

165
60
225
225

FEB 49

RADIO & TELEVISION RETAILING

CALDWELL-CLEMENTS, INC.

February 1949

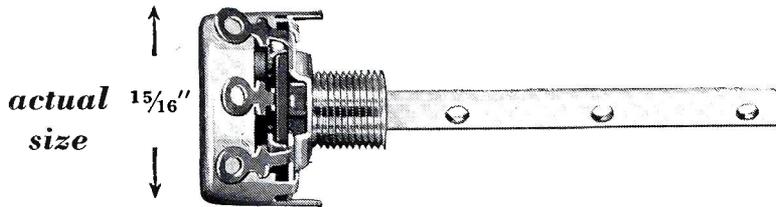


Remember—Spring Is Just Around the Corner

and **SPRING** Means **MORE SALES** of

- FM, TV, AM, PORTABLES ● PLAYERS & RECORDS
- REFRIGERATORS ● LAUNDRY EQUIPMENT
- ELECTRIC KITCHENS ● VACUUM CLEANERS
- SMALL APPLIANCES ● SERVICE & SOUND

You Asked For It... HERE IT IS!



Mallory Midgetrol

The Control You Engineered

Check these points and you'll see why the Mallory Midgetrol has become the *first* control in the business!

- ✓ FASTEST OF ALL TO INSTALL
- ✓ SAVES TIME
- ✓ SAVES TROUBLE
- ✓ SAVES MONEY
- ✓ EASIEST SWITCH TO INSTALL
- ✓ ELIMINATES SAWING AND FILING

First In Quality... Best For Results!

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

FEBRUARY, 1949

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Radio & Television Retailing*

February 1949, Vol. 49, No. 2, 35 cents a copy. Published monthly by Caldwell-Clements, Inc. Publication Office, 1309 Noble St., Philadelphia 23, Pa. Editorial, Advertising and Executive Offices, 480 Lexington Ave., New York 17, N. Y. Subscription rates United States and U. S. Possessions \$2.00 for one year, \$3.00 for two years, \$4.00 for three years. Canada \$3.00 for one year, \$4.00 for two years, \$5.00 for three years. Pan American Countries \$4.00 for one year, \$5.00 for two years, \$6.00 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, 1948 at the Post Office at New York, N. Y., under the act of March 3, 1879. Application pending transfer to the Philadelphia, Pa. Post Office. Member of Audit Bureau of Circulations.

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

★ *AM, FM, Television*

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Photo Credit

Charles Phelps Cushing Cover



Member of
**AUDIT BUREAU
OF CIRCULATIONS**

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

NEW Admiral

AMERICA'S SMART SET!

FIRST AGAIN

... with a table model radio-phonograph that plays 4 hours of recorded music automatically!

6V12—Think of it! A table combination that provides nearly four hours of continuous entertainment through automatic playing of L.P. records! Plays 7", 10" or 12" L.P. records as well as standard records automatically. Tone arm pressure cut three-fourths . . . increases record life four-fold. Outstanding radio performance. Even the price is sensational, only

\$ 69⁹⁵

(with FM slightly higher)



Now! Television Optional! with 10" or 12½" picture screen



It's a Gold Mine

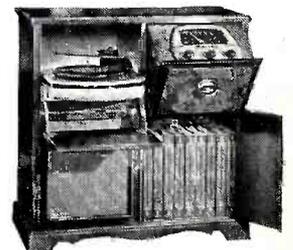
THE Admiral LINE FOR '49



9E15—FM-AM Radio with 2-Speed Phonograph. Automatically plays standard or all L.P. records. 4 hours of uninterrupted music! **\$29995**



30B15—Magic Mirror Television in matching console. 10" direct view tube. Complete station coverage. **\$32995**
12½" tube slightly higher.



8D15—America's greatest value. 2-speed phonograph automatically plays either standard or all L.P. records. Static-free FM. **\$19995**

triple
thrill

MAGIC MIRROR TELEVISION

with the clearest picture of them all!

4 HOURS OF RECORDED MUSIC

played automatically on new 2-speed phonograph

FM-AM DYNAMAGIC RADIO

TRADE MARK

most compact FM-AM chassis ever designed

ALL COMBINED IN ONE COMPACT CONSOLE!



**NOW GET
ALL 3**

for the price of
many television
consoles!

4H15—Another great value from Admiral that brings complete home entertainment within the means of millions. *Magic Mirror Television* with big 52 sq. in. direct view picture screen. *Guaranteed to outperform any set, anywhere, any time!* 2-Speed Phonograph plays 7", 10", or 12" L.P. records as well as standard records automatically. *FM-AM Dynamagic Radio* . . . most compact ever designed . . . Push-pull audio . . . first time in a popular priced model! Smartly modern cabinet no larger than average radio-phonograph console!

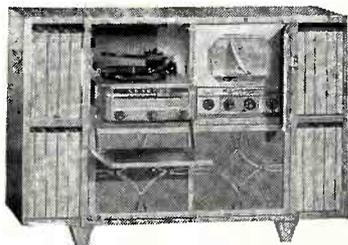
\$399⁹⁵

NOTE—All prices quoted (except 19A12, 4H126 and 4H18) are for walnut consoles. Mahogany and blonde slightly higher. Fed. tax extra on all television sets. Prices subject to change without notice. Some prices slightly higher south and far west.



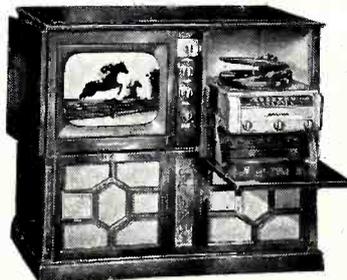
19A12—As portable as a table model radio . . . this compact Admiral Magic Mirror television receiver. Complete station coverage.

\$169⁹⁵



4H117—*Magic Mirror Television* with 52 sq. in. screen. 2-Speed Phonograph automatically plays either standard or all L.P. records. *FM-AM Dynamagic Radio* . . . most compact ever built.

In walnut **\$449⁹⁵**



4H126—*Magic Mirror Television* with big 16" screen. 2-Speed Phonograph automatically plays either standard or all L.P. records. *FM-AM Dynamagic Radio*.

\$695⁰⁰



4H18—Chinese Modern. *Magic Mirror Television* with 72 sq. in. screen. 2-Speed Automatic Phonograph. *FM-AM Dynamagic Radio*.

\$595⁰⁰



the battery for the **Radio Trade**...

● The *selective distribution* of RCA Batteries primarily through radio dealers and servicemen adds up to more repeat business for you.

Remember, too, that RCA Batteries are *radio engineered* for *extra listening hours* . . . that this completely rounded line *covers virtually all renewal requirements*.

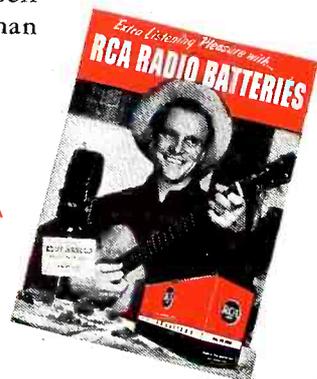
Because they're backed by "the greatest name in radio," RCA Batteries are your assurance of *immediate customer acceptance*.

Eight warehouses assure you quick delivery on fresh stocks of RCA Batteries through your local RCA Distributor.

You can sell more RCA Batteries

RCA provides you with the greatest array of selling aids in battery history . . . *all geared to the radio trade!* They'll help you sell more RCA Batteries than ever before!

**ALWAYS
KEEP IN TOUCH
WITH YOUR RCA
BATTERY
DISTRIBUTOR**



RADIO CORPORATION of AMERICA

HARRISON, N. J.

Yes, the big hits come from

FADA
PROJECTION TELEVISION CONSOLE

• *Model 880* •



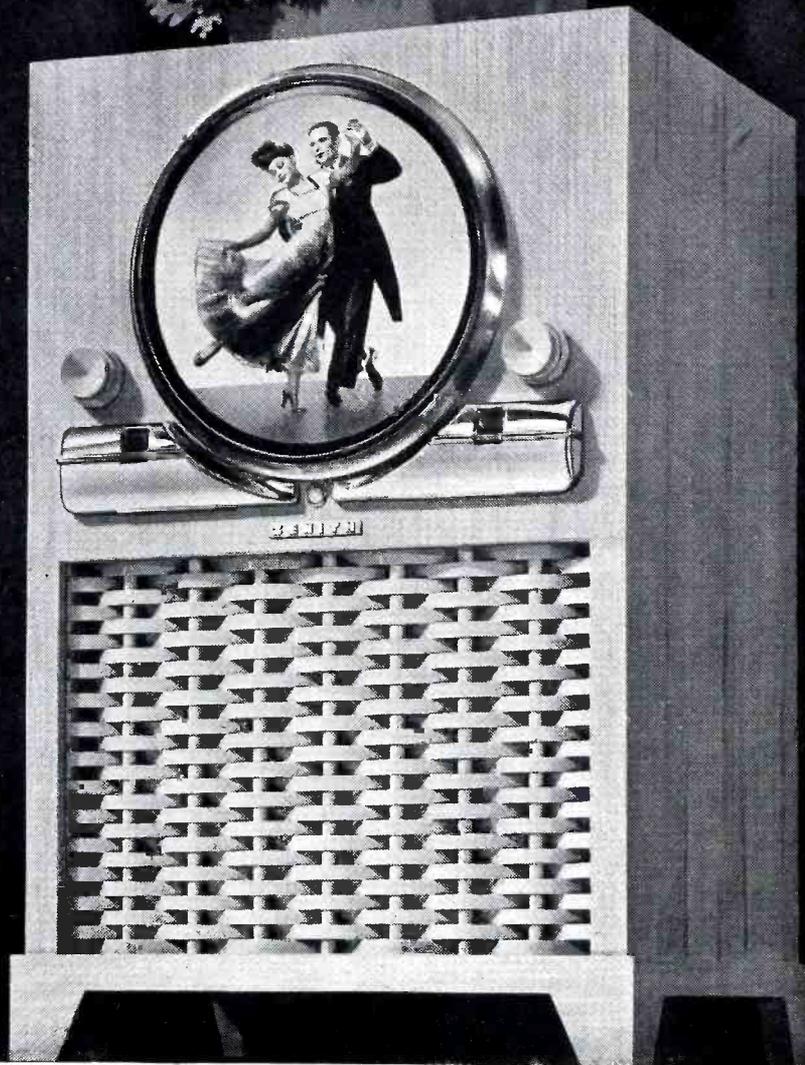
**Here is BIG SCREEN Projection Television
Beyond Compare! . . . Superb 12x16 Inch Screen**

The call for BIG SCREEN Television is answered by FADA, famous for twenty-nine years in the development of electronic products. Dealers everywhere are receiving Model 880 with salvos of enthusiasm. It's a hit because of its big picture size . . . 192 square inches of viewing surface . . . extraordinary picture detail and clarity . . . beauty of console cabinet design. 36 Tubes including Kinescope and 6 Rectifiers. Fada Model 880 is a must in every dealers showroom. Gorgeous Console Cabinets of Genuine Mahogany or Genuine Bleached Blonde Mahogany Veneers.

"The Television of to-morrow . . . TO-DAY! . . . Pioneers in Radio and Electronics since 1920"

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

and your customers
What you have been waiting for...



ZENITH TELEVISION WITH
GIANT CIRCLE SCREEN

is so sensationally different it defies description

We cannot give you a word picture of the important Zenith* developments which are found in no other Television set. You must see it for yourself...Operate it yourself.

AT YOUR ZENITH DISTRIBUTOR

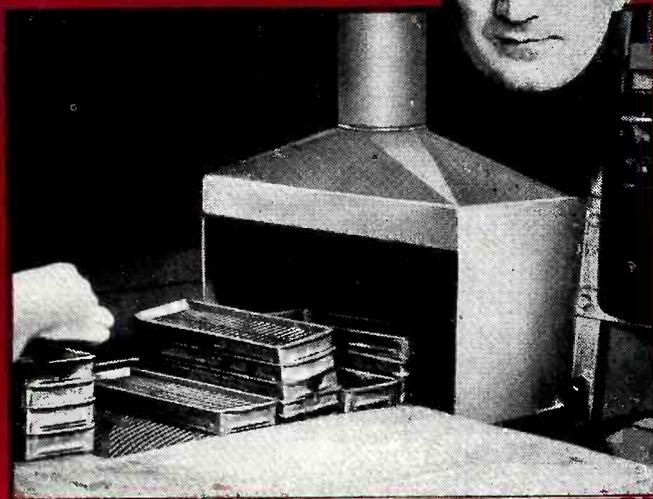
ZENITH RADIO CORPORATION CHICAGO 39, ILLINOIS



"KEN-RAD TUBES BRING REPEAT BUSINESS!"



HUGH WATSON, Foreman, Grid Section, where grids are shown below going into 700-degree (centigrade) G-E furnace to be de-gassed and de-oxidized. Every precaution is taken in making Ken-Rad tubes to assure top performance, long life.



Says C. F. PATTERSON, J & M Radio Service Shop, 838 North Rampart, New Orleans, La. Like thousands of reliable service men, Mr. Patterson insists on Ken-Rad tubes because he knows quality pays off.

"I started in business in 1933 and I've been using Ken-Rad tubes ever since!

"In all that time I've never had a complaint. Ken-Rad tubes perform. They last. No other tube I know does a better job for you or your customers.

"This is important, because you've got to satisfy customers if you're going to build repeat business.

"Ken-Rad tubes always satisfied my customers. And that satisfies me."

"KEN-RAD TUBES ARE TESTED TUBES!"

"Ken-Rad tubes satisfy customers and build repeat business because they're tested tubes. Tops in quality, stamina, endurance.

"I know—because I've been supervising the making of Ken-Rad tubes for years.

"We make Ken-Rad tubes with the greatest of care. They're thoroughly tested for noise, microphonics, static, life, shorts, appearance, gas, air and hum.

"You can sell them with confidence. And you can rely on them to increase business, too!"

182-MA2-R850

KEN-RAD *Radio Tubes*

PRODUCT OF GENERAL ELECTRIC COMPANY

Schenectady 5, New York

The Serviceman's Tube



MEMO FOR '49

The future is what you make it—NOW!

The radio dealer with a future is making plans for that future right now . . . and he's basing those plans on a lot of new selling factors.

He knows, for example, the honeymoon is over—that there's no substitute for a sound line supported by good salesmanship, sound promotion and continued advertising.

He knows in selecting his '49 lines he must choose only those that offer the best value, the best profit and the fewest sales problems.

He knows that a good line this year must incorporate popular models at every popular price . . . to provide good sales volume and to hold down inventories.

He knows it must be a line that requires the minimum of service . . . to assure full profit.

He knows such a line is Arvin.

He knows that for more than 15 years Arvin has been building better radio values . . . and has been telling his customers about those values in the Saturday Evening Post, Life, Country Gentleman and other big, national magazines.

And this year, he knows Arvin is a powerhouse!

Arvin will have television and a sound TV merchandising plan. It will not be just another television line, but a sensationally new television line . . . and it will be *profitable* to sell.

Arvin will have a new line of super-powered portable radios. They'll be light, smart, compact, powerful. They'll have maximum eye appeal and they'll be priced right for fast sales and maximum profit.

Arvin will have a new low priced FM set offering superior performance. Its low price will open up brand new possibilities in your town . . . enable you to ride the FM boom.

Arvin will also have special promotional sets to help you build store traffic, open new accounts, attract volume sales. Included in these plans is a world beater model specifically designed for a vast, untapped market.

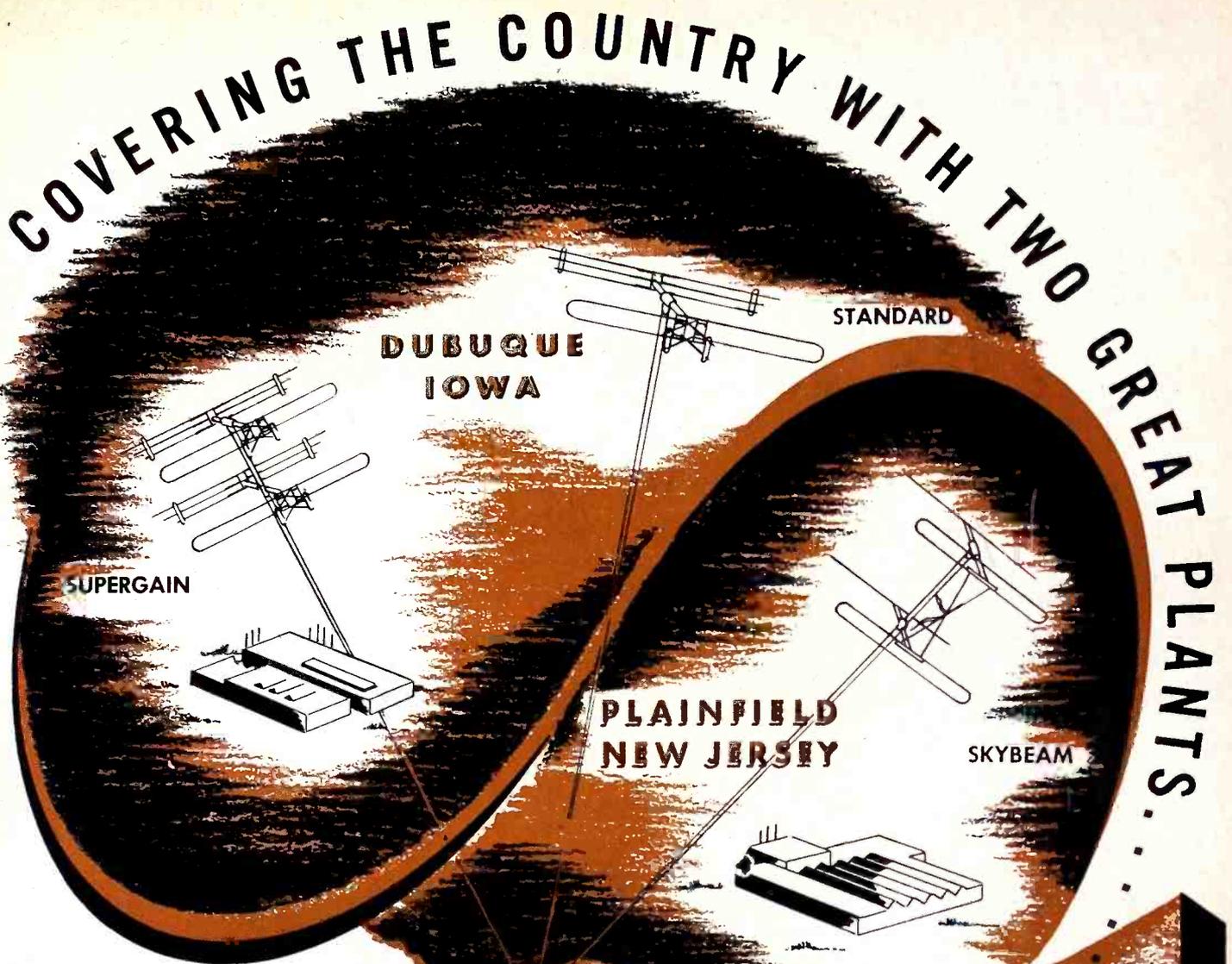
These are some of the things Arvin has planned for this year to make your radio and television picture brighter.

Plan now for a bright, profitable future with Arvin. Write, wire or telephone today for full details on Arvin's "selective" dealer franchise.

ARVIN

Radio & Television Division

NOBLITT-SPARKS INDUSTRIES, INC.
COLUMBUS, INDIANA



BEST ANTENNAS MANUFACTURED

"Field tested for precision, rigidity and scientific construction."

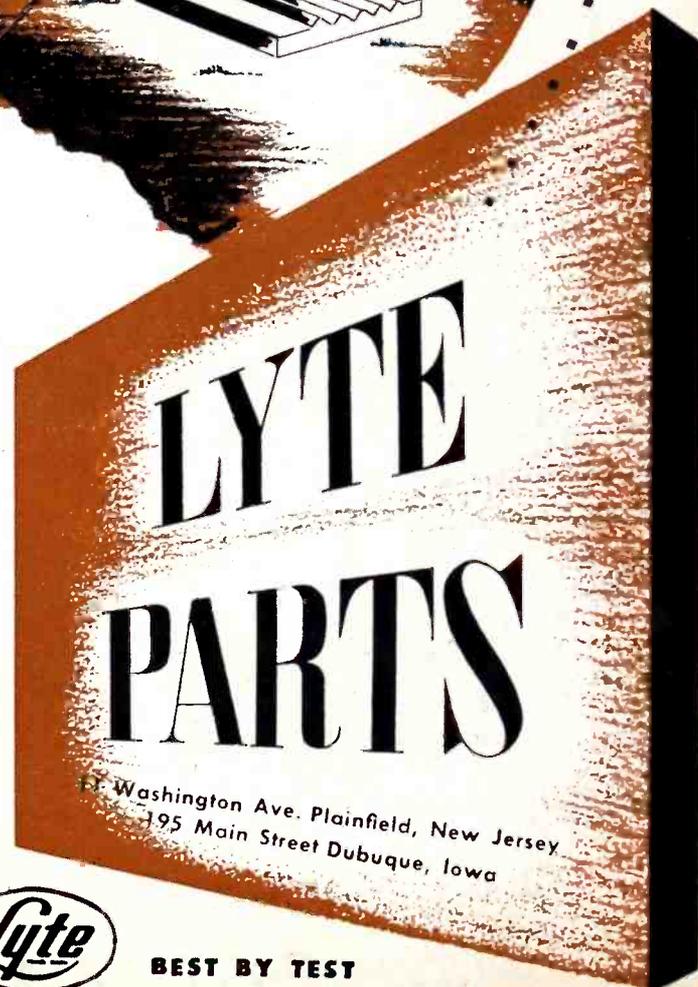
STANDARD MODEL LTRC, The most widely and successfully used all round television antenna. Serving channels 2 to 13 and FM bands as proven by thousands of delighted users. LTRC boasts maximum signal strength and highest gain on all frequencies.

SKYBEAM MODEL LHF, The only high frequency, high fidelity antenna in the field. This amazing high frequency channel antenna includes all the proven Lyte features. "SKYBEAM" is guaranteed to produce outstanding results on all channels, 7 to 13.

SUPERGAIN MODEL LTD, The revolutionary Lyte Supergain antenna, especially designed to give maximum signal strength and amazing reception over longer distances. This field proven antenna covers channels 2 to 13.

Better antennas get better pictures, Lyte antennas get the BEST pictures.

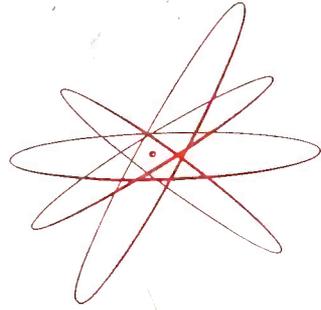
DISTRIBUTORS: Increased production facilities permit us to merchandise quality antennas at attractive low prices. Sell Lyte for better quality and more profits.



BEST BY TEST

Electronics Park — world center

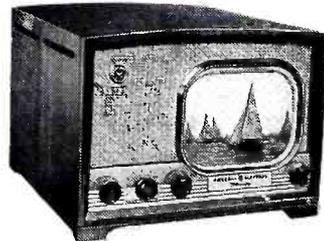
BRINGS YOU THE WORLD'S FINEST



TV Model 840



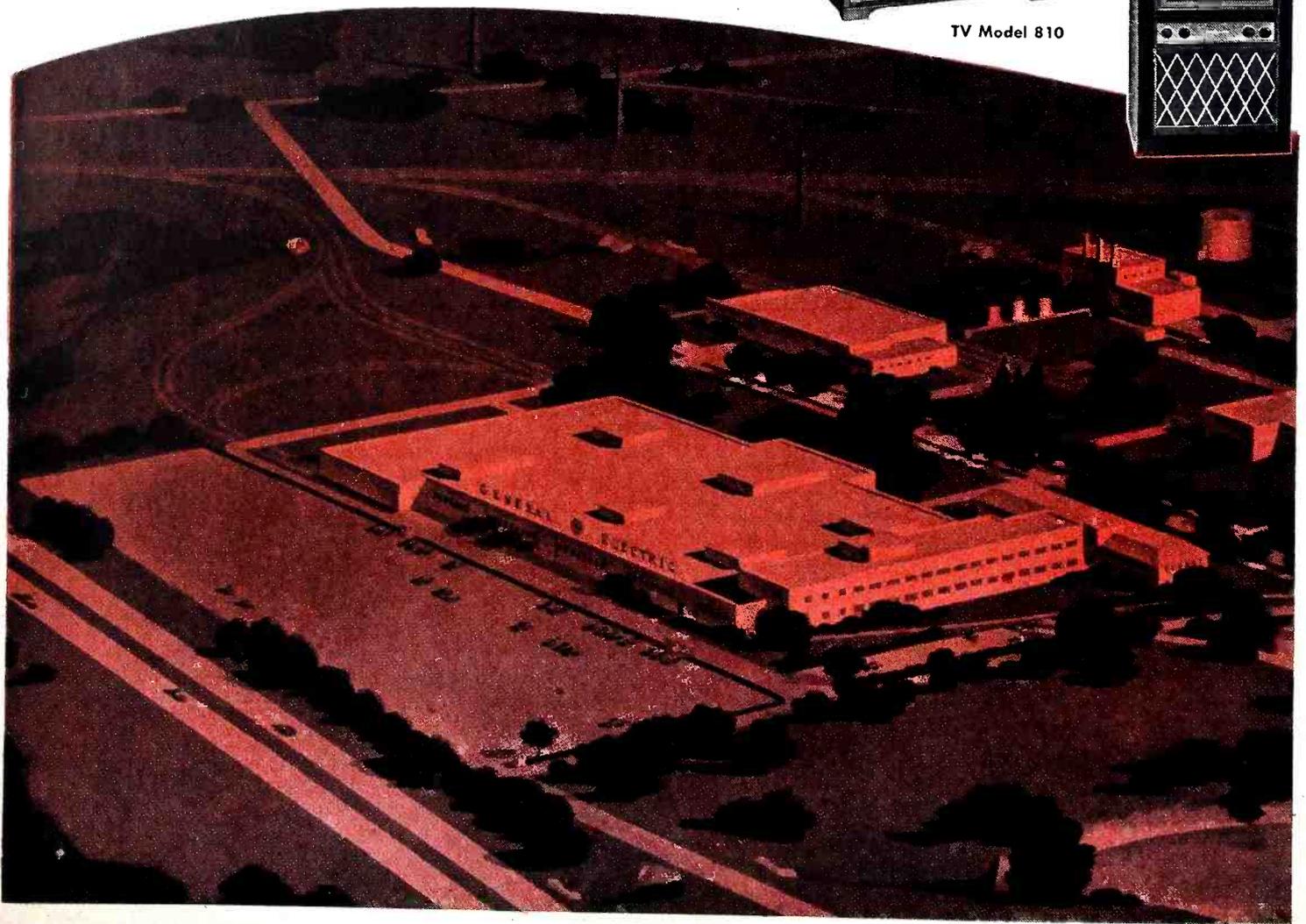
TV Model 814



TV Model 810



TV Model 811



of *Electronic Progress*

TELEVISION AND RADIO RECEIVERS

● Today's greatest selling features in television and radio come from Electronics Park. G-E DAYLIGHT TELEVISION . . . 80% brighter than ordinary television under the same conditions! Clearer by far! Your customers no longer have to sit in darkness. G-E ELECTRONIC REPRODUCER . . . the most beautiful record reproduction your customers ever heard. General Electric NATURAL COLOR TONE . . . amazing realism of tone on both radio and records that's easier to sell. And—the finest in FM reception by the pioneer in FM—General Electric.

