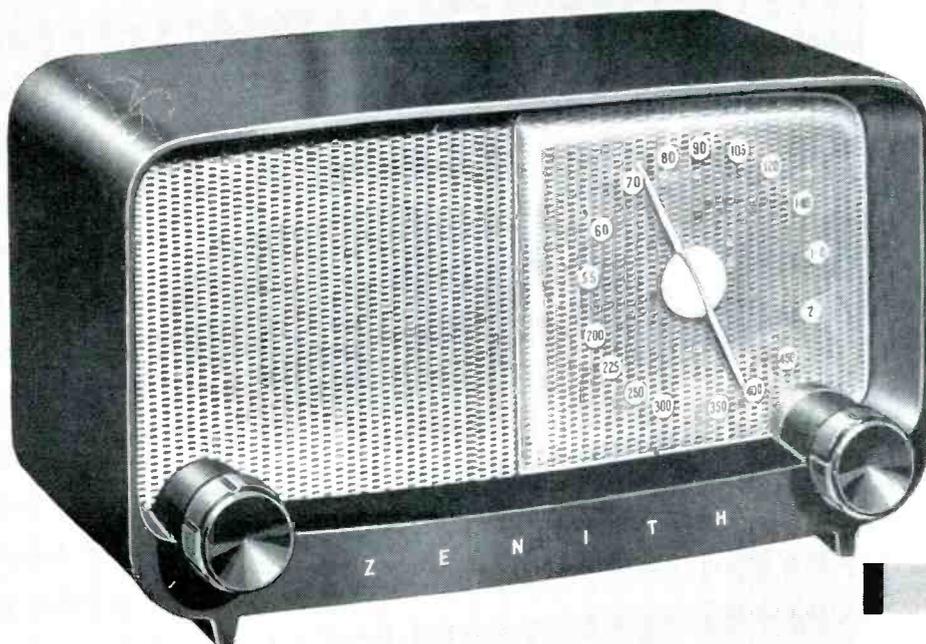
You can put your confidence in—

GENERAL  **ELECTRIC**

166-G10

ZENITH'S NEW "PUNCH LINE"

of AC-DC Table Radios



HERE'S THE NEW ZENITH

Pacemaker

Deliberately designed and built to be the unquestioned *quality leader* in its field. It is a full-toned, full-powered radio with exclusive features no other make can offer *at any price*. Zenith's improved Consol-Tone gives the tone richness and volume of a large set. Zenith's exclusive Wavemagnet virtually "reaches out" for signals. The Zenith Alnico 5 speaker insures the ultimate in tone fidelity. Smartly styled in gleaming jet black plastic with Roman Gold accent. Model 5D810Y.

ZENITH

AMERICA'S MOST SALABLE RADIO!

Yes, in table models, just as in radio-phonographs with the Cobra Tone Arm, in portables, and in FM receivers, Zenith gives you more of the important features *your customers want*—that's why Zenith is America's most salable radio. For every purpose—for every room in the home, there's a Zenith radio that offers more in demonstrable features, ear-appeal, eye-appeal—more in *value*. Dealers everywhere have made Zenith their Number "One" line because *any* Zenith is *easier* to sell.

KEEP AN EYE ON

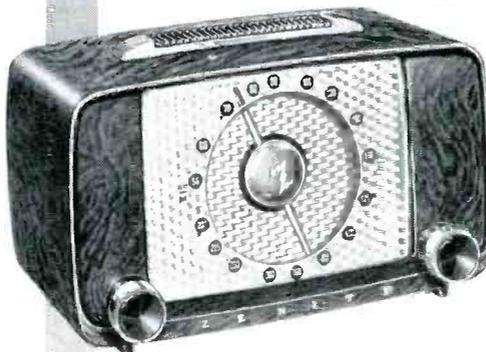


THE NEW ZENITH *Tournament*



Here's a deluxe radio at the price of most ordinary sets. It features Zenith's Consol-Tone, and the improved Wavemagnet, of course. Zenith's own Flexo-Grip handle for easy carrying. A jewel-like On/Off indicator is another demonstrable feature. . . . the Zenith-built Alnico 5 speaker insures splendid tone quality. Walnut, gleaming ebony or soft white plastic. Model 5D811

THE NEW ZENITH *Zephyr*



A superb musical instrument. It features Zenith's exclusive DialSpeaker design with an extra large speaker for full-voiced, *luxury* tone. Wavemagnet plus tuned radio frequency amplification with 3-gang condenser. Zenith's Flexo-Grip handle makes it easy to carry about. In walnut, black or soft white plastic with rippled Chrome dial. Model 6D815.

ZENITH RADIO CORPORATION, 6001 W. DICKENS AVENUE, CHICAGO 39, ILL.



Push RCA Tubes and Watch Your Business Grow!



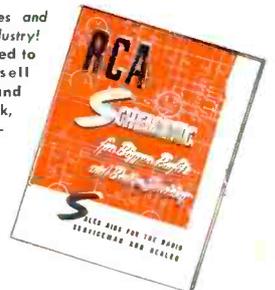
A few of RCA's outstanding sales aids for servicemen and dealers.

Get the lead . . . Hold the lead . . . with RCA's new line of sales aids

• Lead the field in sales and service with these new, compelling RCA sales aids! They'll give you the powerful point-of-sale support you need to help bring more business your way . . . because they associate your business with the greatest name in radio and television.

See the complete line of RCA sales and business aids . . . and learn how they can be used to promote business for you. The new booklet, "RCA Schematic for Bigger Profits and Better Service," presents the whole story. Get your copy today from your RCA Distributor.

Greatest array of sales and business aids in the industry! The materials you need to sell more service, sell more RCA tubes, and speed up your work, are illustrated and described in this new RCA Sales Aid Catalog. Your RCA Tube Distributor has a copy for you.



SEE YOUR RCA TUBE DISTRIBUTOR TODAY FOR FULL DETAILS



TUBE DEPARTMENT

RADIO CORPORATION of AMERICA

HARRISON, N. J.