Only Electronics Park, the world center of electronic progress, could bring you such an array of advancements and selling features. Electronics Park—with its unmatched facilities, its modern laboratories and production lines, its famous scientists, electronic engineers and highly skilled technicians. You can depend on radio and television receivers performance-engineered at Electronics Park!

Call your G-E television and radio distributor for complete information or write *General Electric Co., Receiver Division, Electronics Park, Syracuse, New York.*

You can put your confidence in—

GENERAL  **ELECTRIC**

Radio-Phonograph
Model 324



FM Table Model 210



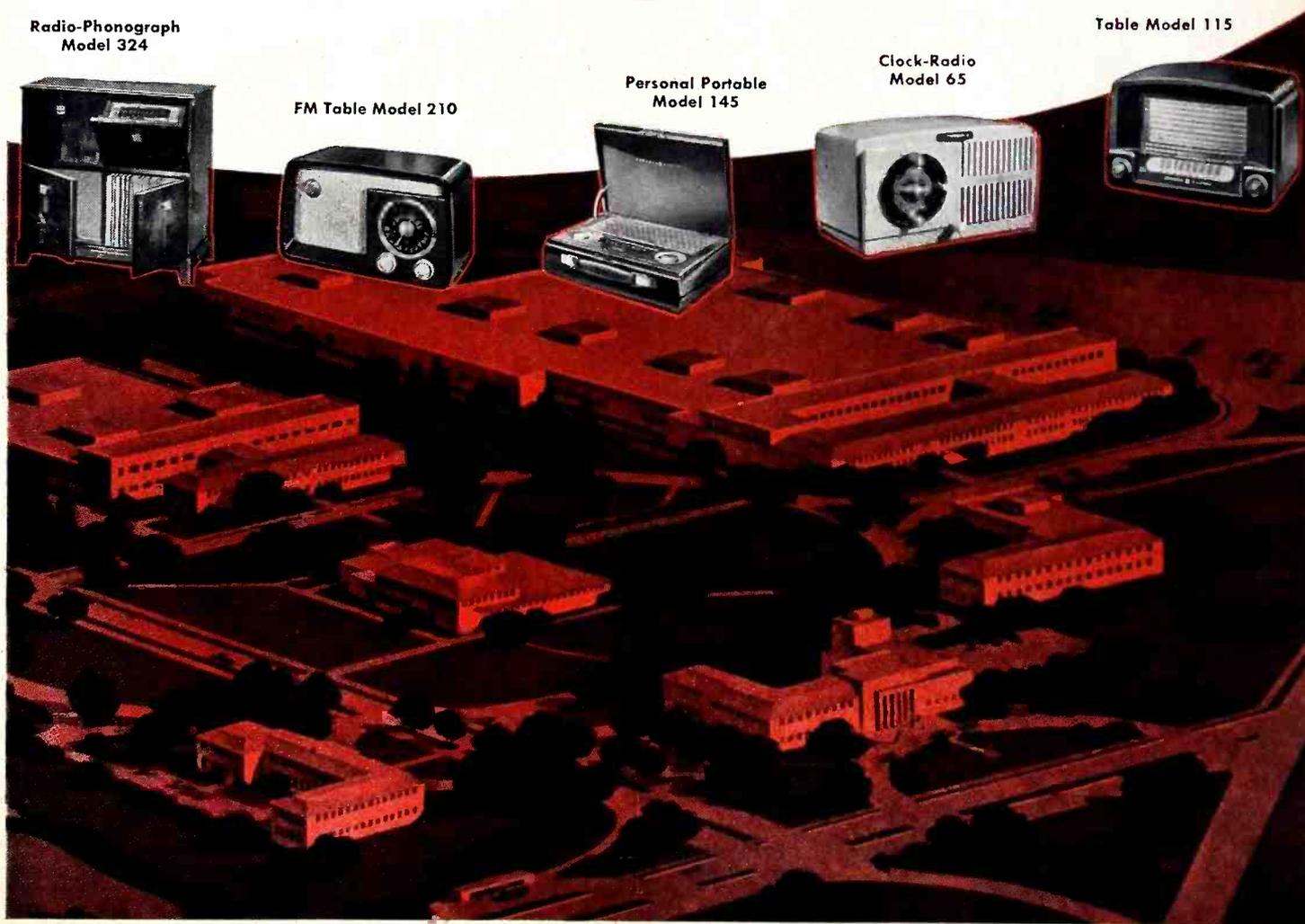
Personal Portable
Model 145

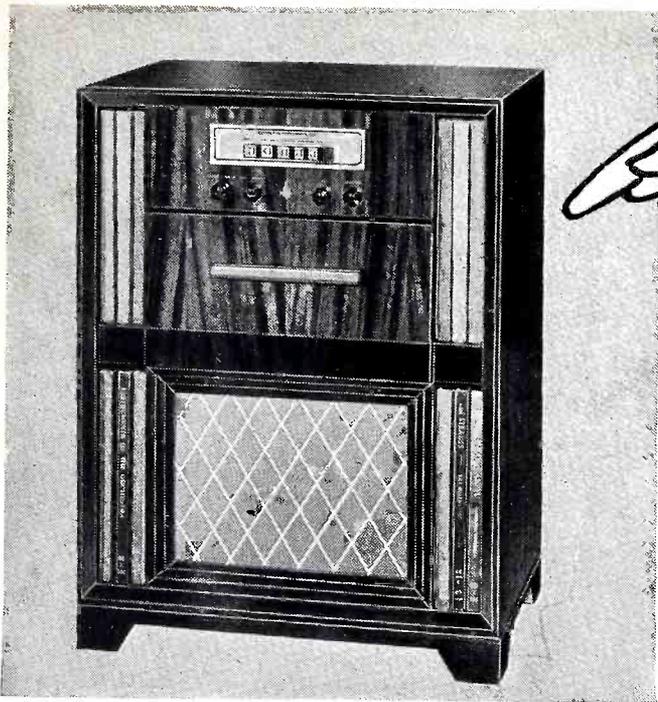


Clock-Radio
Model 65



Table Model 115





Hotter for



- SENSATIONAL NEW MODELS!
- NEW LOW PRICES!
- VALUE LEADERS — PROFIT LEADERS!

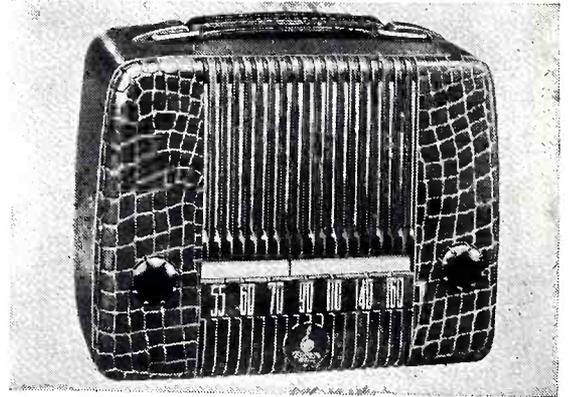
LIMITED JUBILEE OFFER!

New 1949 Emerson Automatic Phonoradio Console . . . at amazing low price...to celebrate production of the 10,000,000th Emerson Radio! Limited time only — limited quantities — price goes up after this event! AC Superhet — automatic changer — beautiful cabinet. Terrific promotion number for right now!

\$89⁹⁵

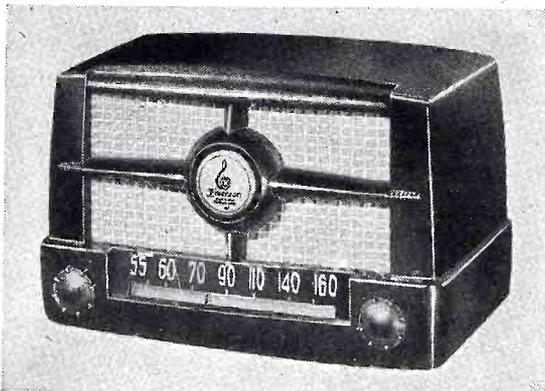
Model 604

New 1949 Emerson Radio



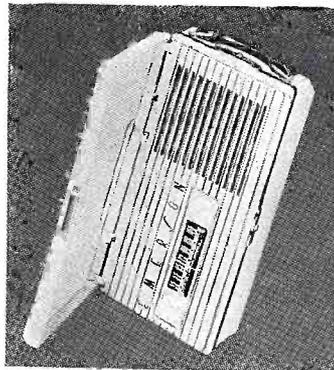
NEW LOW PRICE — SURE SENSATION!

Emerson 3-Way Portable. A top seller at \$29.95 — now a positive SMASH! AC-DC and battery operation. Finer tone, smart Alligator grain plastic cabinet. **\$24⁹⁵**
Model 559



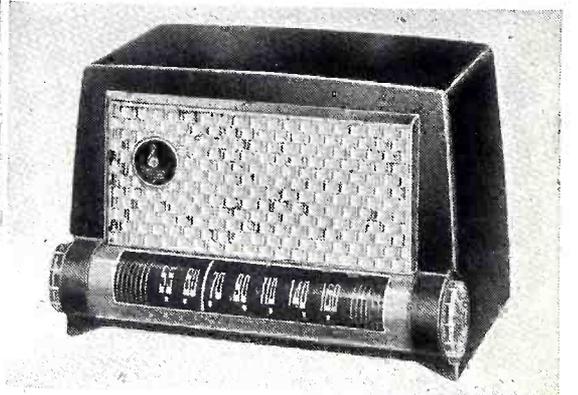
SENSATIONAL NEW PRICE LEADER!

Emerson AC-DC Compact. Even better than last year's price leader . . . at the same low price! Ebony plastic...golden Slide Rule Dial... **\$16⁹⁵**
3-dimensional grille. A great traffic puller!
Model 587



SELF-POWERED
PERSONAL PORTABLE
\$24⁹⁵

Model 558. Automatic lid-operated shut-off. Smart plastic case...ivory, green and black. Gold-colored hardware. Tops in personals!



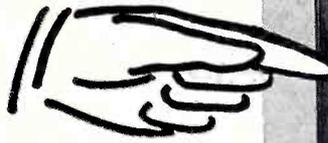
BEAUTIFUL! MERCHANDISEABLE!

Emerson AC-DC Compact. Tops in tone — super in style. Gorgeous maroon plastic cabinet with gold-colored bead grille. A great leader to feature! **\$19⁹⁵**
Model 610

Cash In Now! See Your Emerson Distributor Today!

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

than Ever 1949



- RECORD-BREAKING ADVERTISING!
- BIGGER DISCOUNTS!
- TERRIFIC TRAFFIC PROMOTIONS!

BIGGEST TELEVISION VALUE!

Emerson "Image Perfection" Television Table Model. So compact, smart, dependable! Big 52-square inch screen - FM circuit - Miracle Picture Lock - Simpli-Matic Tuning! Sensational leader at this low price! Model 611

\$269⁵⁰

New 1949 Emerson Television

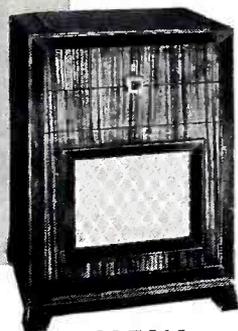


**192 SQUARE INCH SCREEN!
PERFECTION IN PROJECTION!**

\$599⁵⁰

Model 609

Emerson Television Console. 12" x 16" Foldaway Screen - 192 square inches! New "eye-ease" clarity - Miracle Picture Lock - FM Statically Clear Circuit - Simpli-Matic Tuning! Solid mahogany and pin-striped mahogany veneer cabinet. A new high in projection performance - at a new low price!

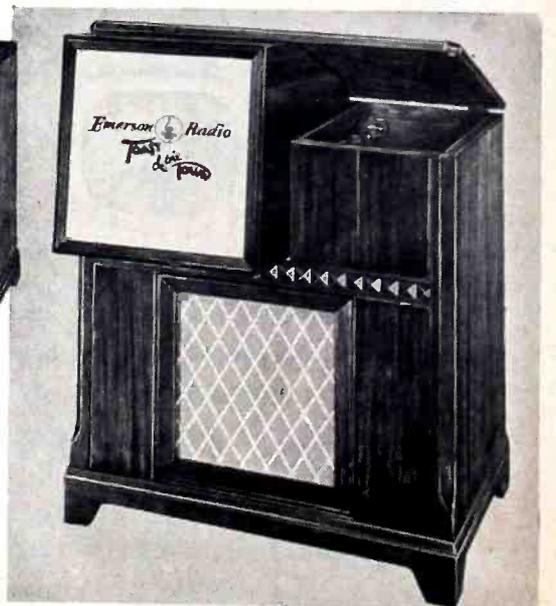


**NEW
GIANT
SCREENS!**

**GIANT 132 SQUARE INCH
DIRECT-VIEW SCREEN!**

Emerson Television Console with 16" picture tube. Superbly engineered for outstanding clarity of picture and sound. All the famous Emerson television features - plus! A classic in cabinet design - **BIG NEWS IN LOW PRICE!** **\$599⁵⁰**

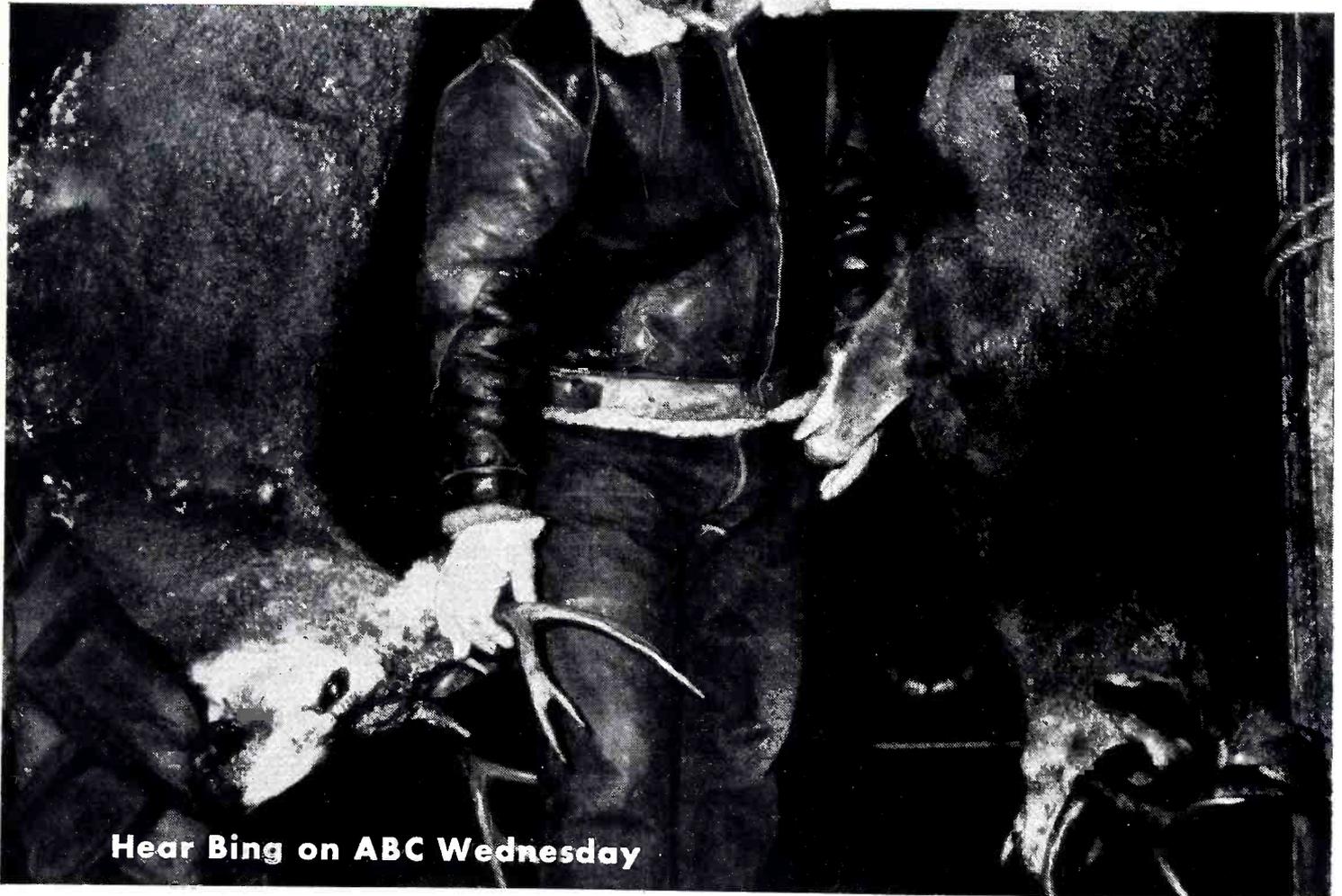
Model 608



Cash In Now! See Your Emerson Distributor Today!

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

Bing has more than TWO BUCKS to show for this trip



Hear Bing on ABC Wednesday

While he was out bringing down these two deer, Bing Crosby was also making his weekly broadcast for Philco. How come? Simple—the show is recorded on “SCOTCH” Sound Recording Tape. The recording is made whenever it suits Bing and his guest stars. The tape is edited for time and content. The result is a smoothly paced show reproduced for broadcast with a fidelity no other recording medium can match.

“SCOTCH” Sound Recording Tape is bringing new convenience, new economies to users of recording equipment everywhere:

- Recordings can be erased and the tape used over again.
- Editing is easy; simply snip out unwanted parts, join the remainder with “SCOTCH” Splicing Tape.
- Needle scratch and crosstalk are no more.
- Tape can be replayed thousands of times.
- Snarls, kinks and backlashes are eliminated.

- There are no frequency limitations when you use this distortion-free medium.

Make sure your customers hear tape recording at its best by equipping all your machines with “SCOTCH” Sound Recording Tape. If your jobber can't supply you, write Dept. RT29, Minnesota Mining & Mfg. Co., St. Paul 6, Minn.

REG. U.S. PAT. OFF.
SCOTCH
BRAND
Sound Recording
TAPE

Made in U. S. A. by

MINNESOTA MINING & 3M MANUFACTURING CO.

Also makers of “SCOTCH” Brand pressure-sensitive tapes, “3M” Abrasives, Adhesives and a wide variety of other products for home and industry.

General Export: DUREX ABRASIVES CORP., New Rochelle, N. Y.
In Canada: CANADIAN DUREX ABRASIVES LTD., Brantford, Ontario

GAROD TELEVISION

It's New!

...and only GAROD has it at no extra cost!

It's Telerific!

... only GAROD gives you both sizes on one screen.

It's TELE-ZOOM

... zoom from regular size to enlarged close-ups, as illustrated, by merely pressing the remote control button.

T.M.



The Howdy Doody Show, with Bob Smith, on NBC Television

What you see is twice as large... at no extra cost!

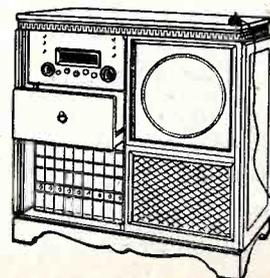
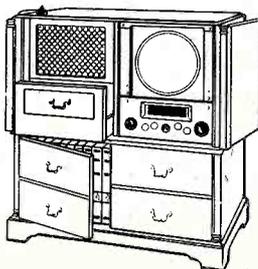
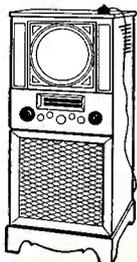
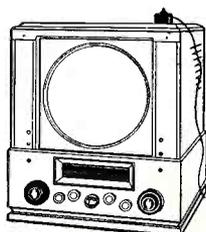
10" Model Equivalent to More Than Normal 12" Picture

12" Model Equivalent to More Than Normal 15" Picture

15" Model Equivalent to More Than Normal 20" Picture

ONLY GAROD HAS IT!

Some sets give you a rectangular picture . . . some sets give you a circular picture – but **ONLY GAROD** Television gives you **BOTH** on the same screen, with no distortion. The secret lies in the exclusive "TELE-ZOOM" circuit,* a feature on all 1949 GAROD Television models. Here is the easiest-to-sell television line on the market . . . backed by quality construction that means trouble-free performance. Your local Distributor will be showing GAROD "TELE-ZOOM" Television soon . . . watch for date and place.



*Pat. Pend.

GAROD ELECTRONICS CORPORATION • 70 WASHINGTON STREET, BROOKLYN 1, NEW YORK

**HI-LO
ARRAY**

**THE MOST
EFFECTIVE
ANTENNA OF ITS
TYPE**

**"Simpli-Flex" TELEVISION
and
FM ANTENNAS**
THE QUALITY ANTENNA LINE

Radiart's superiority asserts itself once again! This Television and FM Antenna line has been enthusiastically received everywhere! One of the reasons for this remarkable preference is the 85 ATV HI-LO array. By means of its exclusive matching network . . . it assures minimum interaction between arrays thus offering results equal to two separate independent and costly installations! It features independent orientation with minimum interference from other arrays! RADIART SIMPLI-FLEX ANTENNAS GET THE PICTURE ALWAYS . . . even where others fail . . . for trouble free . . . speedy and less costly installations . . . order RADIART!



No "assembly puzzles" with Radiart's "SIMPLI-FLEX" design. No degree in engineering or truck-load of tools needed — absolutely no loose hardware. One minute assembly, one man installation!



High strength, well engineered design of more than ample safety factor, with simple, sturdy all aluminum castings, elements, and heat-treated support masts for PERMANENT installations.



"WEATHER-SHIELD" polystyrene terminal block encloses lead-in connections and protects from all weather conditions! Keeps electrical performance at maximum.



IT'S RIGHT WHEN IT'S RADIART

THE RADIART CORPORATION

CLEVELAND 2, OHIO

MANUFACTURERS OF THE FAMOUS RED SEAL VIBRATORS

The Eyes of America are on

PHILCO

for the

**Big Refrigerator
News of 1949**



A NEW LEADER IS BORN in the field of refrigeration! The appliance dealers of America know today that Philco has reached first place in consumer demand and acceptance . . . "America's most wanted refrigerator."

THEY KNOW TODAY, from experience, that a Philco is the fastest selling refrigerator on their floors . . . the "hottest" merchandise in the industry for features, for style, for sales appeal and for value.

THEY KNOW TODAY that Philco's refrigerator manufacturing facilities have reached a rate of production that justifies its thinking, planning and merchandising in terms of **LEADERSHIP**.

**Now, here's the new Leadership Line
PHILCO Advanced Design for 1949**

**Read the
News**

HERE FROM PHILCO

in Refrigerator

The first true "Down to the Floor" Refrigerator

Yes, it's new, brand new! A refrigerator with a full-length door that for the first time makes full use of the normally unoccupied space above the floor, real refrigeration for ALL foods—a huge genuine addition to refrigerator storage capacity.

Up to 11.4 cu. ft. capacity in an 8 Foot Cabinet



At last, a refrigerator that gives the absolute limit of capacity for the space it occupies in the kitchen. Yes, up to 42½% increase in capacity without increase in size... up to 11.4 cu. ft. in the dimensions of an 8 foot cabinet. The secret is no wasted space... every inch a refrigerator, right down to the floor.

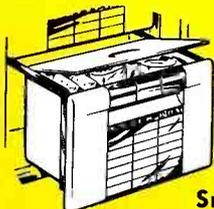
Advanced Features, New to Refrigeration

Not only more space but new ways to use the space... exclusive new features created by Philco engineering... producing the most fully usable refrigerator ever designed!



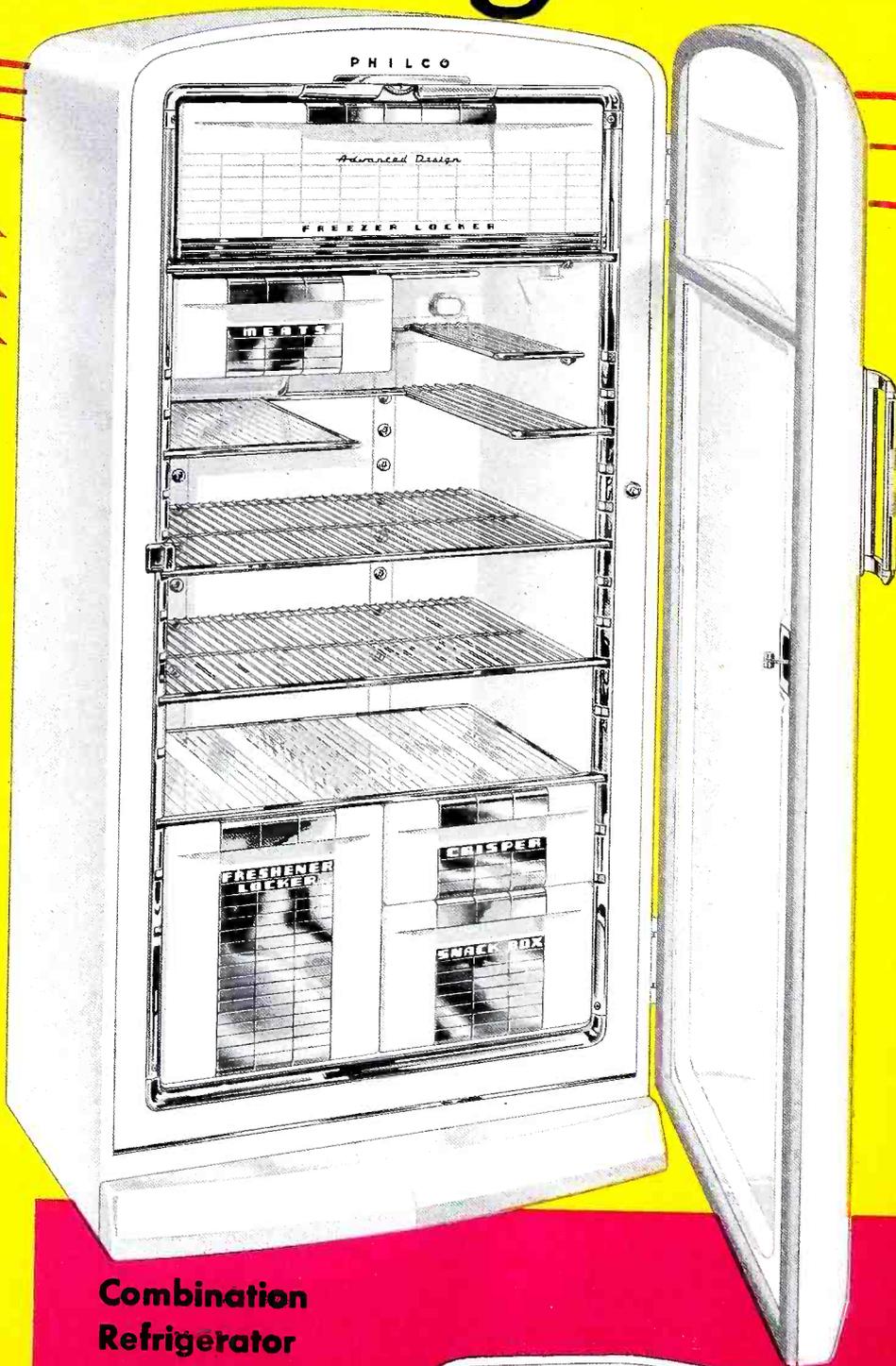
Freshener Locker

Huge, high humidity refrigerated locker holds almost a bushel. For all kinds of foods, in large quantities or bulky sizes and shapes.



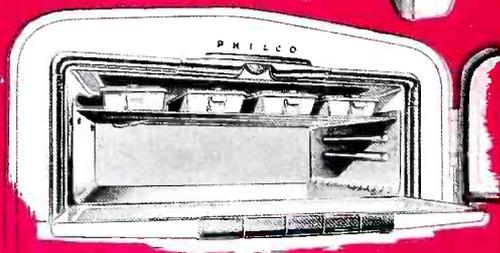
Snack Box

For cheese, spreads and snacks, or keeps full supply of butter ready to use. Prevents transfer of food odors to or from other foods.



Combination Refrigerator with Built-in Home Freezer

True zero Zone freezer is unexcelled in efficiency. Separate ice tray shelf leaves entire space for frozen foods; prevents frost accumulation on walls, packages.



Revolutionary Advances Design for 1949!

A Revolution in Refrigerator Value at The Lowest Price

For the first time, *real service, real storage capacity* ... yes, **ADVANCED** features at the lowest price! It's the low price sensation of the industry for 1949 ... the revolutionary Philco 793 ... unequalled in features, in value and in promotional power. The biggest, most usable food storage capacity ever offered in its size and at its price.

**NEVER BEFORE AT THIS PRICE
A FULL WIDTH FROZEN FOOD COMPARTMENT**

A generous, full-width fully enclosed space for genuine frozen food storage. It's the feature that Philco first introduced to the industry ... now offered for the first time at the lowest price.

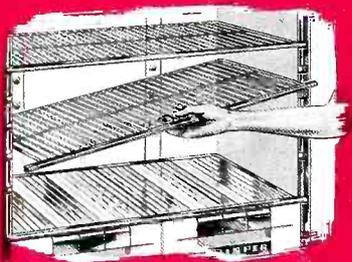
**7 CU. FT. CAPACITY
IN THE FLOOR SPACE OF A "4"**

Yes, a full 7.2 cu. ft. of space ... 14 sq. ft. of shelf capacity, 30% more than former models at the lowest price. All in a cabinet that occupies no more floor space than a four foot refrigerator of the past.



Completely Adjustable Shelves from top to bottom

The most flexible system of shelf arrangements ever invented. Shelves are easily moved exactly where wanted to store foods of any size or shape. Has wonderful sales appeal.



Balanced Humidity

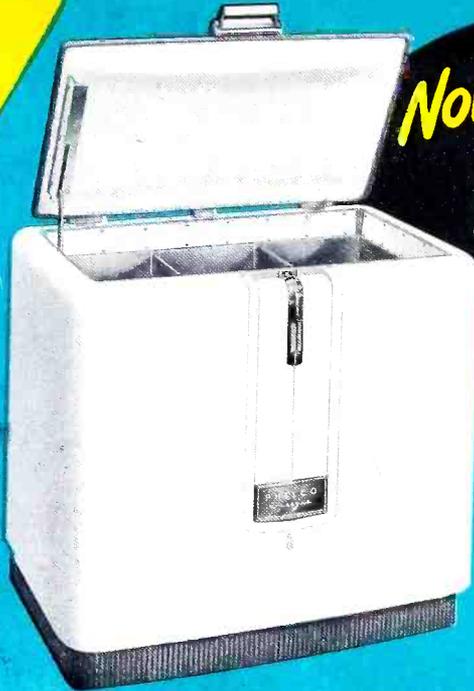
with patented Summer-Winter Control
Developed and patented by Philco ... it offers the first positive means of coping with excess humidity in a "moist cold" refrigerator. Yes, at last, a refrigerator that's suited to all seasons.



The PHILCO FREEZER

**ANOTHER SWEEPING
ADVANCE FOR 1949**

60% more storage capacity with no increase in size. That's the development the public and dealer alike have been waiting for to lift the home freezer business into the big volume class. It's here now for 1949, from the Philco laboratories... drastically revising the whole standard of freezer value.



**Now! 8 cu. ft. in
5 ft. size**

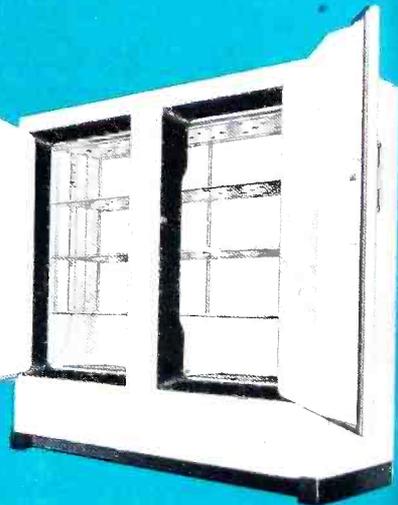
PHILCO FREEZER DH-81.
8.1 cu. ft. capacity for up to 320 lbs. of frozen foods, now in the cabinet size of a "5"! Sensationally popular features... patented 3 compartment design with separate sharp freezing compartment at temperatures as low as 15° below zero. Lid stay. Built-in thermometer and temperature control.



**Now! 4 cu. ft. in
2½ ft. size**

PHILCO FREEZER DH-41.
4.1 cu. ft. capacity for up to 160 lbs. of frozen foods, in the dimensions of a 2½ ft. cabinet. Fits in any kitchen. Temperatures for sharp freezing and storage as low as 15° below zero. Deluxe features—sensational value.

**NEW FOR '49
15 and 30 cu. ft.
FARM
FREEZERS**

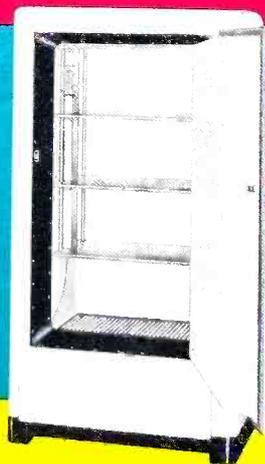


Here's the final link in the chain of Philco leadership in the home freezer field. Two huge capacity models especially designed for the farm market. Wherever customers require volume storage—space for freezing and storing a big meat supply and the produce of their own farm or garden, Philco dealers can supply the demand with these two new 15 and 30 cu. ft. freezers—the Philco DH-151 and DH-301.

7½ Cu. Ft.

Upright Freezer

PHILCO FREEZER AV-75.
The deluxe upright, with big 7½ cu. ft. capacity, that fits in the floor space of a regular refrigerator. Holds up to 300 lbs. of frozen foods in 3 reach-in compartments. Patented sloping shelves.



**Yes, it's the
Leadership
Line!**

the most complete and powerful Merchandising Line in Refrigerator History

IT'S YOUR SALES AND PROFIT LINE FOR 1949

Be sure to get the full story from your PHILCO DISTRIBUTOR

easier, faster TV sales in D.C. areas with C-D Converters



CORNELL-DUBILIER
world's leading manufacturer of
CAPACITORS
VIBRATORS • CONVERTERS



Input Volts: 110 V.D.C.; Output Volts: 110 V.A.C.; Watts Cont.:
150 W.; Watts Int.: 250 W.; Variable Frequency Control

- easily installed on all types of TV sets
- simple design eliminates lubrication and other mechanical maintenance
- quiet, more efficient service at lowest cost
- a complete line to meet all needs

For further details write to
Cornell-Dubilier Electric Corporation,
South Plainfield, New Jersey
Other large plants in
New Bedford, Worcester, and Brookline, Mass.;
Providence, R. I., and Indianapolis, Ind.

OVER

50,000

SOLD IN '48

WALCO
TELE-VUE-LENS®

® Patented: U.S. Pat. Off. 2449886

MORE!

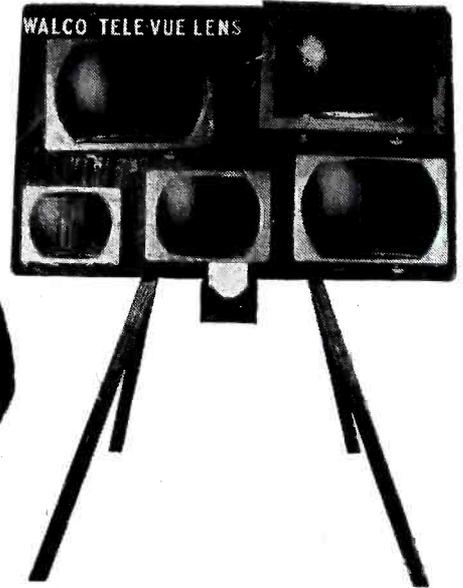
MANY MORE!

SALES

FOR YOU IN '49!

**THE SENSATIONAL WALCO
TELE-VUE-LENS
MERCHANDISER!**

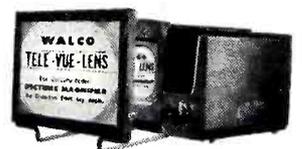
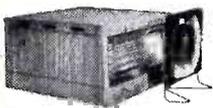
Your complete T-V screen en-
larger department! Does your
selling job for you! Be sure
to ask your Walco TELE-VUE-
LENS distributor for complete
information!



Your customers want the Walco
TELE-VUE-LENS® — the world's
finest T-V screen enlarger! They
know it gives giant screen tele-
vision pictures . . . big, clear, and
brilliant pictures with no optical
distortion from any viewing angle!
Stock, display and demonstrate
the scientifically engineered TELE-
VUE-LENS line* — the most com-
plete line of T-V screen enlargers
made! YOU double your profits
with TELE-VUE-LENS!

*All Walco TELE-VUE-LENS are
lighter in weight than any other
liquid magnifier, and all feature
the PATENTED mounting tubes and
adjustable bars for perfect hori-
zontal and vertical focusing!

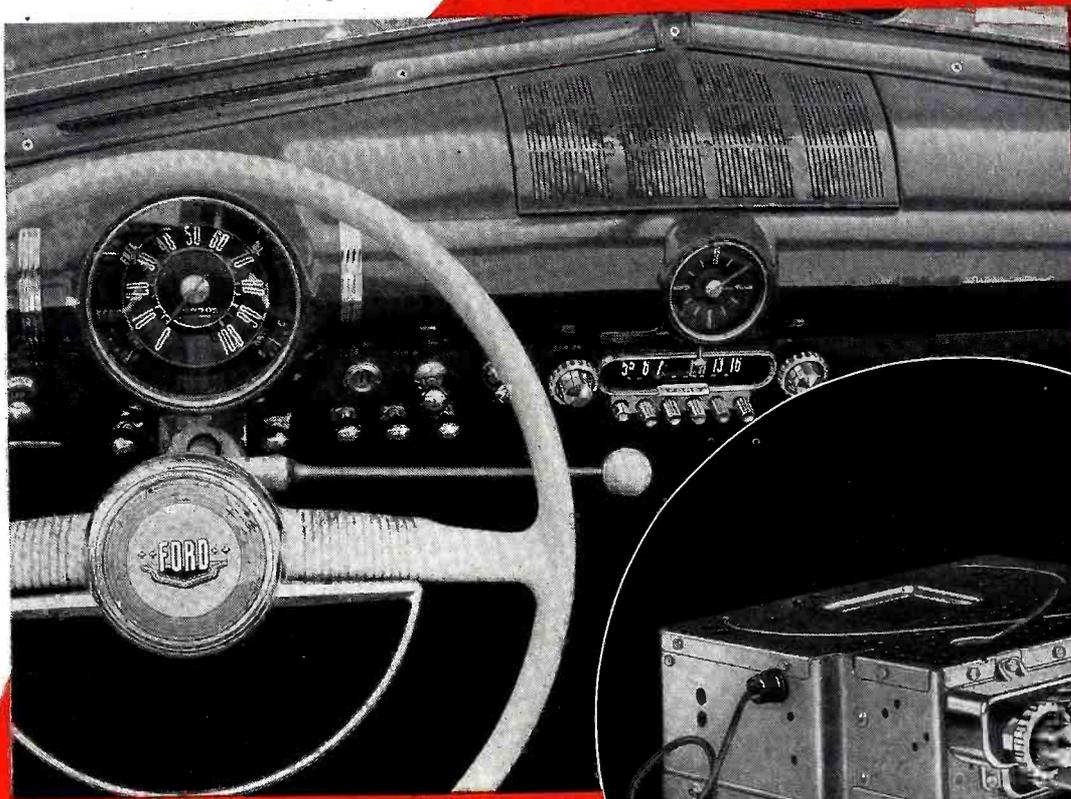
The Walco TELE-VUE-LENS Manufactured and Distributed by
E. L. COURNAND COMPANY, 3835 Ninth Avenue, New York City, N. Y.



MODEL 712 sug. retail \$12.95† For 3" and 7" tubes.
MODEL 719 sug. retail \$19.95 For 7" tubes.
MODEL 1029 sug. retail \$29.95 For 7" and 10" tubes.
MODEL 1039 sug. retail \$39.95 For 10" and 12" sets.
MODEL 1059 sug. retail \$59.95 For 10" and 12" sets.
STAND MODEL 1040 sug. retail \$39.95 For the 7" and 10" tubes.
STAND MODEL 1050 sug. retail \$49.95 For the 10" and 12" tubes.
STAND MODEL 1075 sug. retail \$59.95 For the 10" and 12" tubes.

†Prices slightly higher West of the Mississippi

AUTO RADIO and HYTRON go together



"A Ford in your future?" There will probably be a fine new Ford radio receiver on the dash. Chances are good this receiver will be equipped with tubes by Hytron. For Hytron is a major supplier of Ford auto radio tubes. That is only natural. Hytron *specializes* in auto radio tubes — both GT and miniature. Close engineering co-operation with leaders like Ford help make Hytron auto radio tubes leaders, too. 'Nuff said. Hytron and auto radio go together.

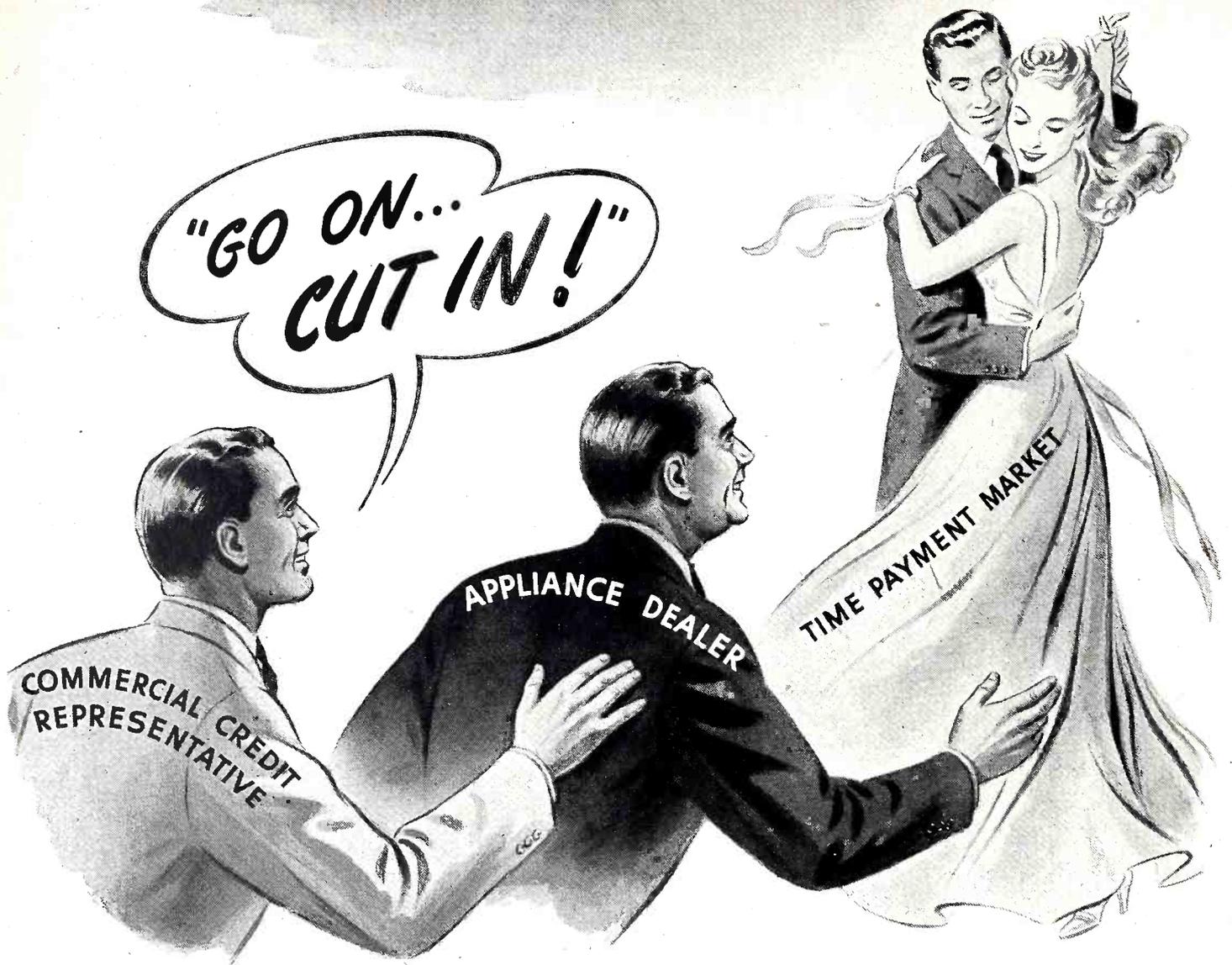
SPECIALISTS IN RADIO RECEIVING TUBES SINCE 1921.

HYTRON

RADIO AND ELECTRONICS CORP.

MAIN OFFICE: SALEM, MASSACHUSETTS





There's a big volume appliance market, immediately available for intensive and profitable cultivation. It is a vast army of potential time-payment buyers. They will be your best "partners" in 1949.

Everywhere the signs point to a diminishing ratio of the fast, lush cash business of the past. Indications are that the better part of ten million or more appliances will be bought in 1949 by people who want time to pay.

Your Commercial Credit representative has plans that appeal to these buyers, with all necessary safeguards for you. Why not consult with him? A 'phone call or letter will get you his prompt attention and assistance.

COMMERCIAL CREDIT CORPORATION

A Subsidiary of
Commercial Credit Company, Baltimore • Capital and Surplus \$90,000,000

MORE THAN 300 OFFICES IN PRINCIPAL CITIES OF THE UNITED STATES AND CANADA



Mercury, "messenger of the gods," was slow compared with Ultrafax—which moves at the speed of light.

This messenger delivers a million words a minute

Recently, at the Library of Congress, a distinguished audience saw documents flashed across Washington by a new means of communication . . . and reproduced *in facsimile*.

This was Ultrafax in action—a superfast television communications system developed at RCA Laboratories. Reproductions of *any* mail—personal, business, or military . . . including police descriptions, fingerprints, bank drafts, government records—can travel at 186,000 miles a second!

Material to be sent is placed before an RCA "flying spot" scanner, and transmitted by ultra-high frequency radio signals. Miles away the pictures appear on a picture tube and are photographed. Negatives are ready for printing or projection in 40 seconds.

Eventually, when Ultrafax comes into commercial use, a complete Sunday paper—every word, every picture—may cross America in 60 seconds . . . a letter in the twinkling of an eye.

Science at work . . .

Ultrafax is but *one* of scores of major achievements pioneered at RCA Laboratories. This leadership in science and engineering adds *value beyond price* to any product or service of RCA and RCA Victor.

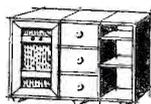
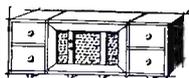
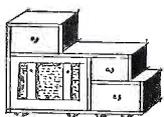
Examples of the newest developments in radio, television, and electronics may be seen in action at RCA Exhibition Hall, 36 West 49th Street, N.Y. Admission is free. Radio Corporation of America, Radio City, N. Y. 20.



RADIO CORPORATION of AMERICA

World Leader in Radio — First in Television

你的難題
已竟解決了



Jensen Customode

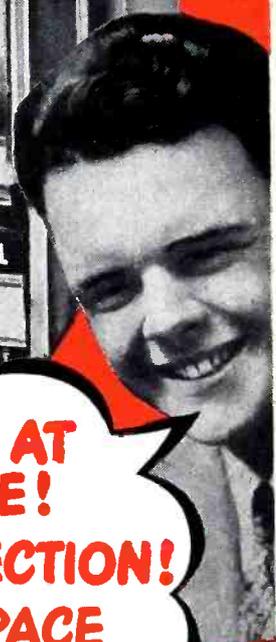
Your Chinese puzzle mystery is solved. Perfect for your ever-expanding requirements of audio-video equipment for your Home Entertainment Center or Amateur Shack. Four basic units: Reproducer Cabinet—designed especially for a Jensen 15-inch coaxial loudspeaker; Small Utility Cabinet—for tuner, amplifier, recorder, record-changer; Medium Utility Cabinet—for larger receiver, television set, or communications equipment; Record Cabinet—holding more than 200 records. With these units, thousands of combinations are possible. Beautiful cabinetry in cordovan or muted blonde mahogany.

The puzzle of what to do with your equipment is solved. Write for literature and scale cut-up illustrations.

Jensen Manufacturing Company, 6625 S. Laramie Avenue, Chicago 38, Illinois. In Canada: Copper Wire Products, Ltd., 11 King Street W., Toronto.

MINIATURE TUBE MERCHANDISER TM-30

It's NEW!
IT'S CLEAR PLASTIC



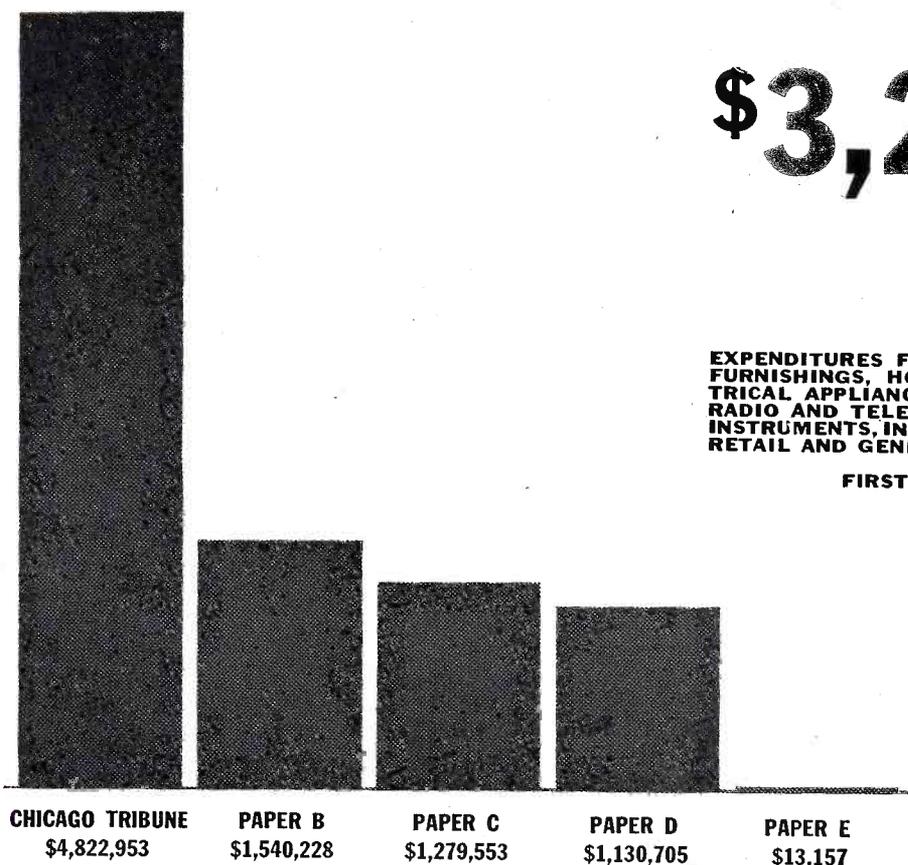
**SOLVES STACKING
PROBLEM!
KEEPS SHELVES
TIDY!**

**INVENTORY AT
A GLANCE!
INSTANT SELECTION!
REDUCES SPACE
REQUIREMENTS!**

TUNG-SOL LAMP WORKS INC., NEWARK 4, NEW JERSEY
Manufacturers of Electron Tubes and Radio Dial Lamps
SALES OFFICES: ATLANTA • CHICAGO • DALLAS • DENVER • DETROIT • LOS ANGELES • NEWARK

FIRST in home furnishings, housing equipment, electrical appliances, building materials, radio and television sets and musical instruments advertising by a lead of more than

\$3,282,725



EXPENDITURES FOR ADVERTISING OF HOME FURNISHINGS, HOUSING EQUIPMENT, ELECTRICAL APPLIANCES, BUILDING MATERIALS, RADIO AND TELEVISION SETS AND MUSICAL INSTRUMENTS, IN EACH CHICAGO NEWSPAPER, RETAIL AND GENERAL COMBINED.

FIRST 11 MONTHS 1948

THIS chart makes plain the conviction of manufacturers, distributors and retailers that the Tribune is the Chicago newspaper which reaches with greatest effectiveness the people who do the bulk of the buying here of home furnishings, housing equipment, electrical appliances, building materials, radio and television sets and musical instruments. These advertisers increased the Tribune's lead over the second newspaper from 50.2% in 1941 to 213.1% in 1948.

With this one newspaper's full market circulation, your promotion takes best advantage of the broader distribution of spendable income thruout Chicago and suburbs. Daily and Sunday, the Tribune reaches hundreds of thousands more families than other Chicago newspapers.

In addition, the Tribune has regional influence which builds consumer favor and dealer support thruout the 242-county greater Chicago market. In this market, there are 756 cities and towns of 1,000 or more population. On week-

days the Tribune is read by better than one out of every three families in these 756 communities. On Sundays, close to three out of five read the Tribune.

The Tribune rates first with sales managers because it rates first with their salesmen. It gets the call with salesmen because it is tops with retailers. From experience, the people at the point of sale know that hard lines move faster here when they are backed with adequate schedules in the Chicago Tribune.

Ask a Tribune representative to co-operate with you in planning your Chicago promotion to deliver more of what you want this year and build solidly for the future.

Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

Average Net Paid Total Circulation for the year 1948:
Daily, Over 975,000—Sunday, 1,625,000

CHICAGO TRIBUNE REPRESENTATIVES: A. W. Dreier, 810 Tribune Tower, Chicago 11; E. P. Struhsacker, 220 East 42nd St., New York City 17; W. E. Bates, Penobscot Bldg., Detroit 26; Fitzpatrick and Chamberlin, 155 Montgomery St., San Francisco 4; also, 448 S. Hill St., Los Angeles 13. MEMBER: AMERICAN NEWSPAPER ADVERTISING NETWORK, INC., FIRST 3 MARKETS GROUP, AND METROPOLITAN SUNDAY NEWSPAPERS, INC.

New! 2-Speed Fully Automatic

RECORD PLAYER

in Stewart-Warner Radio-Phonographs!



Plays ten 12" or twelve 10" Long Playing records automatically... intermixed

Fully Automatic—Single Tone Arm for both standard and LP records

The new "micro-groove" record has revolutionized the radio-phonograph . . . made it almost overnight into a great new instrument.

And once more it's Stewart-Warner that gives you all its benefits with PLUS value. The new Stewart-Warner 2-speed changer gives you up to 4 hours of continuous entertainment from the new records . . . yet is quickly and easily changed to play standard discs in the usual way.



Stewart-Warner 2-speed changer replacement units will be available for Stewart-Warner combinations now equipped with single-speed changers. Ask your distributor for full information.

Stewart-Warner

FM • Radios • AM • Radio-Phonographs • Television

Chicago 14  Illinois

Wonder Window
TELEVISION
by Stewart-Warner

- New Instant Tuning!
- New Wider Pictures!
- New Home Styles!

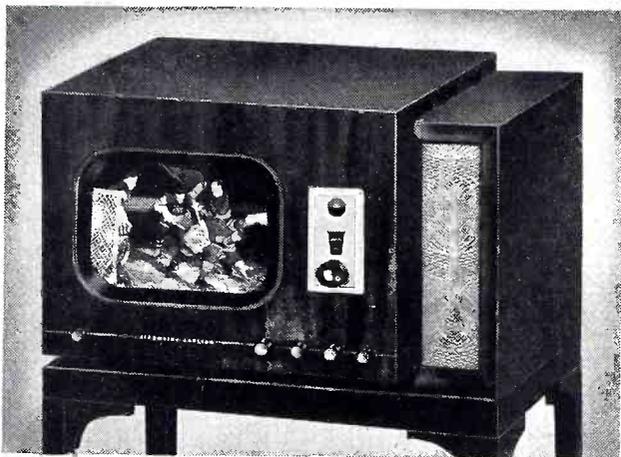
Companion-Styled to
Stewart-Warner
Radio-Phonographs

Gives you a New Picture
of Television Sales

WHAT YOUR PROSPECTS WANT MOST —and at popular prices!



BIG 12" TELEVISION WITH FM RADIO



The ROCHESTER TV-12-H2M in selected mahogany veneers \$465*.
TV-12-H2A in beautiful blond avodiré veneers \$475*.
Installation, excise tax and year's service extra.

"You SEE it Better . . . HEAR it Better!"

Here is superb television performance. Large 72 square inch direct-view picture—so clear and bright it is enjoyable even across a large, lighted room! Famous Stromberg-Carlson sound fidelity for all television and FM radio channels! Smart cabinetry that goes beautifully in any fine room. The ROCHESTER is the combination of finest quality features and value with *greatest appeal to your prospects now!*

STOP! LOOK! LISTEN!
THERE IS NOTHING FINER THAN A



Avodiré



Mahogany

The WINDEMERE #1406-PLM Selected mahogany veneers \$249.95*.
The WINDEMERE #1406-PLA Smart blond avodiré veneers \$259.95*.



NEW SINGLE-ARM LONG-PLAYING CHANGER

In Smart New Radio Consoles

Here are superlative radio-phonograph values in distinguished cabinet styles—with the top performance your customers expect of a Stromberg-Carlson instrument. The new single-arm duo-speed changer plays and changes both long-playing and standard records. Other outstanding features of the WINDEMERE are no-drift FM tuning, unique treble-bass tone control, "Sun Dial" FM-AM station selector, 12" PM speaker, and ample album space... features that will make the WINDEMERE a *best seller!*

**Slightly higher in South and West. Subject to Change Without Notice.*

STROMBERG-CARLSON

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

RADIO & TELEVISION RETAILING

Including Radio and Television Today

O. H. CALDWELL, Editorial Director



M. CLEMENTS, Publisher

Room for Improvement in Salesmanship

Statements to the effect that the sales "honeymoon" is over have definitely fallen into the cliché class. The reason why is obvious. Shortly after the war's end, and right up to the present time, forecasters have been predicting an early end to the sellers' market. But certain factors have prevented an all-out return to this expected buyers' market. Foremost among such factors has been the continued brisk demand in the face of a spotty supply situation.

The continued state of the market has given all too many salesmen the wrong sort of slant. Too many are still following sales lines of least resistance. They are accepting the push-overs and bypassing the difficult transaction. They are picking only the fruit that can be reached from the ground. This procedure is resulting in a general decline of salesmanship, a high-rate of lost sales, and an accumulation of step-child products in the store.

Practices such as grabbing the easy sales, evading the ones that present certain difficulties, and failing to follow up prospects are easy habits to fall into—hard to snap out of.

But as it seems entirely likely that 1949 may actually be the tough year the merchandise experts have been prophesying since early 1947, no smart retailer will operate on the premise that it's just another case of "crying wolf."

Salesmanship, though slightly improved, is still far off the beam.

One of the best ways to better it is to give equal attention to all products in the store, and to worry like the devil over every lost sale.

Even the easiest sales need salesmanship in order to keep the salesman's hand in, and to keep the customers coming back to the store.

Good salesmanship can combat a significant trend going the rounds these days—the "switching" to different stores by customers.

Finally, it is better to be ready for the "honeymoon's" end even if it doesn't arrive full-blast this year than it is to continue to work with a weak sales force on the assumption that good times will go on forever.

What's Ahead!—in Radio,

1949! RMA's 25th YEAR. . . . TELEVISION's 10th YEAR. . . . CALDWELL-CLEMENTS' 28th YEAR IN RADIO-TV PUBLISHING.

THE RATE OF FREE SERVICE AND installation has risen sharply over immediate pre-war days, dealers are finding. Not only has the amount of free service the merchant must render climbed, but his costs of performing such services have more than doubled.

TELEVISION'S OUTSTANDING DEVELOPMENT DURING 1949 must be "the lifting of the freeze" and the "early exploitation of the UHF frequencies," says Dr. DuMont, president of the Allen B. DuMont Laboratories, Inc. Dr. DuMont points out that UHF means the opening up of many more TV channels, which in turn means TV stations for the small cities, towns, villages and rural areas.

"DON'T WAIT. SHARPEN THE SALESMANSHIP," urges NEDA president Louis W. Hatry. "Get those slow sellers off the shelf by the sheer force of not having anything else, if necessary."

"ELECTRIC PLAYHOUSE," set up by The Electric Institute of Washington, D. C., shows everything modern for the home, and is attracting large crowds. No appliances are sold at the exhibit, but prospects are sent to local dealer stores.

STEWART-WARNER RADIO AND TELEVISION set production and distribution is now being handled by a newly created division known as Stewart-Warner Electric Division, according to an announcement received from James S. Knowlson, president and board chairman. The new division is headed by Sam Insull, Jr., an S-W vice-president.

COINCIDING WITH THE OPENING OF Pittsburgh's first TV station, WDTV, an educational exhibition of television and its development is being held at the Buhl Planetarium. "Television Comes to Pittsburgh," as the show is named, opened January 12.

ARE YOU ONE OF OUR OLD SUBSCRIBERS? The editors of RADIO & TELEVISION RETAILING would like to hear from those who have been reading this publication since 1925. Drop us a line, old-timers, as we want to include your name and your comments in some very interesting material which will appear in a forthcoming issue.

SPEAKING OF THE VACUUM CLEANER INDUSTRY, Frank G. Hoover, president of the Hoover Company, says that 1949 will require the highest kind of salesmanship. But he sees the opportunities there for men who can really sell.

THE 1949 RADIO PARTS & ELECTRONIC Equipment Show, at the Hotel Stevens, Chicago, May 17-20, promises to be the greatest get-together the industry has ever staged. There will be more new things, greater interest, larger attendance.

EAST MET WEST on Truman's inaugural day, January 20, as the TV coaxial cable was officially opened for service. Televiewers in Richmond, Va., Boston, Mass., Milwaukee, St. Louis and most way points simultaneously saw the president take the oath of office.



TV SYMBOL FOR '49! Burton Browne, president Burton Browne Advertising, 619 No. Michigan Ave., Chicago, suggests that those interested in television use the illustration above this item on promotion pieces, advertisements, catalogs, letterheads, direct mail, etc. Mr. Browne, who designed the symbol, says its use will "cause a tremendous furor. And snatch us a few more million dollars worth of business."

SOME DEALERS ARE ATTRIBUTING THE continuing demand for left-hand door refrigerators to cramped conditions under which many families are living today. One merchant tells Norge that there is just as much demand for the "southpaw" models as there is for the right-handers.

NEW LAUNDERALL WASHING MACHINE has major design and mechanical changes. The unit is operated by means of an electric timer which controls the completely automatic cycle of operation.

"TELEVISION HAS SURGED TO DOMINANCE of the electronics industry, but the tremendous impact that radio has, and will continue to have, must not be sold short . . . both AM and FM radio will continue to offer their great services to the public and will not be supplanted by television."—Dr. W. R. G. Baker, vice-president, General Electric Company.

THE AVERAGE COST FOR INSTALLING an electric range in 1948 is \$40, representing an indicated decrease of \$9 from the 1947 average, points out Leonard C. Truésdell, vice-president of marketing, Hotpoint, Inc., whose firm has just completed a study made among 10,000 consumer-purchasers.

DEFINITION OF THE MODERN PRICE-CUTTER: The man who substitutes price concessions for salesmanship.

Appliances, Records and Television

1949! RMA's 25th YEAR. . . . TELEVISION's 10th YEAR. . . . CALDWELL-CLEMENTS' 28th YEAR IN RADIO-TV PUBLISHING.

TV CAN AID TRANSPORTATION INDUSTRY, says John W. Craig, vice-president AVCO manufacturing company, by helping to banish passenger monotony and fatigue. Experiments in railroad coaches and aboard airliners have already proven successful, and similar results are anticipated for inter-city buses, he said. In addition, he added, pioneer experiments have been conducted which point to TV as an aid to automatic air traffic control.

ENGINEER SAYS FLUORESCENT LAMP LIFE MORE THAN DOUBLE pre-war types due to new developments which combine longer life with increased light output. Eugene W. Beggs, Westinghouse engineer, cited the new 25-watt kitchen type lamp which produces 50% more light than a 20 watt fluorescent for only 25% more electricity. Newly developed lamps such as this point to ever-widening lamp market.

AFTER A YEAR'S EXPERIENCE, during which Stromberg-Carlson TV sets were priced and advertised to include tax and installation, the company reports it is convinced that the aggressive dealer can do his own work and that others can contract with reliable service agencies for the necessary installation and service. Henceforth, Stromberg video sets will be priced and advertised at the retail figure, plus tax and cost of installation.

"SO FAR THE TELEVISION TUBE market has been almost entirely for new receiving sets but a large replacement market is beginning to appear. This may mean that within a couple of years the replacement market will be greater than the entire output of viewing tubes in 1948."—Don G. Mitchell, president Sylva Electric Products, Inc.

BY MAKING THE MAGNETIC SOUND PATTERN visible, the process of recording tape editing has been simplified by the Minnesota Mining & Manufacturing Co. The new technique consists of simply dipping the tape in a solution of carbonyl iron (an inexpensive gray powder) and a quick drying solvent, and letting it dry. The pattern shows up on the tape clearly and instantly.

PHENOMENAL RESULTS FROM TV ADVERTISING were experienced by radio and TV dealer Phil Martino of Buffalo. As a result of his sponsoring a one-time showing of a daily newsreel over the Buffalo TV station, Martino sold three \$700 TV sets the following day. Naturally he signed up for continuing sponsorship of the newsreel.

RADIO AND APPLIANCE INVENTORIES low in dealers' stores. Stocks of radios and large and small electrical appliances are believed to be lower at this time than at any other period during the past eighteen months. Merchants have been buying from hand to mouth since the holidays. TV sets are still scarce, as are certain special models in refrigerators.

A POCKET ELECTRIC FAN IS put on the market by a London manufacturing firm. It uses a standard 4½ volt dry battery. When not in use the fan is completely enclosed in an aluminum case. It weighs less than 8 ounces with the battery, and will fit into a pocket or handbag.



ATTRACTIVE ADVERTISING PIECE put out by The Greenwich Home Appliance Co., Greenwich, Connecticut, plugs its television center where more than 20 models are on display. The card calls attention to the firm's service, and points out that the store is open evenings.

THE BLACKSTONE CORPORATION, Jamestown, N. Y., washer manufacturer, is celebrating its seventy-fifth anniversary during 1949. In 1874, the firm delivered its first washing machine, hand-operated.

FUTURE EVENTS OF INTEREST TO READERS

- FEB. 21-22: Southwestern States, NAMM Regional Conference, Dallas, Tex.
- MAR. 2-6: Exposition of Electrical Progress, Municipal Auditorium, Kansas City, Mo.
- MAR. 7-10: 1949 Convention of the Institute of Radio Engineers, Hotel Commodore & Grand Central Palace, New York City
- MAR. 13-18: National Electrical Manufacturers Assn., Winter Convention, Edgewater Beach Hotel, Chicago
- MAR. 14-15: Central States, NAMM Regional Conference, Cincinnati
- MAR. 21-22: Southern States, NAMM Regional Conference, Atlanta, Ga.
- MAR. 28-APR. 1: Third International Lighting Exposition, Hotel Stevens, Chicago
- APR. 4-5: West Central States, NAMM Regional Conference, Minneapolis
- APR. 5-7: Edison Electric Institute, 15th Annual Sales Conference, Edgewater Beach Hotel, Chicago
- MAY 1-6: National Electric Wholesalers Assn., 41st Annual Convention, Netherlands Plaza Hotel, Cincinnati
- MAY 7: Eastern Electrical Wholesalers Assn., Dinner & Dance, Hotel Astor, New York City
- MAY 15: Radio Manufacturers Assn., 25th Silver Anniversary Banquet, Stevens Hotel, Chicago
- MAY 17-20: Annual Radio Parts Manufacturers Industry Trade Show, Stevens Hotel, Chicago
- JULY 2-9: New York State Assn. of Electrical Contractors & Dealers, Inc., Golden Anniversary Convention, Saranac Inn, N. Y.



The 8T270 . . . More fun for the entire family because the picture is $2\frac{1}{2}$ times bigger!

Like *all* RCA Victor instruments, the 8T270 packs greater customer value . . . greater profit potential. For your customers want the highest possible quality at a fair price . . . and they get just that with RCA Victor!

The 8T270 is available in three beautiful finishes . . . mahogany, walnut or modern blond. Another in the great line of faster moving, more profitable RCA Victor instruments.



ONLY RCA VICTOR HAS THE "GOLDEN THROAT"

ONLY RCA VICTOR MAKES THE VICTROLA

RCA VICTOR



DIVISION OF RADIO CORPORATION OF AMERICA

"Victrola"—T. M. Reg. U. S. Pat. Off.

Here's why your profits are greater with this RCA VICTOR

*Higher quality and outstanding selling points of
ALL RCA VICTOR instruments keep turnover high!*

See these 3 saleable features!

BIG 16 INCH SCREEN!

Yes . . . 16-inch direct view pictures . . . 126 square inches big! They're $2\frac{1}{2}$ times bigger than average! Just what your customers want for greater enjoyment of their television set!

Greater listening enjoyment—

Your prospect will go for Personalized Tone Control that enables him to select tone at the most pleasing sound level for his ear. And he'll appreciate the bigger speaker . . . *largest ever* in an RCA Victor Eye Witness television table model.



Automatic adjustment to signal strength!



Whether the listener is tuned to a station 5 or 50 miles away, the program will come in with equal clarity. Powerful *new* circuits adjust *automatically* to television signals of varying strength to make this possible.



**Still another example of
RCA Victor quality—the**

UNDERWRITERS' SEAL OF APPROVAL
The full line of RCA Victor radio and television instruments* carries this Underwriters' Laboratories testimonial to *extra* care in engineering for *safety*. Another reason why your customers prefer RCA Victor for their homes!

* Battery sets exempted—U. L. does not test radios exclusively operated by batteries.

RCA VICTOR—World Leader in Radio . . . First in Television

How to Use Business Ratios

Rising Costs and Falling Markups Put Squeeze on Net Earnings—Frequent Analysis, Present-Day Need

Once upon a time there was a small retailer whose business was so-so, and a space salesman sold him the idea of advertising to improve it. Since he felt that the way to attract attention with an ad is to offer a bargain, he took a \$35 item which wasn't moving well and offered it for \$29.95. This cut his markup from \$14 to \$8.95, so he was still making money.

The sale was successful, the merchandise moved out of the store, the cash register was busy, and Mr. X became addicted to advertising bargains. Sales mushroomed, and at the end of the year Mr. X had a meeting of creditors.

The trouble with Mr. X was that he did all his figuring on the gross profit, drew from the register and from stock according to his needs rather than the condition of the business, and felt that complicated bookkeeping systems are great for people like Macy's, but . . .

The success of large retail concerns is not due to complicated systems, but rather to efficient systems which enable the officers to evaluate each phase of their operation, and to know what they're doing at each step.

Analyzing Ratios

It is equally important and profitable to firms of all sizes to know what it costs them to do business, to know how their costs compare with averages of other successful firms in their line, and to understand the special problems of their own locale, clientele, etc.

For instance, a man who selected a location "out of the high rent district" finds it costs him more in advertising and direct mail to get people into his store than it would have where the traffic is heavier. Even with this extra effort, however, he can't turn over his merchandise as fast as the store on the busy corner, so he must maintain a higher markup. Therefore, knowing that he can't compete with them on price, he concentrates on service, convenience, charge accounts, personalized treatment, etc. This man has analyzed his profit and loss statement, first in terms of averages, then in terms of his own special problems, and has geared his selling effort to achieve the best possible results.

Some sort of records are necessary for tax purposes, to obtain credit, and to operate a business efficiently. The starting ingredients may be sales slips, invoices, bank statements, check stubs, and the like. The difficulty of collating all this evidence at the end of the year points to the advisability of doing it monthly, and gradually the "system" evolves. But the system need be no more complicated than the size of the business necessitates, so long as it enables the proprietor to tell at a glance whether or not he is making a profit; if so, whether he is making as much as he should, and if not, why not.

Terms Used in Statement

The starting point is net sales, which is simply gross sales less returns, allowances and discounts, if any. Making sales slips for all purchases, recording register tape readings, and comparing the latter with the sales slips are routine methods for establishing the accuracy of the sales figure.

Gross profit is a percentage of sales determined by dividing the sales figure into the difference between net sales and cost of goods sold.

Cost of goods sold is obtained by subtracting the closing inventory for the period from the sum of the opening inventory and the purchases during the period.

To illustrate these three points which form the basis of the profit and loss statement, we will take a hypothetical case in dollars and cents:

Net sales Dec. 1-31, 1948	\$5000	100%
Purchases	\$4150	
Inventory Dec. 1	9100	
	<hr/>	
	\$13,250	
Less inventory		
Dec. 31	10,000	
Cost of Goods Sold	3250	65%
	<hr/>	
Gross Profit	\$1750	35%

It is important to bear in mind that the gross profit or gross margin is an average figure, influenced by the percentage of goods sold at a high markup and at a low markup. If a dealer like

Mr. X mentioned earlier moves the bulk of his merchandise as "bargains" his gross profit will be relatively low. This type of operation is practiced by many outlets who emphasize rapid turnover, but it necessitates careful analysis of and paring down of expense so that there will still be an operating profit when all the bills are paid.

Too often a low gross profit is incorrectly diagnosed, however, because of insufficiently detailed records. It may be that only low markup merchandise is being moved, but it may also be that one unprofitable department is milking the operation. On the other hand, the gross profit may appear normal but actually be low because one department is supporting the enterprise. This could be true of the lunch counter of a drug store, or the service department of a radio-appliance store. In either of these two cases, the gross profit of the department mentioned can have a larger swing than the average for merchandise sold, and can therefore have an abnormal effect on the overall figure. Such departments should be tallied separately. Similarly, the more breakdown in the sales figure, the more accurate interpretation of it is possible.

What Is Profit?

When we come to the deductions from the gross profit which leave us with the net profit figure, more divergence of method is found. One of the principal points involved is the definition of profit. In an individually owned enterprise, the profit might be considered as everything the owner gets out of it, whether he calls it "salaries of officers" or "net profit." In a corporation with many stockholders, on the other hand, the business may be considered an investment and the net profit as the return on that investment. In this case the "salaries of officers" should be kept within limits in order to yield a fair return on the investment.

This point is a distinction rather than a difference, however, as all businesses should be considered as an investment yielding a profit. All too many small businesses are considered by their owners as a means of making a living. The questions as to whether a worth-

to Figure Your Actual Profit

while return on the investment is being realized, or whether any increase in capital is resulting which represents progress and allows for expansion, are sidestepped. The man like Mr. X who lives off his business should limit his take to a percentage comparable to that allowed by corporations to paid officers. If he finds this is too little, he will realize that his business is not paying off as it should, and will start digging into his operating ratios to find out why.

In the hypothetical case above we found the firm with a gross profit for the month of December of \$1750. We will suppose some expenses in order to make these points clearer:

Occupancy expense	\$160
(rent, heat, light; taxes, interest, etc.)		
Employees salaries	400
(serviceman, sales clerk)		
Advertising	120
Sales expense	200
(salesbooks, wrappings, delivery, etc.)		
Bad debts	50
Total expense	\$930
		18.6% of net sales

These figures, which are not necessarily typical but only serve as an example, show the total expense, not counting any allowance for the owner. He is left with a profit of \$820 or 16.4% of sales. He might allow himself a salary of 10% of sales (\$500 for the month, or about \$125 a week) and the business would show a profit of 6.4%. Properly speaking, his salary should appear in the expense column, so that total expense would come to 28.6%, net profit 6.4% of sales.

Profit or Loss?

Now let us extend this mythical case a little further by returning to the bargain-loving Mr. X. By consistently cutting prices he reduced his gross to 31% and because of increased advertising his expenses before his own profit come to 21.1%, leaving him 9.9% to play with instead of 16.4% as before. If he continues to take \$500 out of the business, he will be operating at a loss.

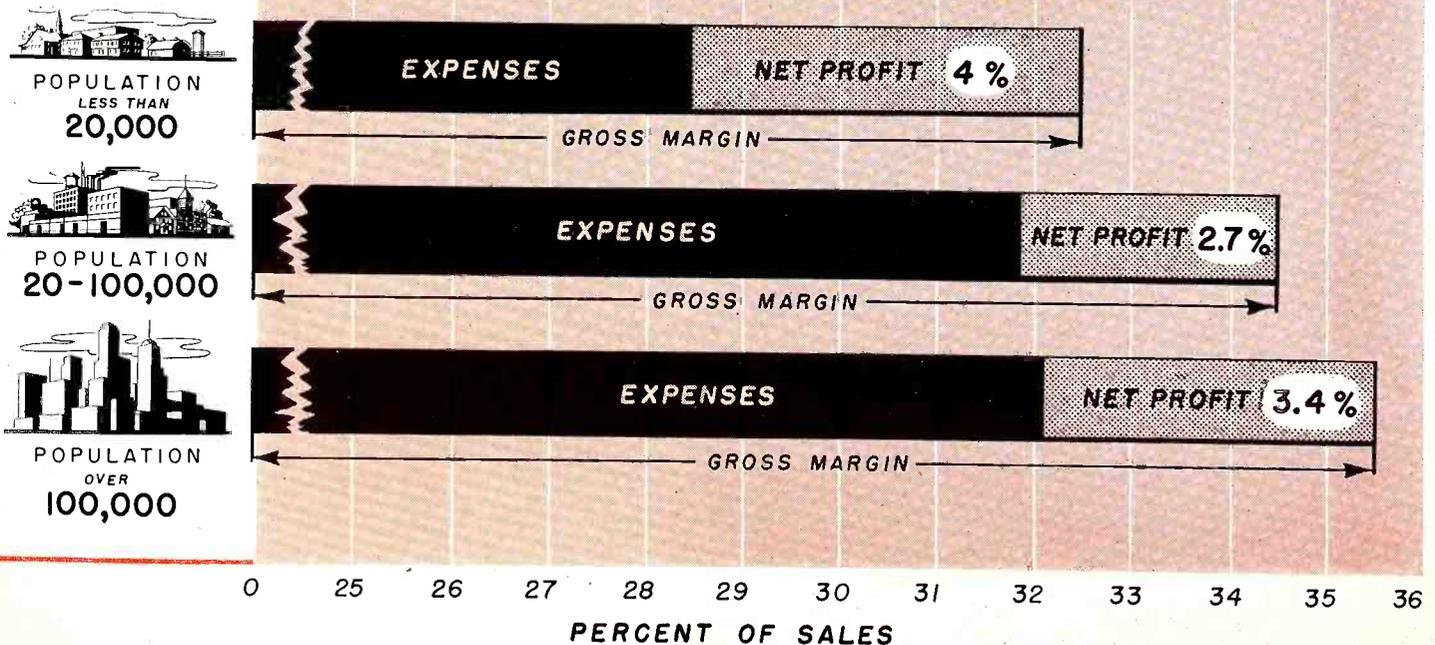
These slight changes in the hypo-

thetical figures (4% off gross profit, 2.5% on advertising) demonstrate the importance of knowing the financial composition of your business. If Mr. X had taken less out of the business but suffered an increase in rent, he would have been just as badly off.

If Mr. X's truck broke down completely and he approached his banker for money to buy a new one, his banker would probably have looked askance at his figures, if X had complete ones.

The more competitive business becomes, the more important a careful attention to operating ratios becomes. The typical ratios shown in the accompanying graph are intended as a rough guide to dealers in the radio-appliance field. The reader is strongly urged to reason out his own figures in comparison with these, to see whether differences are due to weak points in the operation, or to special application of regional variations, size of community, and method of operation. The end result of a good understanding of the cost of doing business will ultimately be more profit to the owner.

Graph showing relation of size of community to operating ratios. Based on figures from Dun & Bradstreet.

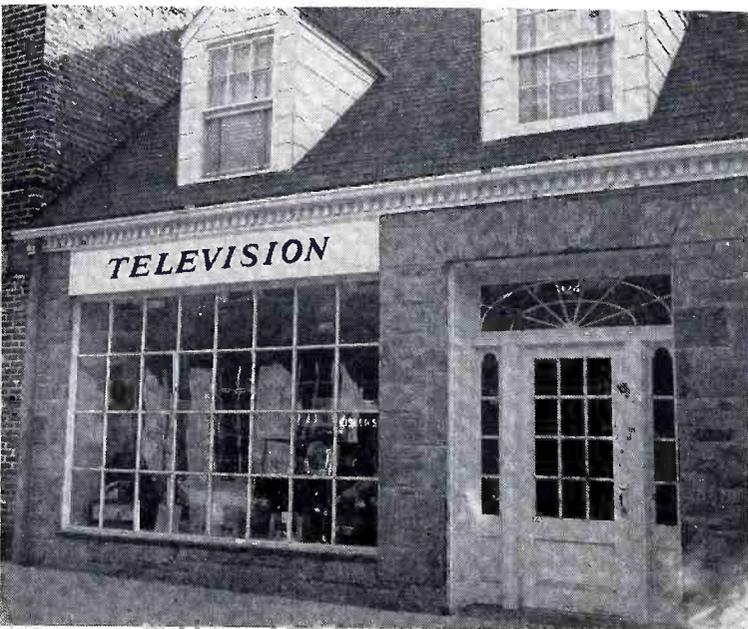




Open "Secrets" to TV Success

New Jersey Dealer Employs

Basic Fundamentals of Selling



Inside (above) and outside (below) Eisler's new branch outlet at 124 Church street in New Brunswick, New Jersey, where only television sets are shown. The main store at 63 French street features appliances and records.

SINCE its inception in 1924, Andrew Eisler's radio-appliance store in New Brunswick, N. J., has been steadily growing, having recently added a new branch store to demonstrate its vitality after 24 years. And yet Mr. Eisler does not hint at any magic formula or trick behind his feat, but considers it the obvious result of doing what comes naturally: carry good merchandise, sell it intelligently, and back it up with good service.

Eisler believes in selling nationally branded merchandise at list prices on the basis of the integrity of the product and the seller. He does not believe in sales, or any other gimmicks which make price more important than quality and service. He believes his customers are his best salesmen, because of his service policy. And finally, he believes in concentrating in depth on a few lines, and in being a leader rather than a follower of new trends and developments in his field.

In the main store on French Street, Eisler carries a complete line of appliances, including ranges, plus

(Continued on page 40)

IT'S
CONSTRUCTIVE SELLING
to build a small sale into a big one
—especially when you're sure the
customer will be better satisfied.

Many of my customers say:



“IF I HAD ONLY
PAID A LITTLE MORE
FOR A BETTER SET!”

MAYBE you don't know me yet, but you will.

I'm the fellow who's going to sell you your first television receiver.

Television is a wonderful thing. It's worth every cent you spend for it — if you spend enough!

That's a hard fact you and I have to face together. Good television just can't be cheap.

I have never yet heard a customer say, “I wish I had bought a less expensive set.”

But plenty of them say, “If I had only paid a little more for a set with a bigger screen and a better picture.”

I sell Du Mont, and several other makes. I'd rather sell you a Du Mont

receiver because I know you'll be happy with it. Du Mont will give you a big, clear, bright picture; trouble-free service; long life.

So my suggestion would be that you drop in today and see the full line of Du Mont television receivers.

Perhaps the magnificence of the Du Mont Westminster — with the world's largest *direct-view* screen (213 square inches), AM, FM, world-wide short wave radio, and automatic record player — will not fit in with your schemes. There is a wide variety of lower priced Du Mont sets — the compact consoles and table-top receivers, in modern and traditional designs.

Television is too important to settle for anything less than the finest.

DU MONT

First with the Finest in Television

Open "Secrets" to TV Success

(Continued from page 38)



Above and below: in the new Eisler television salon. Different models of seven manufacturers are on display, and a master antenna distribution system makes it possible to demonstrate any set. Scenes photographed during opening day, at which time Eisler held a reception for his customers.



Below: the main store on French street. Saleslady Virginia Lewis shows customer features of a range.



radios, television and air conditioning. Westinghouse, GE, Emerson, RCA, Zenith, Leonard, Admiral, Quality, Easy, and Universal are among the brands carried. A large and well equipped service department handles appliances, air conditioning, radios, and TV installation and service.

White goods and radios dominate the floor space in the French street store. Eisler's policy of stocking in depth gives the customer plenty to choose from. In the rear of the store there is a special room for television, in which several brands of sets are connected to a master antenna for easy demonstration.

No newcomer to TV, Eisler handled the new medium as far back as 1939, when he attracted great crowds in front of his store by staging programs in the show-window at night. These demonstrations were not in vain, as Eisler did very well in selling such receivers as were available before the war. His television room, described above, was installed before the war was over.

Although he has done well with television, Eisler felt that future business in this department will make present day sales seem small potatoes. As a result of this thinking, he recently opened a branch store at 124 Church street in New Brunswick which is exclusively devoted to the display and demonstration of television. The new store is a carpeted, air-conditioned "salon" where customers may view seven different brands of TV sets in different cabinet styles. A master antenna distribution system throughout this new salon makes it possible to demonstrate any set on the floor. The large basement will permit expansion of the television service department in the French street store.

While Eisler considers the good-will of satisfied customers as his best advertisement, he makes liberal use of New Brunswick newspapers and radio stations to keep his name before the public of this large trading area. Although only 32 airline miles from New York City, New Brunswick is the center of a manufacturing district of 65,000 to 75,000 population which is largely independent of the bigger metropolis. Eisler's "Continental Hour," a regular half-hour program carried on Sundays on both AM and FM, is aimed to please the large proportion of residents in this area who are of continental European extraction.

Eisler looks ahead, not only to increasingly larger sales figures, but to the day when TV will account for a much greater proportion of total sales than it does today, and he is ready for it. His willingness to accept new developments, and his desire to be in the vanguard with the newest has operated in his favor in establishing him as one who knows about television because he was in it from the start. Dealers in areas which are just opening up to TV might well take a page from his book and not wait until its development is taken for granted.

The Job Facing the Jobber's Salesman

Critical Period Calls for Men Loyal to Own Firms—
"Silent Partners" to the Retail Merchant

THE JOBBER SALESMAN'S JOB is one of the most important services affecting the dealer's business. The good distributor salesman sets up a valuable connection between the retail merchant and the "outside world." In addition to performing the sales chore, he needs to be a merchandising expert, a good-will liaison man and a fountainhead of worthwhile information.

With so many new faces in the ranks of wholesale salesforces throughout the country, and in the midst of a period of transition from a seller's to a buyer's market at the distribution level, the jobber salesman's function takes on a new and greater significance. Particularly, is this true at a time when buying the *right* merchandise in the *right* quantities may mean the difference between success or bankruptcy for many a dealer.

As well as possessing such qualities as effective salesmanship, thorough knowledge of the market, honesty, and loyalty to both his employer and his customer, the man representing the wholesale house must be a glutton for work. Unless the jobber salesman is willing to give *extra* service, he is likely to be considered no more than an order-taker by his merchant-customers.

"Extra" Service

Included among the "extras" the friend-making jobber salesman brings to the dealer are such things as accurate market information, sales promotion ideas, news of the activities of other merchants, and the willingness to seek amicable solutions to problems which arise from time to time between wholesaler and merchant.

The ideal wholesale firm salesman knows the credit standings of his customers. When he makes certain financial arrangements with a dealer he is quite certain that they will be agreeable with the credit manager.

While he is interested in obtaining satisfactory sales volume, just as the dealer is, the jobber salesman who is in business to stay, will never load a merchant with merchandise that he knows to be slow-moving unless he has some workable idea for the dealer to use in selling such products.

While it is desirable for the jobber salesman to be a fountain head of information, as stated previously in this article, the salesman should never permit himself to slip into the habit of becoming a common gossip. Dealer

Smith may relish a bit of juicy inside information about the shaky financial condition of a competitor, but if Mr. Smith will stop and think, he'll realize with the proper degree of trepidation that the salesman who spills dirt about the other fellow will likewise spill it about him.

Another pitfall the inexperienced wholesale salesman may fall into is the willingness to listen to griping employes who want to give him an earful about the boss, behind the latter's back. Sometimes such griping is about the products sold by the distributing firm, or it may take the form of squawks about financial or personal problems between the merchant and the employe. Whatever it is, the smart salesman will flatly refuse to become involved.

The toughest part of the distributor salesman's job today is associated with the war-born shortage situation which caused many a dealer to charge the jobber with playing favorites, adopting a take-it-or-leave-it attitude, and in some instances, with insisting on tie-in and "assortment" deals.

Though this situation is greatly im-

proved, the jobber salesman is still encountering a widely prevalent antagonistic attitude on the part of many a dealer. In numerous cases the dealers have a perfectly justified squawk, and the good salesman needs to do all in his power to sell himself and his firm back into the good graces of his customers. He can do this through rendering top-flight service, backed up with above-board transactions, and through the establishing of cordial relations between himself and the retailer.

No reputable wholesale firm will ask salesman to try to put over shady deals. Firms practicing dealer-antagonizing tactics these days and times will find that numbers of erstwhile good accounts will quit them for good; that they will be in a weak position when a financial pinch comes. Moreover, such organizations will find that their salesmen will cease to be loyal workers, or will end up as nervous wrecks due to ducking customer complaints.

About Those "Deals"

It's up to the honest wholesale salesman to go into a huddle with himself in making a decision as to whether the deals he has to offer are the kind which will be acceptable and profitable to the merchant, or whether they are of the variety bound to make him fear showing his face in the dealer's store until the heat is off.

Like the retail merchant, the wholesale firm is in business to make money. Naturally, such firm wants to increase its volume and its profits. It can justify all-out sales effort on the basis that the more it sells to the dealer the more the dealer *will have* to sell.

If the jobber salesman can assure himself and his customer that through the right kind of effort on the part of the merchant a certain "deal" can be handled profitably, then the whole

(Continued on page 87)

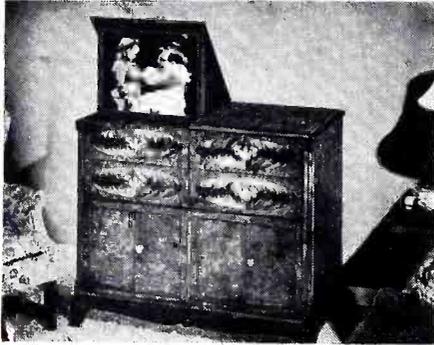


Friendly, helpful relationships between dealer and jobber salesman result in repeat business.

New TV, FM, Radio, Reco

RCA Victor CONSOLE TELEVISION SETS

Three new television-FM-AM-Phonograph combinations available. Model 648-PV shown, combines Crestwood AM-FM-short-



wave-Victrola phonograph instrument with big screen television, presenting 20 x 15 inch pictures, in traditional finish cabinet. Suggested retail price is \$1,550. "The Harrison," model 8-TV-321, is a contemporary furniture piece; suggested retail price in blond is \$575. The "Monticello" model 8-TV-323, is traditionally styled in three finishes; and is priced at \$625 in blond. Both sets offer 52-square inch images on 10-inch direct view tubes; AM-FM radio and Victrola phonograph with automatic record changer. Utilize interference-cutting station tuner, which can be operated from either coaxial cable or Bright Picture transmission line. RCA Victor Division, Radio Corporation of America, Camden, N. J.—RADIO & TELEVISION RETAILING

RCA TELEVISION SETS

A new line of receivers employs a newly developed 16" direct-view picture tube of metal construction. Picture area on the three new models is 126 square inches (13 1/8 x 10 1/4 inches). Model 8-T-270 shown

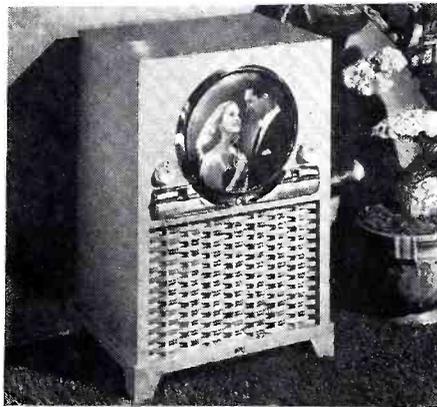


is a table model with speaker mounted in the top of the cabinet, carries a suggested Eastern retail price of \$495. in walnut, \$520. in blond finish. Dimensions are: height and width, 22 1/2 inches, depth 23 inches. Model 8-TC-270 is a consolelette with doors, listing at \$550. in walnut, \$575. in blond. Slightly larger consolelette model 8-TC-271 will retail at \$595. The new line features the same improved circuits in the recently released 24-tube models, with three additional tubes necessary to

operate the larger picture tube. RCA Victor Division, RCA, Camden, N. J.—RADIO & TELEVISION RETAILING.

Zenith TELEVISION CONSOLE

"Waldorf," model 28T96OE, FM-Television console. "B" size "Giant Circle" luminized screen with 1000 to 1500 higher voltage for better pictures. "Bulls Eye" tuning control automatically locks in all tuning factors for audio and video circuits. One twist of the knob brings in the station perfectly tuned. Gated automatic gain control



maintains picture brightness; contrast selector for personal preference adjustment. Supplementary controls available for use when broadcasting conditions require minor adjustments. Connection for Phonovision. Set has 24 tubes plus three rectifiers and "giant circle" screen; safety back panel installed with cut-off switch. Modern cabinet. Screen, frame and control panel accented by tarnish-proof "black gold" lustre finish. Dimensions: 37 7/16 inches high, 22 1 1/16 inches wide; 18 1 1/16 inches deep. Priced at \$489.95. Zenith Radio Corp., 6001 W. Dickens Ave., Chicago 39, Ill.—RADIO & TELEVISION RETAILING

Motorola TELEVISION SET

A new portable television set is featured in the 1949 line of Motorola TV sets. Styled in sun-tan leatherette, the set measures 18 3/4 inches deep, 17 1/4 inches wide, and



9 1/2 inches high, weighs 33 pounds. It will be retailed at \$199.85. Picture tube is 7". A detachable dipole aerial is provided for use with this set, and fits inside the cover of the set when not in use. Motorola, Inc., 4545 Augusta Blvd., Chicago 51, Ill.—RADIO & TELEVISION RETAILING.

Garod TV RECEIVERS

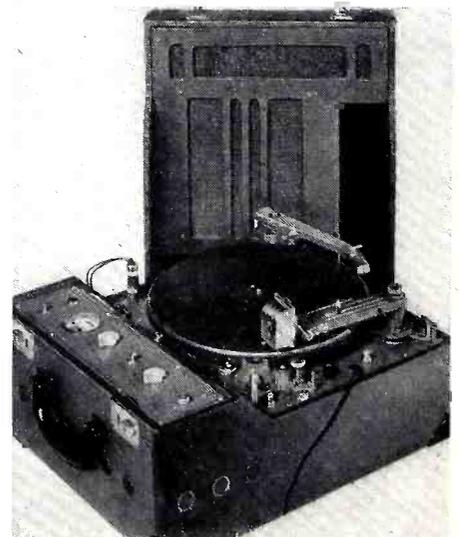
The new line of receivers incorporate "Telezoom," a circuit which permits the user to enlarge the picture from the customary rectangle to a circle filling the entire face of the picture tube. The new line includes 5 ten inch sets, 8 twelve



inch, and 1 fifteen inch. Table models, including AM-FM radio, are available in mahogany at \$385. list for 10" and \$445. for 12" models. Consoles with AM-FM radio and 2-speed record changer range from \$495. for the 10" mahogany consolelette to \$1150. for the de luxe 15" model. Set illustrated shows picture in enlarged position. Garod Electronics Corp., 70 Washington St., Brooklyn, N. Y. — RADIO & TELEVISION RETAILING.

Presto MICROGROOVE RECORDER

The new types K-10 and Y-3 will do microgroove recording and standard recording as well, the K-10 permitting continuous recording for one-half hour on one

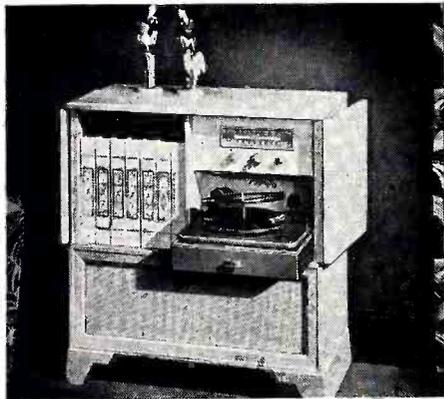


side of a 13 1/2 disc. Maker states that the new units are offered at no price increase over former types (K-8 and Y-2). Presto Recording Corp., Paramus, N. J.—RADIO & TELEVISION RETAILING

Order Products for Dealers

Bendix RADIO-PHONOGRAPHS

The 1949 line of Bendix radios includes 4 new consoles, 3 of which have dual-speed record changers to accommodate the long-playing records. Model 69B8, illustrated, receives both AM and FM with built-in antennas, and features the two-speed changer, record storage space, and 10" Loudspeaker, will retail for \$189.95.



Model 79M7, same as above except in mahogany rather than blonde finish, lists at the same price. Model 69M9 is priced at \$169.95, and 69M8, which is the same except that the record changer is dual-speed, lists for \$179.95. Bendix Radio division of Bendix Aviation Corp., Baltimore 4, Maryland.—RADIO & TELEVISION RETAILING.

Hunton MAGNIFIER

"Broadview" #10 plastic magnifier features hanger for back of set, as shown.



For use with 10-inch picture tube. Priced at \$21.95 for the clear; \$23.95 for the blue. Hunton Plastics, Englewood, N. J.—RADIO & TELEVISION RETAILING

Stark INTERCOM SYSTEM

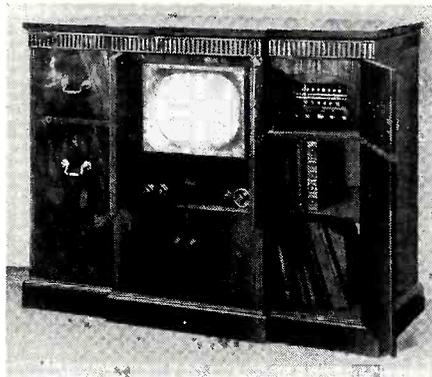
Model 242 ten-station intercommunication system; housed in attractive gun metal finish steel cabinet 6 x 4 x 5 inches. Tab holders above and below the station selector switches on the switch base permit instant station identification. System operates effectively up to 1500 feet. Stark Sound Engineering Corp., 2131 S. Fairfield Ave., Fort Wayne, Ind.—RADIO & TELEVISION RETAILING

Emerson TELEVISION SETS

The 1949 line of television sets includes a 10" set, model 611, priced at \$269.50, a 16" model at \$599.50, and 12 x 16 inch projection set to retail at \$599.50. Picture on the 16-inch tube is approximately 13 3/8 x 10 1/4 inches, or about 66 square inches smaller than the projection model. Other 16" direct-view models are planned for later in the year. Emerson Radio & Phonograph Corp., 111 Eighth Ave., New York 11, N. Y.—RADIO & TELEVISION RETAILING.

Ansley TELEVISION CONSOLE

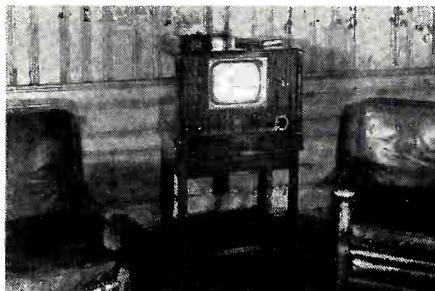
"Gainsborough" credenza model features 15-inch picture tube, 42 tube television AM-FM receiver, including three rectifiers; coaxial speaker and dual-speed Ansley rec-



ord player for both regular and Long Playing records. Credenza is 58 1/2 inches long. Unit features Ansley Dynavue screen which eliminates glare and eye fatigue. Priced at \$1295.00. Ansley Radio & Television, Inc., 41 St. Joe's Ave., Trenton 9, N. J.—RADIO & TELEVISION RETAILING

International TELEVISION SETS

Two models, D-10 and D-12, with 10-inch and 12-inch tubes, priced at \$425 and \$475, respectively. Traditional styled cabinet in mahogany only; modern styled cabinets



available in blond, ebony and mahogany. Cabinets have doors. Full range 13 channel chassis; 31 tubes. International Television Corp., 745 Fifth Ave., New York City.—RADIO & TELEVISION RETAILING

Admiral TELEVISION SETS, RADIO-PHONOGRAPH

The 1949 line of TV sets will include a 7" table model, 10" and 12" "Television Optional" consolettes, and consoles including radio and 2-speed record players with 10", 12" and 16" picture tubes. Model 19A11, the 7" plastic cabinet table model, will retail for \$169.95. The 30B15 consolette is \$299.95 with 10" tube; the four-in-one console 4H15 with 10" tube lists at \$399.95, the 4H18 chinese modern 4-way console

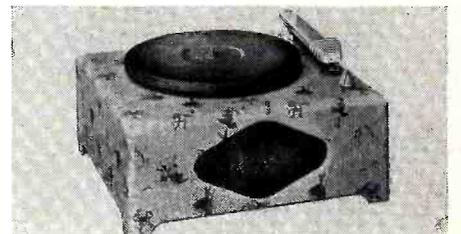


with 12" tube at \$595, and the 16" set will retail for \$695. Record changers in the consoles will play standard 10 and 12-inch records automatically, and also the long-playing, slow-speed microgroove records.

The new table model, six-tube radio phonograph, model 6V11, will play automatically all standard records in 10 and 12-inch sizes, and also the long-playing, slow-speed, microgroove records. List price is \$69.95 in mahogany plastic cabinet. This model is also available with FM at a slight additional cost. Admiral Corp., 3800 Cortland St., Chicago 47, Ill.—RADIO & TELEVISION RETAILING.

Birch KIDDIE PHONOGRAPH

Table model phonograph, retails at \$19.95. Set has 2 tubes, 4-inch heavy duty speaker, Webster pickup, motor switch



with volume control. Choice of 3 leatherette coverings. Weighs 7 3/4 lbs. Size: 13 inches x 12 inches x 5 1/2 inches. Boetsch Bros., 221 E. 144th St., New York 51, N. Y.—RADIO & TELEVISION RETAILING

**Additional New Products
Elsewhere in Issue**

FOR THE FIRST TIME—

**A Combination 78—33 $\frac{1}{3}$ —45 RPM Turntable
Designed for High Fidelity Reproduction**

Presto

**UNIVERSAL MASTER
(TYPE 15)**

YES, for the first time, a combination micro-groove and standard turntable with performance equal to the finest broadcast transcription turntables!

Takes records up to 12-inch diameter and operates at all three speeds—78 rpm (standard), 33 $\frac{1}{3}$ rpm (Columbia LP type) and 45 rpm (RCA Victor microgroove type).

Presto Universal Master answers all mechanical problems of record reproduction because it is a precision instrument—the only one of its kind on the market. Variations in types of grooves, turntable speeds, record shapes and sizes—all the factors that complicate the use of new-type microgroove turntables—are forgotten when you use this superior turntable.

For better reproduction, for longer trouble-free life, order Presto Universal Master from your jobber today. It's a *must* for optimum reproduction of microgroove or standard recordings!



PRESTO TYPE 15

CHECK THESE EXCLUSIVE ADVANTAGES

- ... Superior speed regulation—minimum wow and flutter.
- ... Turntable noise well below signal.
- ... No rumble from blank grooves or low-volume portion of records.
- ... High-quality pickups with permanent sapphire stylus—microgroove and standard.
- ... Handsome walnut veneer cabinet, enameled and lacquered brass metal.
- ... Heavy cast aluminum turntable, precision machined, dynamically balanced.



PRESTO

RECORDING CORPORATION

Paramus, New Jersey

Mailing Address: P. O. Box 500, Hackensack, N. J.

In Canada: WALTER P. DOWNS, Ltd., Dominion Sq. Bldg., Montreal

WORLD'S LARGEST MANUFACTURER OF INSTANTANEOUS SOUND RECORDING EQUIPMENT AND DISCS

RECORDS

Section of **RADIO & TELEVISION RETAILING**

What's Ahead for the Disc Dealer?

New Records and Equipment Hit Market—78, 33 1/3 and 45 RPM Platters.

Things are happening, but fast, in the phonograph record field.

The dealer not only finds himself in the middle of a confusing situation, but, at the same time sees himself boosted to a great new position of importance in the disc industry.

In spite of the ramifying aspects, and obvious merchandising problems, it is an outstandingly optimistic possibility that the whole affair will prove to be a financial shot in the arm for the record business. Undoubtedly it will breathe new life and new interest into a public whose disc-consciousness had been on the wane.

With Columbia in the field for some time with its LP discs, and with RCA Victor now readying a Spring flood of 45 RPM records, customers who heretofore bought records as just records, and let it go at that, will now have to be guided by their favorite dealer in their purchases of platters and equipment.

The original Columbia LP records featured use of Vinylite, economy of manufacture with a playing time of up to 45 minutes per 12-inch disc. A player attachment was developed for use with the 33 1/3 RPM microgroove-recordings. Many of the major instrument manufacturers installed playing equipment for these records in their new combinations.

More recently, Columbia has brought out a seven-inch nonbreakable microgroove phonograph record, which plays as long as conventional ten and twelve-inch single discs. The record can be played on all existing LP reproducing equipment, and also rotates at 33 1/3 RPM.

Until January of this year, RCA Victor had made no official comment on its new recording plans.

Frank M. Folsom, president, Radio Corporation of America, has since explained that his company waited until the time was "right," before introducing the firm's new record system. He explained that RCA Victor held up an-

nouncement of its project until the first of the year because dealer inventories are lower at that time, and because of other factors such as the lifting of the Petrillo band. Rumors of a trade war

are without foundation, declared Mr. Folsom.

The new system developed by RCA Victor operates at 45 revolutions per (Continued on page 50)

NEW DISCS AND EQUIPMENT AT A GLANCE

RPM	33 1/3 "LP"	45 RPM	78 RPM	
PLAYING TIME	12" up to 45 minutes, double faced 10" up to 27 minutes, double faced 7" up to 5 minutes per side	7" disc—up to 5 1/4 min. playing time per side	12" disc delivers up to 8 minutes (both sides)	
PRICE	Columbia Masterworks 12"—\$4.85 10"—\$3.85 7"—.90 Popular 10"—\$2.85 7"—.60	7" disc—mfr. says price will be "competitive"	\$.49-\$1.50	
MATERIALS	Vinylite used—non-breakable	Non-breakable vinyl plastic	Shellac or Vinylite	
NEEDLE Tip Radius Pressure	.001" 5-7 grams	.001" 5-7 grams	.003" 15-56 grams	
AVAILABILITY	LP records in 12"-10"-7" sizes available; standard selections from catalog, and in new releases	To be released April 1—a backlog of selections plus new releases	Readily available; Complete catalogs of old and new selections	
DISTINGUISHING FEATURES	One 12" disc capable of holding a complete musical work; saves storage space; high fidelity	Playing area of stacked records do not touch each other because of thickened center portion; large center hole approximately 1 1/2" across; small size for storage; high fidelity	Standard speed, needle size; requires no special equipment; wide variety of selections and labels	
CHANGERS, TYPES	Changer, Player 78 RPM	Changer, Player 33 1/3 RPM	Changer 78-33 1/3	Changer 45 RPM
Records which can be played on unit	Standard 78 RPM No 33 1/3 RPM No 45 RPM	33 1/3 RPM "LP'S" No 78 No 45	Standard 78 RPM 33 1/3 RPM No 45	No 78 RPM No 33 1/3 RPM 45 RPM
(Existing changers for 10" and 12" records, either 78 or 33 1/3, will not change 7" records)				

Make Displays Sell Discs

Retailers should "frame" window displays and store interiors so that they attract attention, create comment, make a pretty picture. St. Valentine's Day, St. Patrick's Day, and events of local importance all provide good themes for dealers to utilize in planning appropriate displays.

In addition to capitalizing on the great interest in the new type discs, dealers should remember that 78 RPM platters will continue to be sold for play on the nation's 21,000,000 turntables.

invitation to the waltz

André Kostelanetz and his orchestra

Columbia masterworks

S-1111-815

New Andre Kostelanetz album issued by Columbia will also be available on Long Playing record.

CHOPIN: "Andante Spianato and Grande Polonaise Brillante in E-Flat Major, Op. 22," "Grande Valse Brillante No. 1 in E-Flat Major, Op. 18." Claudio Arrau, piano Columbia MX-307.

Pianist Arrau performs these rich Chopin selections with fluidity and technical skill. 1949 marks the Centennial of Chopin's death, so dealers might do well to plan tie-in windows.

LISZT: "Hungarian Rhapsody No. 1 in F Minor," The Philadelphia Orchestra, Eugene Ormandy, conductor Columbia 12928-D.

Good follow-up to the Second Hungarian Rhapsody, this companion release should prove to be an equally good seller.

HAYDN: "Concerto No. 1 in C Major

WORDS AND MUSIC

JULIE ALLYSON

JUDY GARLAND

LENA HORNE

MICKY ROONEY

ANN SOTHERN

Songs by RODGERS and HART

MGM

"Words and Music" highlights recorded directly from the soundtrack of the film, available in this MGM album.



Margaret Whiting, who has recorded a succession of hits for Capitol Records.

for Violin and String Orchestra," Isaac Stern, violin, with Alexander Zakin, cembalo. Columbia MM-799.

Violin concerto will appeal particularly to followers of virtuoso Stern, as work itself is not too well known.

HAYDN: "Symphony No. 88 in G Major," The Philadelphia Orchestra, Eugene Ormandy, conductor. Columbia MM-803

The Haydn symphony gets a spirited interpretation in the hands of Eugene Ormandy. "Rondo" on the theme of a peasant country dance good side to use for listener demonstrations.

HEIFETZ, JASCHA: "Songs Without Words," "Berceuse" (Stravinsky), "Danse Fantastique" (Shostakovich). RCA Victor 10-1457

Three miniature gems are combined on this single for a recording rich in appeal.

RACHMANINOFF: "Sonata in G Minor, Op. 19," Edmund Kurtz, 'cellist, William Kapell, pianist. RCA Victor DM-1261

Kapell and Kurtz offer a memorable performance of this infrequently heard Rachmaninoff work. This release is the first recording of this work.



Burl Ives' colorful personality comes through on his latest Decca recordings.

RACHMANINOFF: "Rhapsody on a Theme of Paganini, Op. 43," Artur Rubinstein, pianist; Philharmonica Orchestra, Walter Susskind, conductor. RCA Victor DM-1269

Collectors will welcome this Rachmaninoff release as performed by Rubinstein. Although the Red Seal catalog lists a previous recording, featuring the composer, Rubinstein's force and feeling coupled with the technical excellence of this new recording contribute toward making this an outstanding performance.

SCHUMANN: "Etudes Symphoniques, Op. 13," Alexander Brailowsky, pianist. RCA Victor DM-1272

Brailowsky's Chopin interpretations are well-known and liked by record buyers; this Schumann release has similar feeling and qualities that are sure to please, and that make for good tie-ins in display and selling.

THE FIRST PIANO QUARTET: "Encores," RCA Victor MO-1263

Quartet of keyboard artists blend their talents to showcase eleven selections, including works by Liszt, Greig, Rimsky-Korsakoff, Mendelssohn, Brahms, and Shostakovich. Red Seal releases of "Gypsy Airs" and "Chopin Favorites" by the same group also good sellers.

(Continued on page 52)

RCA Victor's follow-up Jussi Bjoerling album shows promise of being an equally good seller.

NEW TYPE RECORDS...

THE PUBLIC...

OUR INDUSTRY

Frank White, President
COLUMBIA RECORDS INC.

Last summer, Columbia Records introduced a new record, the LP Microgroove Record.

The public liked it . . . overwhelmingly.

Our LP Microgroove Record was the kind of product the public expects, and is entitled to from any industry . . . a better product at lower cost.

We are grateful for the public response to the LP Microgroove Record . . . and for the response within the industry.

And we intend to make all of you increasingly glad that you wholeheartedly endorsed this new record.

So to complete the picture and cover the entire field of recorded music we are now introducing a new member of the Microgroove family. A 7 inch Microgroove Record. This is the "hit" tune record . . . the popular single . . . the record for short classical selections and folk music. Its playing time is the same as conventional 10 inch and 12 inch records. And it rounds out the opportunity for our

industry to sell finer recorded music of all kinds in greater volume at lower cost.

Like the Long Playing Records in the LP Microgroove family, this new 7 inch record does not make a single record owned by the public obsolete . . . for we know that the public counts on us and on you to protect their past and present investments in recorded music.

It plays on all equipment designed for our LP Microgroove Records. All other record playing equipment in existence can be readily adapted to play Columbia LP Microgroove Records . . . and as you know the cost is returned to the owner in savings on records.

This the public will stand behind. This will increase the number of record buyers in America . . . building greater profits for dealers . . . and increasing the opportunities for manufacturers to sell record playing instruments.

This, we are convinced, is the best way for our industry to serve the public, and thus to prosper.

NOW . . .

the Columbia Microgroove family is complete!



7"

THE NEW 7 INCH MICROGROOVE . . .

the new nonbreakable Microgroove Record for "hit" tunes, folk songs and single classical selections. Same playing time as conventional 10 and 12 inch records. Only 60¢* for popular and 90¢* for classical selections (plus tax).



10"

THE FAMOUS 10 INCH LP MICROGROOVE . . .

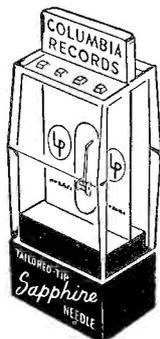
the record that brings you popular collections of your favorite stars, dance programs, children's selections and medium length classics. Plays up to 27 minutes of music on a single record. Only \$2.85* for popular . . . \$3.85* for classical (tax included).



12"

THE GREAT 12 INCH COLUMBIA MASTERWORKS LP MICROGROOVE RECORD . . .

the record that plays up to 50 minutes. Symphonies, Concertos, Dramatic Works complete on a single record. Only \$4.85* (tax included).



NEW! COLUMBIA LP MICROGROOVE "TAILORED-TIP"† SAPHIRE NEEDLE! A superb jewel-tipped needle tailored to fit the grooves by Columbia engineers. Designed to give you perfect reproduction of your Long Playing records with a minimum of wear. Fits Columbia and Philco player attachments and Philco combinations. Only \$1.50*

*Retail prices shown
†Trade-Mark

COLUMBIA RECORDS



Microgroove . . the new standard of record perfection

"Columbia," "Masterworks" and  Trade-Marks Reg. U. S. Pat. Off. Marcas Registradas  Trade-Mark

What's Ahead for Disc Dealer?

(Continued from page 45)

minute, and will be released around April 1. It features a small-size, high fidelity record, just under seven inches, made of non-breakable vinyl plastic with a 1½ inch center spindle hole. The record delivers up to 5 minutes and 15 seconds of playing time per side. The record changer mechanism features a trigger-fast drop mechanism. It holds up to eight records.

RCA Victor Player

RCA Victor has also demonstrated an automatic phonograph for playing the 45 RPM records; a combination console instrument incorporating a radio, a conventional 78 RPM record player, and a new 45 RPM player in a cabinet that is smaller than conventional models.

Joseph B. Elliott, vice-president in charge of the RCA Victor Home Instrument Department, revealed that the new record and instruments have been demonstrated to other phonograph and record manufacturers, as well as phonograph equipment makers. "Many are now making the new system, manufacturing rights to which are available to the entire industry," he declared.

Edward Wallerstein, Chairman of the Board of Columbia Records, has reported that several hundred thousand LP playing instruments are in the hands of the public, and that more than a million and a half LP records have been sold. Commenting on the Columbia seven-inch microgroove record, Mr. Wallerstein added, "that within the first three months of 1949, leading radio manufacturers will have on the market changer units to play the seven, ten and twelve inch microgroove, as well as conventional records."

At least one major instrument manufacturer is considering the possibility of merchandising a single unit, designed to play all of the three speed discs in one compartment. Some other instrument

makers are said to be planning receivers designed to contain any one of the three players, and possibly more than one, at the option of the purchaser.



RCA Victor 45 RPM Equipment

Several of the smaller record pressers have announced plans to put out 33⅓ or 45 RPM recordings. Some major disc makers are still "sitting it out," refusing to announce any future plans, and continuing to make and sell 78 RPM records.

RCA Victor is planning to release a substantial catalog of the 7-inch 45 RPM records at one time. All new material is being recorded simultaneously at 78 and 45 RPM, and the company intends to issue new releases in both types of records.

In addition to the initial Columbia LP catalog, the company has been releasing monthly a steady stream of LP records in both the classical and popular field. The Columbia seven-inch microgroove record was released initially with a good selection of popular, American folk music and Masterworks

selections. Regular weekly releases have since been made. Plans call for a supplementary release of a large number of selections from Columbia's catalog.

A question which will confront dealers regularly is, "what's to become of standard 78 RPM records and equipment?" Over 21,000,000 units having turntables are in use in the country today which will play the standard records. What position the "standard" record will occupy several years from now, no one can say, but both Columbia and RCA Victor have indicated that this record market will continue to be taken care of so far as they are concerned. Production advertising and recording plans of the industry call for continued availability of 78 RPM records, for all customers who desire them.

Columbia Promotions

Package deals, by Columbia, offering a new-speed player attachment and a quantity of records at price-savings have been advertised widely.

The dealer's position certainly is not an easy one. He has to sell one or the other, or all three types of recordings to the same public. In some instances, the issues will be decided on the basis of artists available on the different labels; in others, on the selections. With some purchasers, the changer might prove to be the decisive selling point. The set manufacturer now enters the record picture as a sales factor—depending on whether or not a desired make has the desired record changer. The angles, entanglements, and resultant headaches will be many and varied.

Undoubtedly, and before too much time has elapsed, some order will form out of the existing chaos. Other industries, too, have had their internal upheavals, and emerged more prosperous than before.

Claims for the new records stress that they are easier to handle, provide high fidelity, and give the customer more value for his money than

(Continued on page 85)

WE PREDICT THAT - - - -

- | | |
|--------------------------|---|
| TURNTABLE SPEEDS | During '49 at least three types of disc will continue on the market. See no signs of standardization. |
| DEALER IMPORTANCE | Since great majority of consumers have no knowledge of "speeds," manufacturers will go all-out in efforts to get dealer to push their brands. |
| INSTRUMENT MAKERS | Some instrument makers will stick with certain platter makers exclusively. Some will come out with units capable of playing all three speeds; still others will offer consumers "optional" equipment. |
| EFFECT ON MARKET | Widespread "dumping" of 78 RPM players and combos will continue until inventories are practically depleted. |
| SALES APPEAL | Sales appeal will lie chiefly in reduced storage space feature, low price, unbreakable material, and in higher fidelity for new discs. |
| SALES VOLUME | Total record sales volume of all types will be greater in '49 than in '48. |

RCA Victor's Forecast:

By James W. Murray, vice-president in charge of the RCA Victor Record Department

"RCA Victor's new system of record reproduction strikes a new note musically as well as otherwise, in modern living. The retailer as well as the public will quickly realize the many inherent advantages in a record so conveniently proportioned and the instrument which occupies very little space in the modern home where space is at a premium. It is the finest quality record in RCA Victor history and we are happy to compete with any competitor's products now on the market and let the dealer and the public be the judges. However, we firmly believe that the market for the conventional 78 RPM record will not be seriously affected immediately but will continue strong for many years to come. There are 16 million record players designed for use with the 78 RPM records. This market must and will be serviced."

MODEL DM—Compact low cost 2 pole, shaded pole motor designed for portables, table models and other instruments in which space is an important factor. Simple speed change mechanism incorporates a special long-lasting molded neoprene belt.

Only **GI** offers you
TWO rim drive
DUAL SPEED PHONOMOTORS



Here they are . . . not one, but **TWO** dual speed phonomotors by General Industries . . . for both 33½ and 78 R.P.M. operation . . . for every type of instrument, from inexpensive table model to deluxe console combination.

Representing years of research and development, these two motors excellently meet today's needs for dependable rim drive phonomotors that will accommodate both the new long-

MODEL DR—Deluxe model 4 pole, shaded pole motor for use in all high-grade instruments in which the ultimate in performance is desired. Novel speed change mechanism is both simple and positive in operation.

playing and conventional type records. Both motors have been proved in extensive laboratory tests—and already are being widely used in many leading phonograph instruments.

Like all GI Smooth Power products, both new dual speed phonomotors are built to the highest quality and performance standards attainable. Their cost, however, is surprisingly low.

For additional information, specifications and quotations, write *today* to:



The GENERAL INDUSTRIES Co.

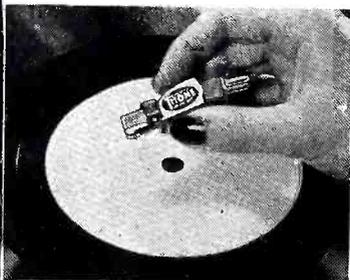
DEPT. I • ELYRIA, OHIO

TITONE

picks up profit NOW!

Now! A \$10 SALE
for every record-player in your area!

LIST PRICE \$7.50



SELL NEW TITONE PICKUP to every customer!

Here's a way to quick profit from every player owner who visits your shop! Have your salesmen "plug" it on every service call! First basic pick-up advance in over 10 years—the original piezoelectric ceramic pickup, made by SONOTONE, famous makers of hearing aids and miniature tubes!

- SELLS ITSELF IN A 2-TO-5-MINUTE CALL! Fits all tone arms. Let all your customers hear TITONE. They'll say "SOLD!" because—
- TRANSCRIPTION TONE QUALITY! Full frequency to 10,000 cycles! Bell-like super-tone makes even old players thrilling!
- SURE-FIRE IN HUMID CLIMATES! Utterly unaffected by climate, moisture, fungus! Booms sales, wins back customers.
- DOUBLES RECORD LIFE AND PLEASURE! Gives "ordinary" records sparkling quality—revives worn favorites. Will play down to 1/2 normal pressure. NO "needle talk"!
- RUGGED! PERMANENT! No crystals, magnets, filaments to fail! No pre-amplifiers. Ceramic TITONE performs perfectly for years!

NO TONE LIKE
TITONE

CALL YOUR JOBBER—
or write now to
SONOTONE, Box T-1, Elmsford, N. Y.

Records

(Continued from page 47)

ANDERSON, MARIAN: "Der Doppelgänger"—"Der Jungling Und Der Tod," RCA Victor 12-0580

The magnificent contralto voice of Marian Anderson is heard in two Schubert songs, which she performs with earnestness and dignity.

PONS, LILY: "Hark the Gentle Lark"—"Vilanelle" Columbia 72752-D

Both these songs are favorites with Miss Pons' large concert following, and as such are bound to be best-sellers.

TAGLIAVINI, FERRUCCIO: "La Reve"—"Pourquoi Me Reveiller?" RCA Victor

Two romantic arias by Massenet are sung by the Italian tenor, whose previously released album, "Operatic Arias," was an immediate seller.

"VERDI DUETS," Columbia M-MM-798

Metropolitan soprano Daniza Ilitsch makes her Columbia debut in this album, with Met stars Kurt Baum and Richard Tucker as her partners. Two duets from "Aida," the "Miserere" from "Il Trovatore," and two duets from "Un Ballo In Maschera," and the love duet from "Otello" are included in the collection. The records are also available as singles.

Popular

"LUNCEFORD SPECIAL," Columbia C-175

The Jimmie Lunceford entourage assembled by the late bandleader to wax the recordings included in this collection stars the top rhythm men of the time. Discs included are Jimmie's signature theme, "killer-diller" stomps, novelties and experimental jazz.

PIAF, EDITH: "Chansons Parisiennes" Columbia F-5

The French songstress was an immediate success with New York "cafe society" during her appearances here. The collection presented in this album, though, are not limited in appeal to "night-club goers," but are a bit of Paris life on wax.

"BEPOP," Lucky Thompson and His Lucky Seven. RCA Victor P-226

"Album of modern jazz," features such bopists as Lucky Thompson, Coleman Hawkins, Dizzy Gillespie and Kenny Clarke.

"WORDS AND MUSIC," Lena Horne, Betty Garrett, Mickey Rooney, June Allyson, Judy Garland, Ann Sothern. MGM-37

From the sound track of the MGM picture, this album contains a galaxy of hit tunes and names. Included are top Rodgers and Hart song hits, "Thou Swell," "Johnny One Note," and "There's A Small Hotel."

AMES BROTHERS: "Far Away Places"—"Lorelei" Coral 60016

As a follow-up to "More Beer," the Ames Brothers' new platter makes for tuneful listening.

3 Sales "Points" Worth Remembering!

(FOR REPEAT SALES AND STEADY PROFITS)

BRILLIANTONE STEEL NEEDLES

The standard steel phonograph needle of the world... famous for its consistently fine performance and brilliantly clear tone.

ACTON'S TAPER-TONE

The needle with the distinctive "shoulder" and taper-smooth tip... for added tone and minimum surface noise and record scratch.

ACTONE TRANSCRIPTION NEEDLE

100% Shadowgraphed to insure perfect points... used by broadcasting stations, transcription companies, record collectors.

Products of *Bagshaw*

Famous for Fine Needles Since 1892

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

Sole Distributor **H. W. ACTON CO., Inc.**
370 Seventh Ave., New York 1, N. Y.

And Now... Introducing Movement with] LIGHTS!

KASSON

Model "712"

Roto-Sho
ELECTRIC TURNTABLES

The ACTION Display-Way To Boost Your Sales!

MODEL "712" ROTO-SHO's two-way built-in electric outlet permits novel, self-contained lighting effects as well as operation of electrical devices while the turntable revolves three times a minute! (Lights turn with table.)

There's nothing like "712" to revolutionize your window trim, because motion plus correct lighting is the key to successful displays. Sturdy construction, guaranteed, carries up to 200 lbs. Table 18" in diameter. A.C. only.

Write for our complete ROTO-PRODUCTS catalog!



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

CLARK, BUDDY: "It's A Big, Wide, Wonderful World"—"The Song of Long Ago" Columbia 38370

First side a lilting waltz tune that Buddy does with great charm; folk refrain is basis for flip tune, with up-to-date lyrics and arrangement for all-out appeal.

CROSBY, BING: "So In Love"—"Why Can't You Behave" Decca 24559

A pairing of two top tunes from the hit, "Kiss Me Kate." Der Bingle and Vic Schoen's orchestra make this a musical must.

GARBER, JAN: "My Dear"—"A Beautiful Lady in Blue" Coral 60008

Garber's orchestra offers a coupling for waltzing.

BRAD GOWANS' New York Nine: "Singin' the Blues"—"Jazz Me Blues" RCA Victor 20-3230

Styled in the manner of the Original Dixieland Jazz Band, Brad Gowans brings to these jazz classics a unique feeling and fervor.

CARLE, FRANKIE: "An Old Magnolia Tree"—"Congratulations" Columbia 38372

Two new ballads that will be heard from more and more from now on.

HARRIS, PHIL: "Pappy's Little Jug"—"Minnie the Mermaid" RCA Victor 20-2684

"Pappy," a novelty tune done in the typical, breezy Harris manner. "Mermaid," subtitled, "A Love Song in Fish Time."

IVES, BURL: "So Dear to My Heart"—"Lavendar Blue" Decca 24547

With Capt. Stubby and the Buccaneers, the popular troubador sings his way through a delightful pairing of songs from the Walt Disney film.

KAYE, SAMMY: "Funny Little Money Man"—"Pretty Baby" RCA Victor 20-3275

Whimsical lullabye-type ballad paired with a tailor-made bit of "swing and sway" music making.

KAYE, DANNY—THE ANDREWS SISTERS: "Amelia, Cordelia, McHugh (Mc Who?)"—"Beatin', Bangin', N' Scratchin'" Decca 24536

This platter is a sure-fire best-seller. The teaming of Kaye, the Andrews Sisters and some fast novelties is unbeatable.

KENTON, STAN: "He Was A Good Man"—"How Am I to Know" Capitol 15327

June Christy sings "Good Man" novelty, while the Kenton clan takes over between choruses; flip a straight melodic instrumental with interesting side spots.

LAINE, FRANKIE: "It Only Happens Once"—"Rosetta" Mercury 5227

Laine delivers again; "It Only Happens" tune, tailor-made for his style.

LOMBARDO, GUY: "Down By the Station"—"Sweet Georgia Brown" Decca 24555

The perennial favorite, Lombardo, waxes a novelty number and an old familiar song for something a bit different.

PRIMA, LOUIS: "Anticipation Without Realization"—"Everybody's Friend But Nobody's Sweetheart" RCA Victor 20-3276

The husky-voiced singer does "Anticipation" side vocal; duets with Cathy Allen on reverse for a cute coupling.

SINATRA, FRANK: "Sunflower"—"Once in Love with Amy" Columbia 38391

"Amy" tune a show-stopper in the musical "Where's Charley?" Sinatra's song styling sells both ballads.

WAYNE, BOBBY: "If You Dare to Dream,"—"Tish, Tish, McTavish" Coral

New "find" for label, this crooner shows a pleasing voice and neat talent for turning a phrase.

WAYNE, JERRY—DAVIS, JANETTE: "I Got Lucky in the Rain"—"You Say the Nicest Things, Baby" Columbia 38387

Girl-boy duet singing teams have been meeting with great favor of late. This coupling, from the show "As the Girls Go," provides pleasant listening by a pleasant duo.

Surefire Profits for MARCH

DECCA IRISH FAVORITES

Sentimental Ballads, Gay Jigs, Famous Irish Melodies... all on Decca

DECCA A-636 IRISH FAVORITES —THE JESTERS

DECCA A-535 TRADITIONAL IRISH "COME-ALL-YE'S" —PAT HARRINGTON

DECCA A-518 IRISH SHOWBOAT —MCNULTY FAMILY

DECCA A-517 IRISH BALLADS —JOHN FEENEY

DECCA A-508 MY WILD IRISH ROSE —PHIL REGAN

DECCA A-413 A LITTLE BIT OF HEAVEN—FELIX KNIGHT, & RUSS MORGAN

DECCA A-292 CHAUNCEY OLCOTT SONGS —PHIL REGAN

DECCA A-206 IRISH MARCHES STRATHSPEYS AND REELS —TYRONE PIPER'S BAND

DECCA A-205 IRISH JIGS AND REELS —MICHAEL COLEMAN

DECCA A-36 IRISH MELODIES AND BALLADS —FRANK LUTHER

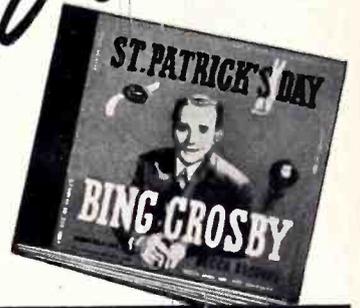
The Original... by BING CROSBY

GALWAY BAY coupled with DECCA 24295
MY GIRL'S AN IRISH GIRL

ORDER TODAY!

DECCA
RECORDS

America's
Fastest
Selling
Records!



ST. PATRICK'S DAY Song by BING CROSBY

Vocal with Orchestra. Selections include:
MacNAMARA'S BAND... DEAR OLD DONEGAL... WHO THREW THE OVERALLS IN MRS. MURPHY'S CHOWDER?... IT'S THE SAME OLD SHILLELAGH... DID YOUR MOTHER COME FROM IRELAND?... WHERE THE RIVER SHANNON FLOWS... THE ROSE OF TRALEE... WHEN IRISH EYES ARE SMILING... TOO-RA-LOO-RA-LOO-RAL (That's an Irish Lullaby)... I'LL TAKE YOU HOME AGAIN, KATHLEEN.

Decca Album A-495 Price \$4.50

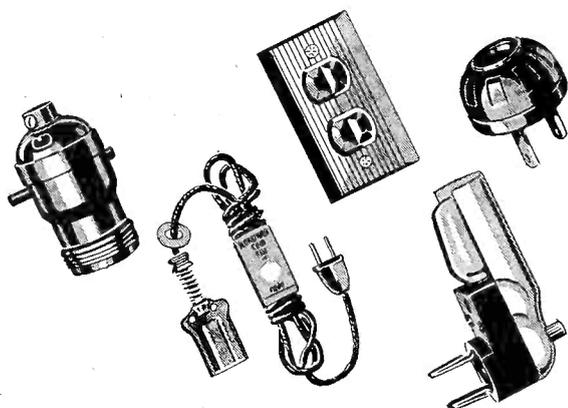


LITTLE SHAMROCKS Irish Songs—DICK HAYMES

Selections include:
'TWAS ONLY AN IRISHMAN'S DREAM... HOW ARE THINGS, IN GLOCCA MORRA... THERE'S A DEAR LITTLE PLANT... EILLEN ALLANNA... MY SNOWY BREASTED PEARL... THE BLARNEY ROSES... HUSH-A-BYE (Wee Rose of Killarney)... THE OLD PLAID SHAWL.

Decca Album A-630 Price \$3.75

**FOR MORE "DROP-IN" TRAFFIC
FEATURE THESE "PICK-UP" ITEMS**



MONOWATT heater and extension cord sets, attachment caps, plug bodies, plate outlets, sockets, night lights. Everybody needs these at some time or other. Attractive, modern appearance of this dependable line assures fast turnover.



G-E incandescent and fluorescent lamps. Profits on lamps are especially attractive. Powerful national advertising by G. E. keeps demand high for these lamps. Feature 'em! Sell bulbs in quantities -- in the dandy, handy G-E pack.



STICKA friction tape. Graybar's own brand, made by the world's largest tape manufacturer. Doesn't ravel, stays put. Brings repeat purchases. Self-selling display unit does the work -- you collect the cash.

**NATIONALLY ADVERTISED
APPLIANCES AND RADIOS**

recommended by
Graybar

Make your store headquarters for these articles that every home-owner buys. Display these lines and get more customers to "drop in". You'll have more opportunities to interest them in appliances and to build your prospect list.

These are only a few of the many staple items kept in stock at the near-by Graybar warehouse. A phone call will bring you immediate delivery.

Your local Graybar Appliance Specialist offers you assistance in all phases of merchandising -- along with America's fastest-selling, most profitable lines. *Graybar Electric Company, Inc. Exec. offices: Graybar Building, New York 17, N. Y.*

ELECTRICAL APPLIANCES

Section of **RADIO & TELEVISION RETAILING**

New Life in Spring Selling

Refrigerators, Cleaners, Ranges Approaching Peak Season

• In the Spring, the housewife's fancy turns toward new things for the home. She also faces that task, housecleaning, a chore which, though a thorn in the side of most husbands, is one of utmost importance to her.

This month most housewives commence to *think* about Spring, and to plan ways and means for upsetting the equilibrium of the entire household sometime in March or April with the housecleaning chore. The dealer who wants to cash in on this widespread activity in the home needs to get an early start. He needs to do his planning early. Via personal and phone calls, advertising and direct-mail he can garner many an extra sale by publicizing the products made to order to lighten labor.

The vacuum cleaner is certainly a

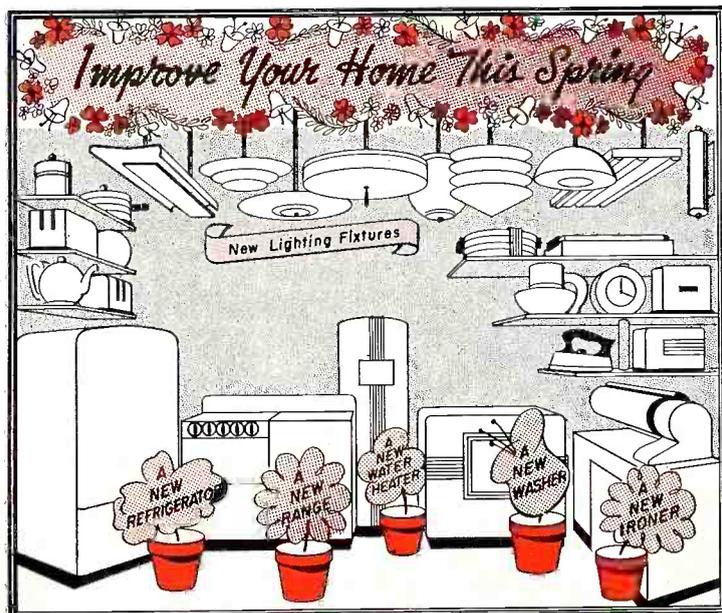
natural when it comes to that attic-to-basement overhaul job. Many cleaners are bought in the Spring—many more can be sold with some genuine effort. In every territory there are numerous homes needing new cleaners—and many others can be sold an extra cleaner, a tank or an upright, to provide more complete cleaning service or to eliminate the necessity for carrying equipment from floor to floor.

The quickest and most effective way to sell cleaners is to get these products into the home. In the first place, the public is educated to this method, and second, it is easier for the salesman because he is not dealing with *suspects*, but with actual *prospects*. The well-established dealer, using the telephone, can arrange for many home demonstrations by making a drive for more of this

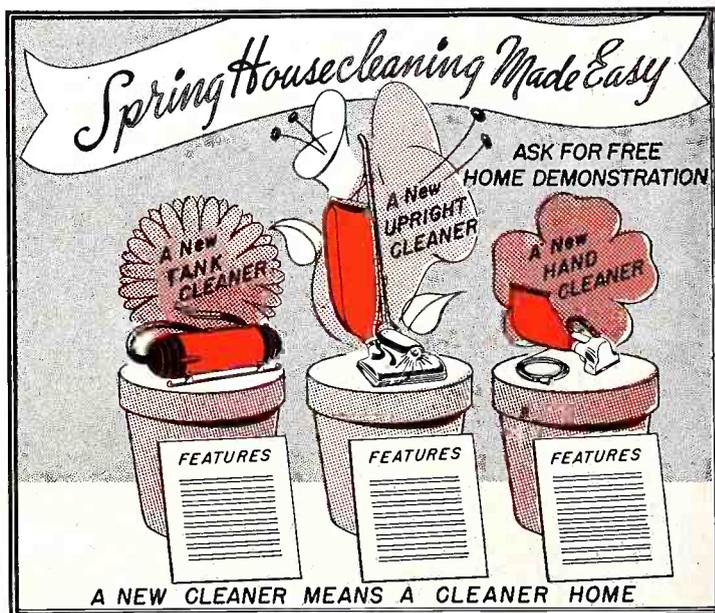
business, particularly if he ties in the offer to bring the vacuum cleaner to the home "in time for the Spring housecleaning."

There's something about Spring that creates a desire to buy new things for the home, and many of such new things are not considered only in the light of the general housecleaning, but as permanent home improvements. New kitchen appliances are needed when this important room is to be "done over." New ranges, water heaters, refrigerators and table appliances are fast Spring sellers.

Laundry equipment such as washers, ironers, dryers and hand irons loom large in Spring sales. In addition to the first-time purchasers, there is always a healthy replacement market
(Continued on page 86)



Use a theme that suggests the necessity for home improvement. Display all products associated with the theme. Describe via signs what each product is. Use bright Spring colors, such as light green crepe paper with festoons of artificial Spring flowers. Use colored spots and floods. Get windows in early—change often.



If possible, stage actual demonstrations in the show-window. Use cards to explain various features of different cleaner models. Suggest more than one cleaner per home to provide greater service, save labor. Employ bright Spring colors in displays. Read suggestions for action in body of this article. Start displays early.



A novel way to get the interest of the passerby is used by Heiges in setting up a display of "aged," "middle-aged" and modern washers in the big show-window.

Sales Planning Pays

"If you're looking for a modern, aggressive electrical merchandiser, always coming up with ideas to pull trade, stop out at Heiges and talk to George," said Numa F. Vidal, division manager, Pennsylvania Power Co., in Sharon, Pa.

Your reporter taxied out to 133 E. State Street, that city, and found the aggressive retailing attitude of the proprietor was immediately apparent. Although comparatively new, the modern, glass-and-brick, fireproof building was being repainted inside to make the wide, well-lighted salesroom even more inviting.

Swinging back the all-glass double

doors, we heard distinctly a musical chime. Sales personnel heads bobbed around the store, looking our way. Operating off an electric eye beam running across the entranceway, this chime creates an immediate favorable impression on the customer for two reasons. It assures him of getting attention as soon as he comes in, and it speaks of being "on the ball" and modern in store set-up.

Stages TV Shows

We talked with one of the salesmen about merchandising ideas that have paid off for Heiges. Last May, when television came to Cleveland, not far away, and thus to Sharon, Heiges wanted to get across to local citizens that television "really works."

With an important title boxing match coming up, the idea was that if a

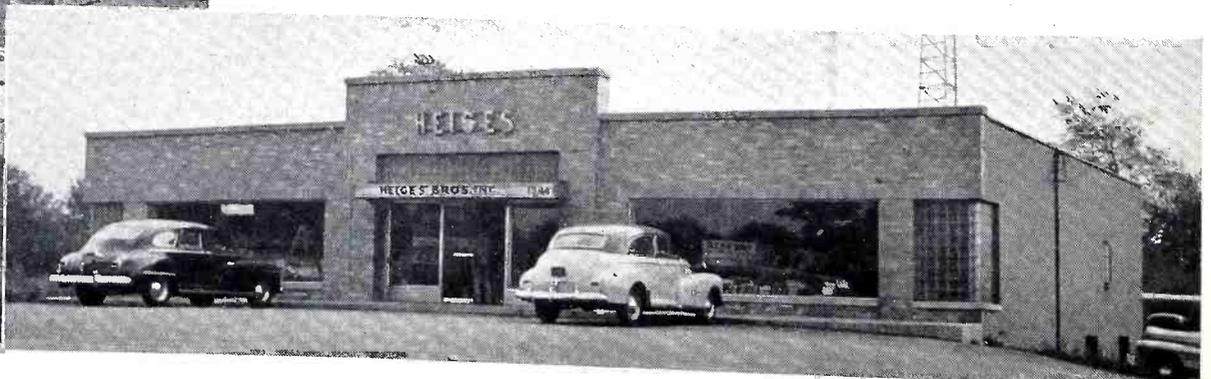
few hundred people could be gathered somewhere and shown the televised fight, so widely interesting to young and old alike, the road would be paved to future television sales.

So Heiges issued the invitation locally for everyone to come to the store and see the fight.

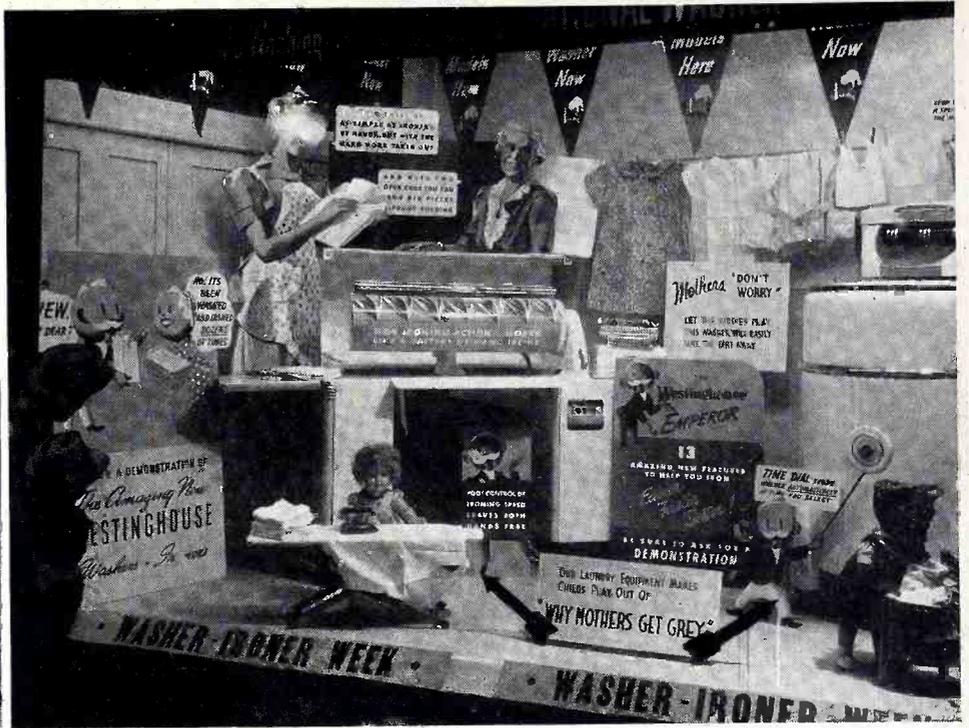
"It was like a carnival," said the salesman. "We even had concessions around the place—you know, popcorn and candy being sold. Several hundred or more persons stood around out back, in our big parking area, and watched the fight being received on a large set that we installed on our rear porch, which is slightly elevated for shipping and receiving."

Window display ideas are another facet of sales promotion at Heiges. For instance, to get across the "modern electric laundry" way of washing and ironing, Heiges has had several colorful windows that drew scores of pros-

Left, owner Heiges believes in showing TV to the public. Below, this modern brick-and-glass store will soon be expanded.



Heiges in Sharon, Pa., Likes to Try New Ideas to Attract New Customers and to Keep Old Ones Coming In



At left, George Heiges, a merchant with profitable ideas. Above, shows how the store tied in with National Washer & Ironer Week.

Profits

pective buyers who wanted more details, and subsequently sales were rung up.

During National Washer and Ironer Week, for instance, the Heiges window display idea consisted of a panorama that emphasized "Our laundry equipment makes child's play out of work."

In the front of the display, a white and a colored doll, at ironing board and old-fashioned toy washer respectively, showed the old-fashioned method. In back of the children, gleaming, modern automatic laundry equipment was shown, with appropriate display helps, such as placards and washing line, loaded.

Still another laundry merchandising idea consisted of setting in the window an ancient, manually operated washer, a "between stages" more modern unit, and then several very latest model automatic washers and ironers.

Owner a Pioneer

"You can't help but make people 'laundry conscious' with displays such as we set up," was the comment.

In explaining his successful merchandising methods and his firm's growth, Heiges said: "We started with 100 square feet of store, back in 1923, in Wheatland, Pa., and I learned early that if you come out with 'ideas' and 'firsts' in any business, you can reap profits.

"We had the first wireless transmitter in the area, back before World War I,

and Uncle Sam closed it down when we entered said war. We later built the first three-tube radio telephone set around here, and heard KDKA the first night it was on the air.

"We made our first radio service call in January, 1923, on a cold winter night, and the charge was 50c!

"We sold our first all-electric radio to Dr. Robert W. Morgan, Silver St., Sharon, in 1926—quite an event, to be sure, in those days. And so it has gone."

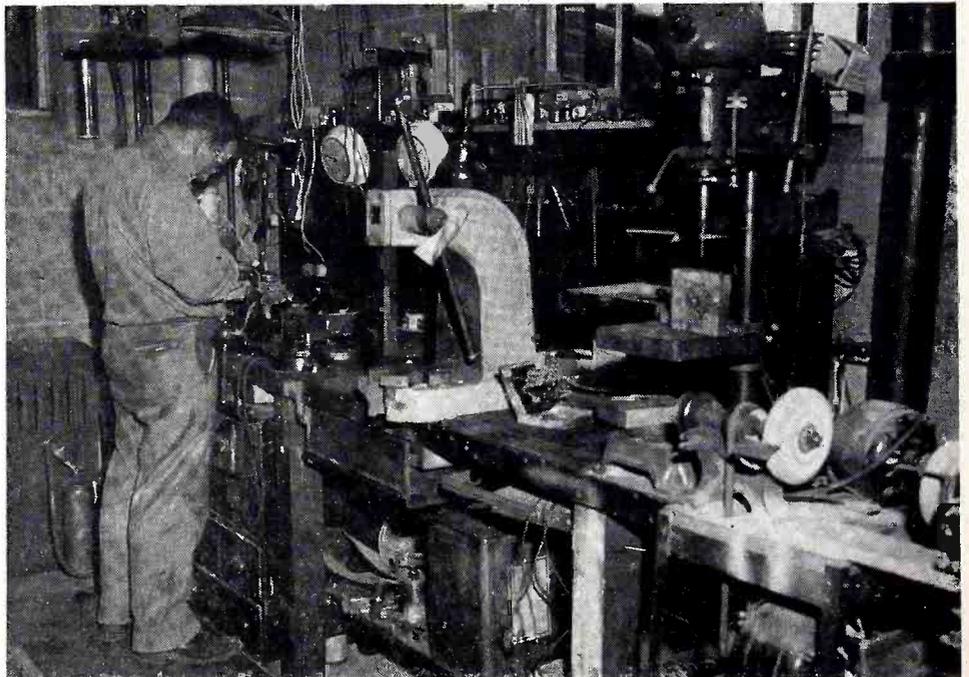
Today Heiges' operation is as modern as a minute. A fine basement service department, under supervision of Joe Sabol, repairs practically anything—home freezer units, air conditioners and

filters, television, industrial electronics, and of course, all electrical home appliances. A hydraulic elevator moves stock or repair jobs between floors. Modern trucks deliver, bring in repair jobs.

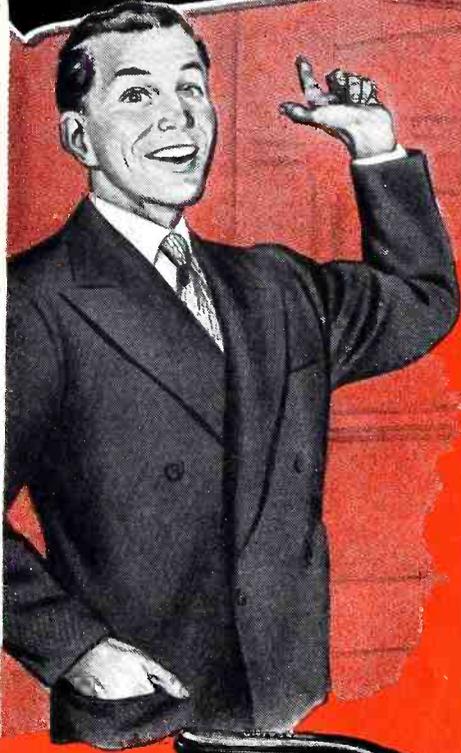
Heiges keeps intimate tab on all store operations through a Webster Teletalk main unit in his office, connected up with storeroom, service shop, sales floor, radio repair department, and the business office.

One of his newest ideas has been installation of a sporting goods department in the appliance store, and it's working out well, he reports, with sportsmen buying appliances, and appliance customers taking home fishing tackle!

Joe Sabol, service manager, in a section of the maintenance department where heavy electrical appliances are repaired.



UNIVERSAL "PLANNED-PROFIT"



**UNIVERSAL DEALERS EARNED
\$30,000,000**

IN PROFITS IN '48

AND HERE, FOR '49, is more market-wise thinking that's retail-minded for competitive selling... for building even greater profits for Universal Dealers.

FIRST

IN PRODUCTS!

FIRST

IN PROMOTION!

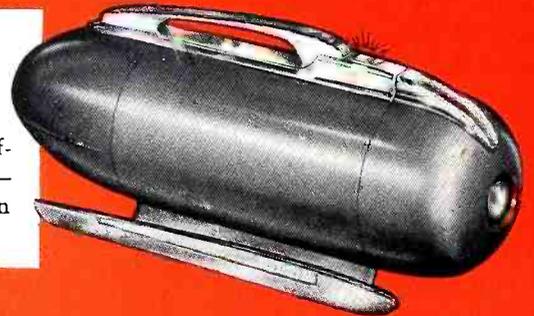
FIRST

IN FEATURES!

A "SMASH" HIT!

**AMERICA'S FASTEST-SELLING
TANK CLEANER**

First with the "Thread-Picking, Self-Cleaning Nozzle," "Tattle-Tale Light"—Universal's Clean-Air Cleaner is first in sales right across the nation.



NOTHING LIKE IT!

NEW BEAM-O-LITE IRON

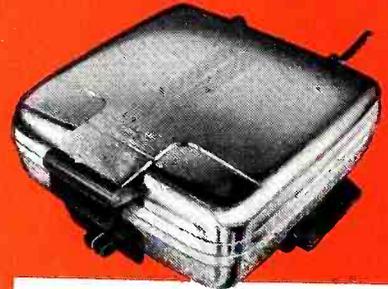
Sells on sight! Exclusive built-in headlight for a "standout" competitive advantage—also, Hand-I-Set Fabric Dial, extra-large sole plate, Wrinkle-Less Heel.



WITHOUT COMPETITION!

NEW, BETTER COFFEEMATIC

Amazing new Flavor Selector, Kwik-Acting Pump and Signal Light make this America's No. 1 Coffeemaker—automatically makes better coffee—all metal, no breakage problem.



UNIVERSAL DOES IT AGAIN!

NEW COOK-A-MATIC GRILL

Never has more eye appeal been designed into a table appliance. In features, too, it's "miles ahead" of other grill and wafflemaker combinations.



PRODUCT BY PRODUCT—HERE'S UNIVERSAL'S

COFFEEMATIC

STARTING IN APRIL:

Life • McCall's
Saturday Evening Post
Ladies' Home Journal
Good Housekeeping
Bride's • Sunset

Plus...
Special Local Promotion

BEAM-O-LITE IRON

STARTING IN FEBRUARY

Life
Good Housekeeping
Ladies' Home Journal
McCall's • Sunset
Farm Journal

Plus...
Special Local Promotion

**TANK AND
BRUSH CLEANERS**

STARTING IN APRIL

Life • Look
Saturday Evening Post
Plus...

Billboards in 129 Markets
and individual "Blitz"
Newspaper Promotions

See Your Universal Distributor!

PROGRAM...

Spring '49



A FULL-YEAR AHEAD!

AMAZING 2-SPEED WASHER

The one washer that does *all* the wash—with a REGULAR speed for ordinary wash and a new LOW speed for fine pieces. First, too, with super-safe Control-O-Roll Wringer!



LEADING THE FIELD!

CONTROL-O-MATIC COOKING

The Universal Speedliner Range goes 'way out in front with the dramatic selling power of sensational Control-O-Matic cooking for new, faster, easier, automatic cooking convenience.



IN FRONT ON EVERY COUNT!

NEW 10-SPEED FOOD MIXER

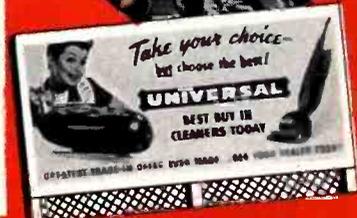
Ahead with full power at every speed, over-size beaters, swivel-arm feature, completely streamlined design.



SCOOPS THE MARKET!

NEW TEMP-O-STAT ELECTRIC WATER HEATER

Far ahead in '48 in advanced features Universal jumps out front again with a 10-year Warranty, rust-preventing Anodic Rod and new Temp-O-Stat automatic over-temperature control.



NETWORK RADIO AUDIENCE SHOWS AND BILLBOARDS, TOO!

"PLANNED-PROFIT" PROMOTION PROGRAM!

2-SPEED WASHER

STARTING IN MARCH:

- Life • Parents' • Household
- Saturday Evening Post
- Ladies' Home Journal
- Better Homes & Gardens
- Sunset • Farm Journal
- Plus . . .
- Key-Market Newspapers

FOOD MIXER

STARTING IN FEBRUARY:

- Life • McCall's
- Ladies' Home Journal
- Good Housekeeping
- Bride's • Sunset
- Farm Journal
- Plus . . .
- Special Local Promotion

SPEEDLINER RANGE

STARTING IN APRIL:

- Saturday Evening Post
- Good Housekeeping
- Better Homes & Gardens
- Farm Journal • Sunset
- Household
- Plus . . .
- Key-Market Newspapers

MAIL TODAY!

FOR COMPLETE INFORMATION

LANDERS, FRARY & CLARK
NEW BRITAIN, CONNECTICUT
DEPT. RT

I am interested in your "Planned-Profit" Program.

Store.....

Name.....

Street.....

City..... State.....

UNIVERSAL

LANDERS, FRARY & CLARK - NEW BRITAIN, CONN.

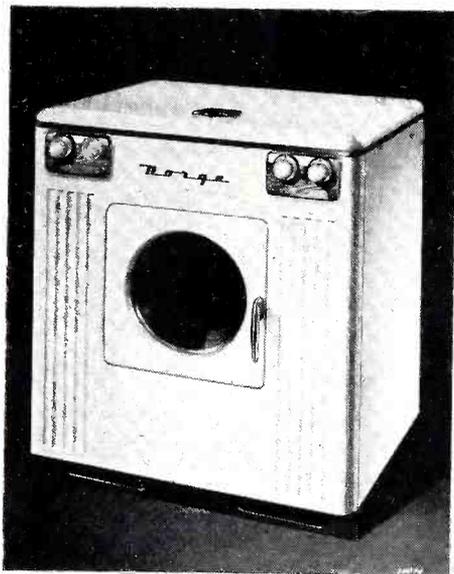
New Appliance Products

Norge APPLIANCES

Eight new models, consisting of two gas ranges, an electric range, a space heater, an "economy" model washer, a deluxe standard washer, an automatic washer and a water heater added to the Norge line. Also introduced is an expanded line of household appliances, and a restyled group of refrigerators.

"Apartment" model, and 36-inch "economy" model gas range introduced. Space heater line enlarged to five models, two of which are radiant type and three circulating. Four standard washing machines are in the new line, as is a deluxe standard washing machine and a new automatic washer. A table top electric water heater, and a 6 cu. ft. upright freezer styled as a companion piece to the Norge refrigerator, also are in the new line.

Norge automatic washing machine features wash, triple-rinse, spin-dry and fluffing cycles; may be stopped during any of the phases. Time required to wash 18-



pound load approximately 35 minutes; water consumption may be regulated to load being laundered; drain pump removes water and other matter from the washer; "robot brain" controls washing cycles; mixing valve mechanism blends hot and cold water to proper temperatures. Cabinet is white, door and work-top is porcelain enameled, balance baked enamel. Norge Division, Borg-Warner Corp., Detroit, Mich.—RADIO & TELEVISION RETAILING.

Scott HEATER-AIR CIRCULATOR

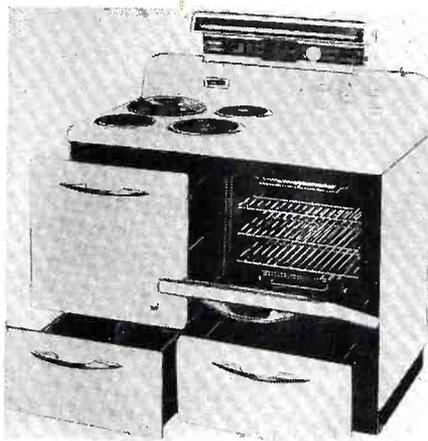
Heater and air circulator features action of motor-driven fan forcing air against deflector, causing air to move in widening circles for more uniform circulation; quiet vibrationless motor; comes in copper, blue or green hammerloid finishes. Size: 12 inches high, 10 inches in diameter, 10½ lbs. Priced at \$29.95. Wilcut Products Corp., 7906 Georgia Ave., Silver Springs, Md.—RADIO & TELEVISION RETAILING.

Crosley REFRIGERATORS

Eight new Shelvador refrigerator models introduced to the '49 Crosley line. Prices range from \$229.95 for the 7 cu. ft. model, EA-7, to \$409.94 for the deluxe DA-11 model. The line features recessed door shelves to provide additional front row storage space. Deluxe and master series models have a 1½ cu. ft. freezer compartment; deluxe shelvadors have a special secondary refrigerating system concealed within the cabinet walls, for high humidity for storage of vegetables, leftovers, etc. All the models, except those in the economy series, have unrefrigerated storage space in the "ever-dry storabin." Polystyrene plastic freezer compartment door is another selling feature, as are oversized door hinges, porcelain enamel interior, and maximum shelf flexibility. Crosley Div., Avco Mfg. Corp., 1329 Arlington St., Cincinnati 7, O.—RADIO & TELEVISION RETAILING.

Coolerator RANGES

Electric range line is topped by DeLuxe model 9HC-61, shown. Priced at \$299.95, it is equipped with an up-'n-down, high speed "well-e-vator," deepwell cooker or fryer, which may be raised to serve as fourth surface unit; automatic timer, kitchen



clock, special lighting and an outlet for small appliances. All models feature range top work space, large ovens, roller bearing drawers, one piece porcelain finish tops; waist-high broiler. The Coolerator Co., Duluth, Minn.—RADIO & TELEVISION RETAILING

Eagle HEATER

Heater features patented grill guard constructed with more wires; newly styled. Porcelain receptacle equipped with double center contact eliminating possibility of losing spring contact; special glass tape used to eliminate short circuits caused by connecting wires; metal strain relief eliminates stress by the cord at connection points. Heater is 19 inches high. Available in 660 and 1000 watts. Eagle Electric Mfg. Co., Inc., Long Island City 1, N. Y.—RADIO & TELEVISION RETAILING

Westinghouse ELECTRIC RANGES

Four new electric ranges have been introduced into the Westinghouse line; all models have titanium steel and titanium porcelain enamel range platforms. The Commander and Champion models have 40-inch platforms and four full size Corox cooking units; ovens are full inch wider than previous models. Both models feature white porcelain finish to the floor. The Commander models feature a two-oven range, and a single oven range with a warming compartment; single dial oven control and the minute timer are standard equipment on the Commander. The Champion range has three aluminum roller type storage drawers, the wide platform and four full size Corox units; automatic timer clock, minute timer, and automatic outlet. In the low price range, the Commodore model, has a 38-inch wide platform, three full size Corox heating units and a deep well Econo-Cooker. Westinghouse Electric Corp., Appliance Div., Mansfield, O.—RADIO & TELEVISION RETAILING.

General Mills AUTOMATIC TOASTER

Automatic toaster features exclusive switch and timing unit, plus extra high toast lift. Other features include: double bi-metallic switch and timing unit; quiet timer; color control knob; exterior of rolled steel, plated with nickel and chromium; base and handles of molded heat-resisting black plastic. General Mills, Inc., Minneapolis 1, Minn.—RADIO & TELEVISION RETAILING.

Bostwick FIRE EXTINGUISHER

Portable, pressurized, fire extinguisher, retails for \$1.29. Hermetically sealed. Simple operation; pull trigger and aim 18 ft.

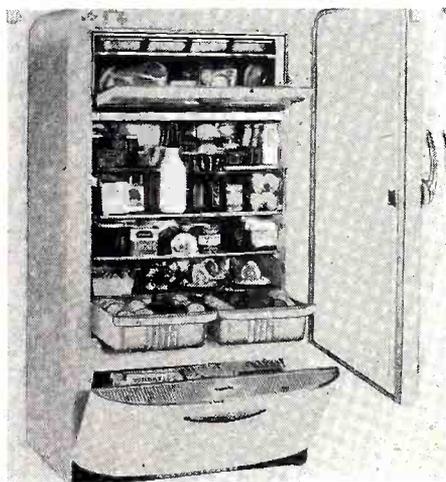


pressurized stream at fire. Comes with free wall bracket or can be carried in tool or car kit. Packed three to a display box. Bostwick Laboratories, Inc., Bridgeport 5, Conn.—RADIO & TELEVISION RETAILING

for Spring Selling

Coolerator REFRIGERATORS

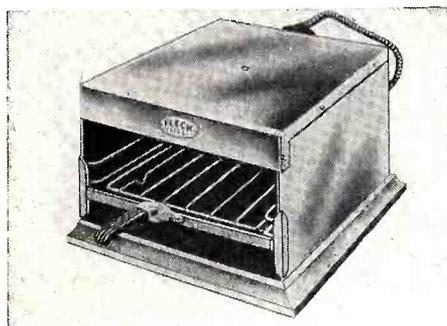
Refrigerators feature full width freezer lockers for fast-freezing and low temperature storage; "chill-R-ator" shelf for quick chilling of bottled beverages, desserts, salads and storage; flavor-saver food compartments. DeLuxe model, 9RD-8, shown, has a capacity of 8 $\frac{2}{3}$ cu. ft., with dry storage bin and other deluxe features. It is



priced at \$339.95. The Regal, model 9RC-8, has the same capacity, and overall dimensions. Space-saver models DeLuxe 9RD-7 has a roomy 8 cu. ft. interior with full width freezer locker; standard model 9RB-8 provides 8.3 cu. ft. capacity. Two models of family-sized freezers, capacity 15.1 cu. ft., also introduced. The Coolerator Co., Duluth, Minn.—RADIO & TELEVISION RETAILING

Fleck BROILER

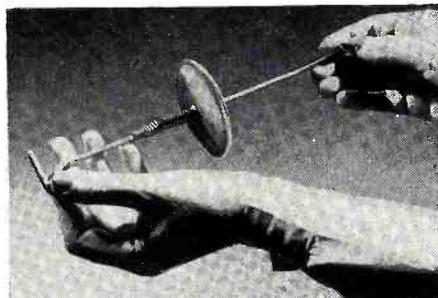
Broiler features infrared-ray broiling method, and high heat concentration. Removable heating element of special type



alloy, has terminal wires with triple-twisted strands of element. Requires no preheating. Triple-plated with copper, nickel, and chrome plate. Retails for \$29.95. Fleck Broiler Co., Inc., 2 W. 46th St., New York, N. Y.—RADIO & TELEVISION RETAILING

Westinghouse SCREEN FILTER

Fine mesh screen filter of non-rusting monel metal for use in model CM-81 auto-



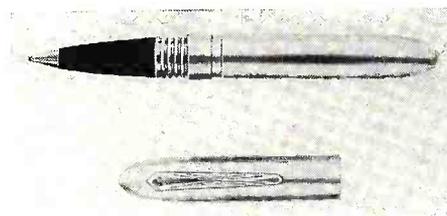
matic coffee maker. Metal screen can be cleaned by rinsing with hot water, and without removing it from filter rod assembly. The new filter has a long life. Westinghouse Electric Corp., Electric Appliance Div., Mansfield, O.—RADIO & TELEVISION RETAILING

Jackson DISHWASHER

Model 1-A dishwasher for high speed, heavy duty jobs; suitable for use by restaurants, hotels, industrial, etc. Has rated capacity of 1200 dishes, 2000 glasses, or 5000 pieces of silverware an hour. Features double revolving wash and rinse sprays. Foolproof strainer eliminates greasy, contaminated water in machine. Available with manually operated electric controls, fully automatic, or fully automatic for sanitizing glasses only. Jackson Distributing Co., 188 Main St., East Orange, N. J.—RADIO & TELEVISION RETAILING

Brownie WRITE-LITE

Combination flashlight and ball pen consists of tested and guaranteed ball point pen on one end and Brownie-Lite flashlight on the other. Small enough for lady's



purse; entire unit no larger than standard pen. Utilizes Brownie mighty-mite battery which is 1 $\frac{1}{2}$ inches in length by 7/16 inches in diameter. Retails at \$1.00. Brownie Mfg. Co., 195 William St., New York 7, N. Y.—RADIO & TELEVISION RETAILING

Hotpoint REFRIGERATOR

Model EB8, 8 cu. ft. refrigerator designed to offer deluxe features and greater storage space in medium price class. Has exterior styling and shield-type nameplate featured in '49 line of deluxe refrigerators. Stainless steel evaporator equipped with four ice trays and release lever; metal plaques identify meat pan; two high humidity vegetable pans; flexible shelf arrangements. Hotpoint, Inc., 5600 W. Taylor St., Chicago 44, ILL.—RADIO & TELEVISION RETAILING

Jordonette REFRIGERATOR

"Jordonette," deluxe 3 $\frac{1}{2}$ cu. ft. lowboy refrigerator is 34 $\frac{1}{2}$ inches high; has white



flat porcelain top suitable for use as worktable. Retails for \$199.95. Jordan Refrigerator Co., Philadelphia, Pa.—RADIO & TELEVISION RETAILING

Sylvania FLUORESCENT LAMPS

Carton contains six fluorescent lamps packaged in an individual carton. Facilitates ordering and shipping of small or-

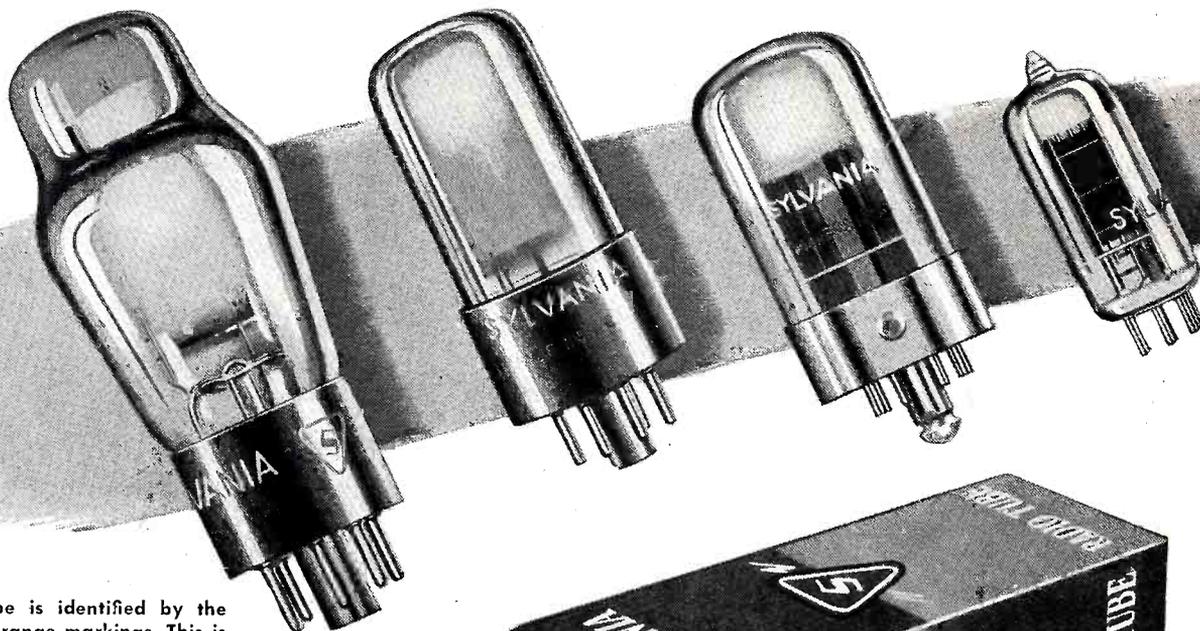


ders, as well as better protection against shipping, breakage and storage losses. Package is 4 x 6 inches. Sylvania Electric Products, Inc., New York, N. Y.—RADIO & TELEVISION RETAILING

More New Products Elsewhere in this Issue

NOW...

SYLVANIA RECEIVING TUBES SPECIALLY PROCESSED FOR FINER TELEVISION PERFORMANCE!

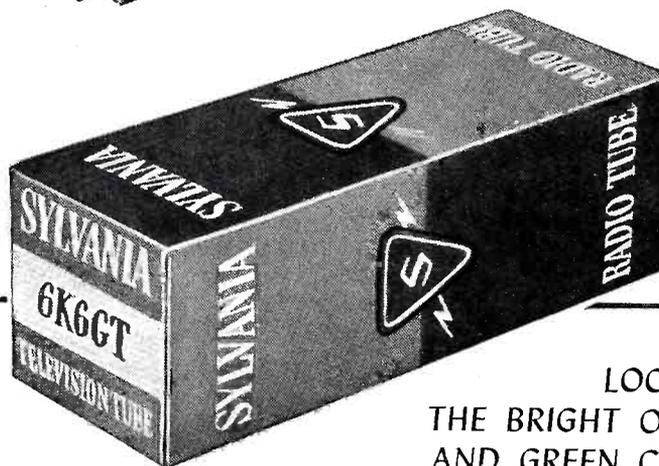


Each tube is identified by the special orange markings. This is your assurance of the higher quality demanded by television.

Now, when you replace worn-out receiving tubes in your customers' television sets, give them the finest in television reception with these new receiving tubes *specially processed* by Sylvania for the extra-tough requirements of television service.

These new Sylvania television tubes, in the new bright orange and green television cartons, actually undergo *three times more exacting tests* to insure they are unsurpassed! Their higher quality and superior performance more than justify their small additional cost.

They are not just good tubes, they are *superior* tubes . . . results of Sylvania's years of experience in the electronics field. Be sure you have a ready supply for increased television tube replacement business. See your Sylvania Distributor today! Sylvania Electric Products Inc., Radio Tube Division, Emporium, Pa.



LOOK FOR
THE BRIGHT ORANGE
AND GREEN CARTON

Replace worn tubes with these specially processed Sylvania tubes made to pass television's rigid requirements.

AVAILABLE NOW IN THE FOLLOWING TYPES

1B3GT	6J6	7F7
6AG5	6K6GT	7H7
6AL5	7B4	7N7
6BG6G	7E5	7Z4
	7C5	

SYLVANIA ELECTRIC

SERVICE & SOUND

Section of **RADIO & TELEVISION RETAILING**

New Developments in TV Picture Size

Ingenious Methods Give Customer Larger Picture Without Added Cost

• Considerable confusion has been experienced thus far by dealers and customers in visualizing the size of a TV picture, and this confusion is not likely to be lessened by the appearance of round masks on new sets. In order to properly inform his customer and do a good selling job, the dealer must know something about how the image is formed on the set.

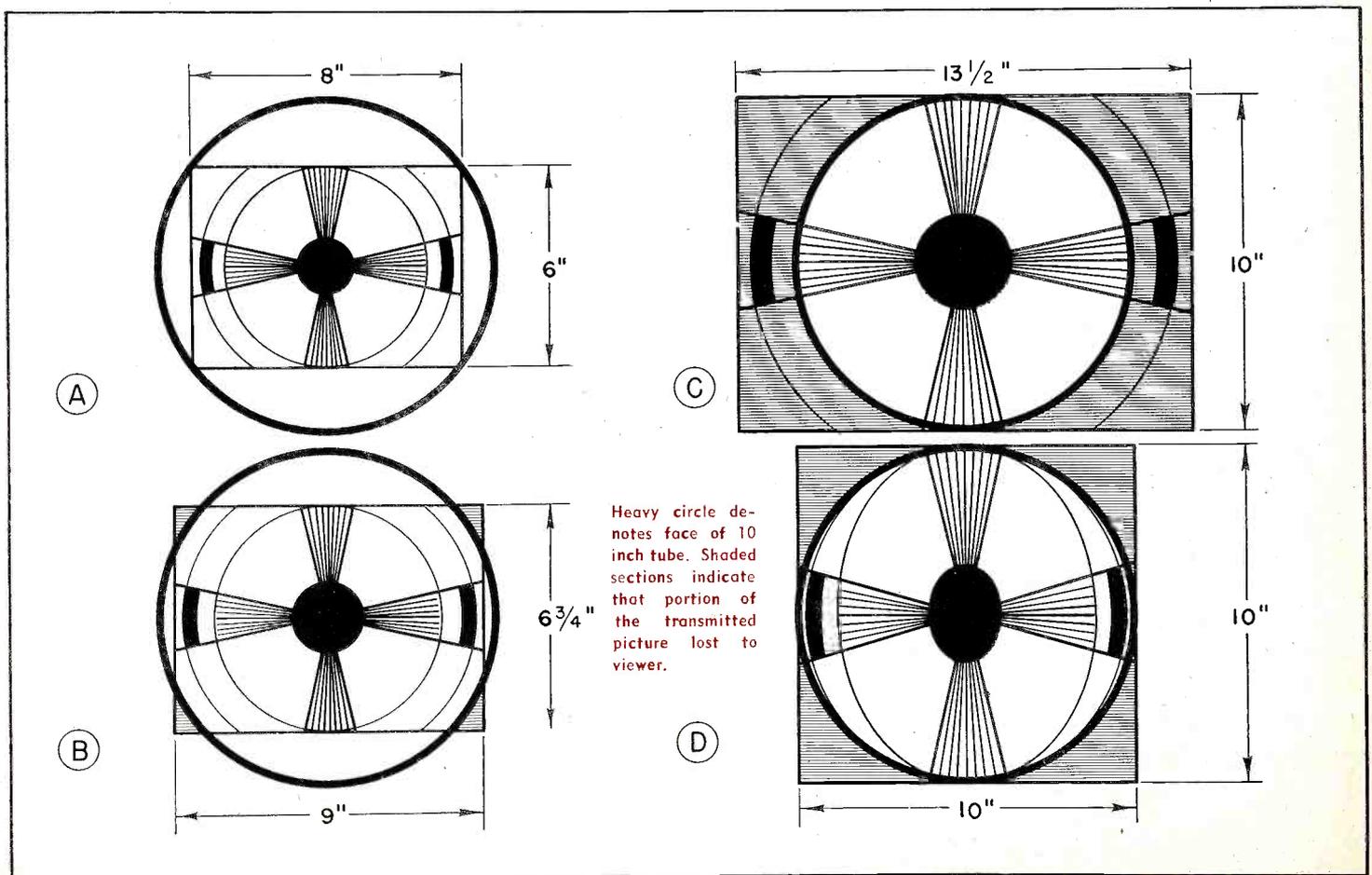
The transmitted picture is a rectangle with an aspect ratio of 3:4. That is, the height is $\frac{3}{4}$ of the width. On a direct

view set, the face of the picture tube is, to all intents and purposes, a circle. The method of inscribing a rectangle on a circle is pure geometry and, as explained in the December 1948 issue of **RADIO & TELEVISION RETAILING**, the width figures out to 80% of the tube diameter.

This gives us the picture shown in figure A. The tube is ten inches in diameter, the picture is 6x8 inches, and the area is 48 square inches. It has been found that by making the picture higher

and wider (while preserving the correct aspect ratio), one can get more picture area while losing only a bit at the corners. The mask is rounded at the corners to cover this dead area. This gives us the picture in figure B. Although the dimensions shown there are $6\frac{3}{4}$ x 9 inches, they could be smaller, or much greater. It will be seen that the greater the dimensions, the more picture area lost at the corners.

The limit of this method is shown in (Continued on page 89)



DEMONSTRATION ACROSS GENERAL ELECTRIC



IN city after city dealers and servicemen have witnessed amazing demonstrations proving the outstanding quality and superiority of G-E speakers. Many distributors have purchased these demonstration units to show dealers just what we mean when we say—General Electric Speakers are *quality* speakers.

If you have not seen these demonstrations—if you have not seen General Electric speakers operate under difficult conditions, be sure to contact your local distributor. There is a marvelous exhibition of speaker performance waiting for you.

ASK FOR THESE EYE-OPENING, EAR-CONVINCING PROOFS:

- A G-E speaker playing under water.
- A standard replacement 4" speaker taking the output of a 25-watt amplifier.
- Comparison of the frequency response of various sized speakers.
- Comparison of the sensitivity according to magnet weight.
- Hear large speaker performance in small speakers.
- See a man standing on a speaker without damaging the all-weld frame.
- Also insist upon hearing the Variable Reluctance Cartridge playing a cracked record without reproducing the click, or a worn record without excessive needle scratch.
- Ask for the high fidelity performance demonstration of the Variable Reluctance Cartridge.

For complete information on General Electric speakers, write:
General Electric Company, Electronics Park, Syracuse, New York.

You can put your confidence in—

GENERAL  **ELECTRIC**

THE NATION PROVED SPEAKER QUALITY!

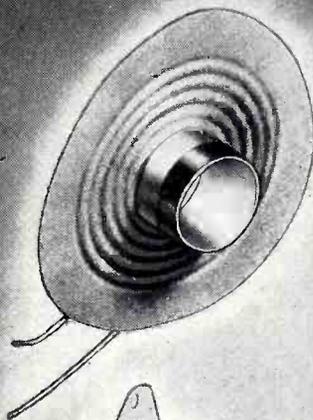
THERE IS EVERY GOOD REASON TO STOCK G-E SPEAKERS

Every G-E speaker is performance-engineered at Electronics Park.

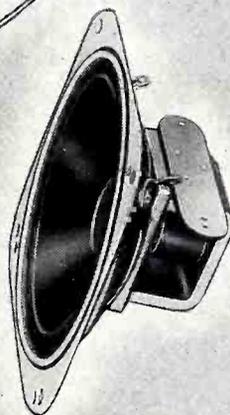
Every G-E speaker is equipped with the Aluminum Foil Base Voice Coil.

Every G-E speaker can handle plenty of power.

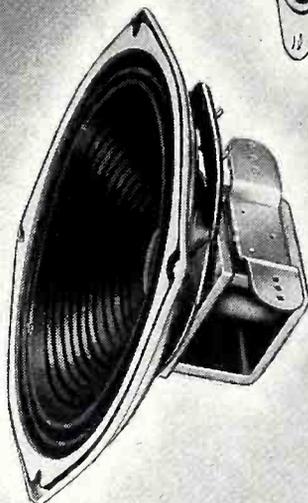
Every G-E speaker is designed to have the proper frequency response required for the job.



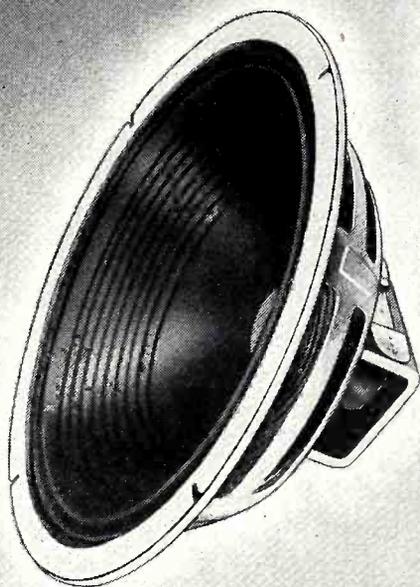
The inside story of G-E speaker superiority—the Aluminum Foil Base Voice Coil.



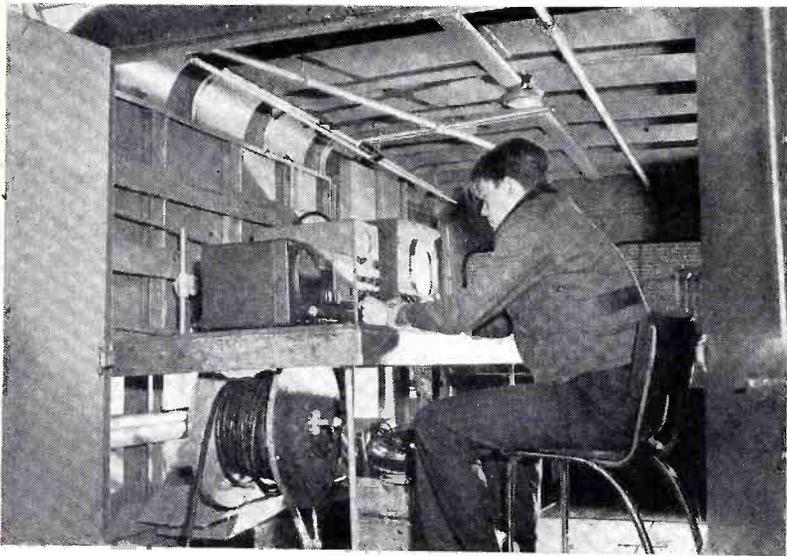
4" and 5½". For small set replacements, drive-in theaters, car radios, etc.



6" and 8". For larger set replacements, public address systems, car radios.



10" and 12". For public address systems, console radio replacement.



Large Scale TV Service

**8 Trucks, 40 Men Handle Big Volume
for Successful New York Firm**

Inside the truck: all-wave receiver, 'scope, monitor TV set, and reel of wire to feed in 110-AC from customer's home.

• The unique truck illustrated on this page, which is described as a "Television Mobile Research Unit," is but one example of the sort of forward-looking techniques employed at the Abington Television Service in Hempstead, Long Island (N. Y.) . . . techniques that have enabled them to survive the difficult first 18 months, and emerge as one of the four largest television service companies in the N. Y. metropolitan area.

Sam Barriette and Charles Wigutow started their business in 1947, when TV first started to open up, and made arrangements to handle installation and service for several manufacturers and dealers. Today they have 8 trucks, 40 in help, and handle about 100 installations a week.

They found, as have others in this business, that service calls ran high (average 5 to 6 per year per set) due to "bugs" in sets, inadequacy of antenna materials, and unfamiliarity of the customer with the new medium.

Trying to operate within the \$50-\$70 contract price meant pioneering new methods and materials, creating service notes before they were available from the manufacturer, learning to make the original installation well enough that it obviated future calls for repairs (to the antenna) and information (to the customer), and spreading the risk among as large a number of contracts as possible.

They also found it necessary to drop certain brands of sets because the number of service calls ran excessively high due to faults in manufacture, or because of lack of co-operation from the manufacturer to overcome such faults.

As a result, they feel they have arrived at the point where they handle the most reliable sets, use the best materials for their antennas, and use the most successful and economical techniques for installation and service. Operation on the overall is described as profitable, although it would not be considered so if any single contract

were taken as the basis of discussion.

The truck shown in the photos enables an installation team to quickly erect a temporary antenna at the customer's house—at any height from 25 to 63 feet, and using any type of antenna. Results can be observed in the truck on the shock-mounted TV set, while signal strength can be measured on the oscilloscope. The all-wave receiver is useful for locating sources of interference. This truck is particularly useful in near-fringe and fringe areas, where a "standard" installation does not bring in satisfactory results. The truck enables the installer to try out additional height or additional elements without a costly installation which may or may not give satisfaction.

➤ Interior section has been cranked out to a height of 50 feet.

Below: Lowering the tower into position from its resting place on the roof of the truck. Right: tower in position at a height of 25 feet.



SERVICE Tip

Though customer-diagnosis is often wrong, it pays to listen carefully to the owner's "what ails it" story—and to check it. After all, the customer has lived with the product, and should know how it "acts up." Valuable time can often be saved by investigating detailed "behavior" no matter how outlandish the story may appear to be.

Radio Parts Show Space

At the drawing, held in New York City, for preferred display space at the 1949 Radio Parts Show, the Operadio Mfg. Co., St. Charles, Ill., won first choice.

Sparton Consumer Booklet

The Sparks-Withington Co., Jackson, Mich., has prepared an attractive color brochure to attract consumers to Sparton radio and television sets. The four-color booklet shows the sets in attractive room settings, and lists specifications and features.

Push Transformer Line

Henry W. Burwell, Atlanta, Ga., and Wallace B. Swank, Syracuse, N. Y., have introduced a new line of "original equipment" television transformers for Chicago Transformer Div., Essex Wire Corp., Chicago. The new line is an addition to the other catalog series of Chicago transformers that the two men have been promoting in their respective territories.

New Hallcrafters TV Set

The Hallicrafters Co., 4401 W. Fifth Ave., Chicago, Ill., has announced the introduction of a remote control television receiver, priced to sell for \$395. Featured are a 16-inch glass and metal tube, and a control unit incorporating television chassis and power supply. A second cabinet houses the 16-inch speaker. A cable connects the two, and the picture may be controlled from as far away as 10 feet.

Andrea on TV Future

Frank A. D. Andrea, president of the Andrea Radio Corp., manufacturers of Andrea "Sharp-Focus" television sets, predicts that between 2,250,000 and 3,500,000 new sets would be available during the coming year, and that 5,000,000 television sets would be manufactured and sold during 1950.

New Meissner Catalog

Meissner Mfg. Div., Maguire Industries, Inc., Mt. Carmel, Ill., announces a new general catalog showing its complete line.

The PATTERN for '49

CATALOG 49



The Workshop line for '49 has been redesigned to produce even better pictures at lower cost. Three-element arrays, designed for specific channels and combined on a single mast for particular areas, have been pioneered by the Workshop with outstanding success — even to the point of nation-wide imitation during 1948. Again — in '49 — Workshop sets the pattern.

New Features...

1. Assembly time cut to less than 60 seconds.
2. Complete redesign guarantees fool-proof assembly.
3. Feed-point completely weatherproof.
4. New low-loss, polystyrene, solderless connector.
5. Designed for low-loss coaxial cable — provides the highest signal-to-noise ratio — eliminates weather effects.
6. New antenna mounts furnish the solution to every installation problem.



WRITE FOR THE NEW 1949 CATALOG

THE WORKSHOP ASSOCIATES, INC.

Specialists in High-Frequency Antennas

57 NEEDHAM STREET

NEWTON HIGHLANDS 61, MASSACHUSETTS

when **ALIGNMENT** is **BUILT-IN**
trouble is built out!

Philmore
TELEVISION
Pre-Aligned **KITS**

DESIGNED FOR NEW **16"** 145 SQ. IN.

Direct View Picture Tube
as well as 10"—12"—15" tubes

TUNER, VIDEO, SOUND
Channels completely wired and
Pre-Aligned by Philmore

Experience with TV receivers built from kits proves there is only one way to insure good pictures. That is by supplying a kit with the 12-channel tuner, picture I.F. and sound I.F. stages pre-assembled and pre-aligned on instruments essential for these precision operations.

The circuit used is the famous 630 TS which gives long range performance and the highest quality picture of any television set yet produced.

PROFITS BEGIN WITH THE SALE OF THE KIT

For twenty-seven years the name of Philmore has been symbolic of the best in radio. Philmore pre-aligned TV kits can be sold with complete confidence that, once assembled according to the detailed instructions furnished with it, the finished set will produce high-fidelity pictures and sound.

Jobber Inquiries Invited. For descriptive literature, write to

Philmore MANUFACTURING COMPANY, INC
Dept. RR-2 113 University Place, New York 3, N. Y.

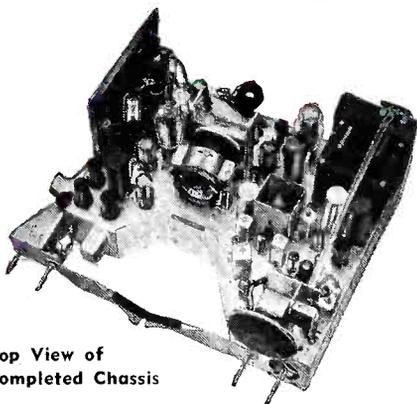
PARTIAL LIST OF DISTRIBUTORS

EAST

Fort Orange Radio Dist.
642 Broadway, Albany, New York
Wholesale Radio Parts Co., Inc.
311 West Baltimore St., Baltimore, Md.
Radio Electric Service Co.
5 No. Howard St., Baltimore 1, Md.
Radio Shaek Corp.
167 Washington St., Boston 8, Mass.
The Louis M. Herman Company
885 Boylston St., Boston 16, Mass.
The Eastern Company
630 Memorial Drive, Cambridge, Mass.
D. & H. Distributing Co.
311 S. Cameron St., Harrisburg, Pa.
Hatry & Young
203 Ann St., Hartford 3, Conn.
Davis Electronics Corp.
204 Main St., Hempstead, L. I., New York
Chanrose Distributing Co.
170-16 Jamaica Ave., Jamaica, L. I., New York
Krich-Radisco, Inc.
422 Elizabeth Ave., Newark 8, N. J.
Metropolitan Radio Electronics Corp.
17 Union Square, New York 3, N. Y.
Bruno-New York, Inc.
460 W. 34th St., New York, N. Y.
Harrison Radio Corp.
10 West Broadway, New York 7, N. Y.
Newark Electric Co., Inc.
242 West 55th St., New York 19, N. Y.
Radio Electric Service Co.
N. W. Corner 7th & Arch Sts., Philadelphia, Pa.
Raymond Rosen & Company
32nd. and Walnut Sts., Philadelphia, Pa.

SOUTH

The Yancey Company
340 West Peachtree St., N.W., Atlanta 3, Ga.



Top View of Completed Chassis

EASY TO ASSEMBLE

Among the exclusive Philmore features are the big, step-by-step schematics lithographed blueprints, and easy-to-follow, detailed assembly directions and photographs which come with every Philmore TV receiver kit. Every part is numbered and clearly identified.

Anyone handy with simple tools can readily assemble the pre-aligned Philmore Television Kit.

Another major advantage derived in purchasing a Philmore Television Kit is that a 10", 12", 15" or 16" Kinescope Tube can be used without any change in the circuit. *The 15" or 16" Kinescope Tube can be used by merely changing the bracket.*

Emerson Ad Manager



Edward Lane has been appointed as advertising manager for Emerson Radio & Phonograph Corp., New York City, it was announced by Stanley M. Abrams, sales promotion manager.

New Executive Positions

Frank G. Hoover, formerly vice-president of the Hoover Company, has been elected president of the company, succeeding his elder brother, H. W. Hoover, who has become chairman of the board.

Robert H. Taylor has been elected president of the Florence Stove Company. He has been serving as vice-president in charge of sales and as a director of the firm.

Edmund L. Clark, at one time associated with Leo J. Meyberg, Pacific Coast distributor, has been appointed Western regional manager for Presteline home appliances. His sales territory will be Washington, Oregon, California and Utah.

W. A. Bles, vice-president Avco Manufacturing Corporation and general sales manager of the Crosley division, has announced the appointment of V. C. Havens as assistant general sales manager. Mr. Havens will be in charge of advertising, sales promotion and public relations.

Edward P. Atcherley has been named northwest division manager of renewal tube sales for Sylvania Electric Products, Inc. C. W. Shaw, general sales manager, radio tube division, made the announcement. The territory to be covered by Mr. Atcherley includes Montana, Idaho, Oregon and Washington.

John F. McDaniel, manager of the refrigerator department, Hotpoint, Inc., has been elected chairman of the household refrigeration section of the National Electrical Manufacturers' Association.

John S. Garceau has been appointed to a newly-created position on the executive staff of York Corporation, York, Pa., announces John R. Hertzler, vice-president and general manager. Mr. Garceau will be responsible for direction of advertising and sales promotion programs for all divisions. J. Donald Smith, who has functioned as advertising manager for the past 4 years, will continue in that capacity. For ten years, Mr. Garceau served as manager of advertising and sales promotion for the Farnsworth Television and Radio Corporation.

Sterling Radio Supply
1602 McKinney, Houston, Texas
P. I. Burks Company
911 W. Broadway, Louisville, Kentucky

MID-WEST

Olson Radio Warehouse
73 E. Mill St., Akron, Ohio
Wedemeyer Electronic Supply Co.
213 North 4th. Ave., Ann Arbor, Michigan
Newark Electric
323 West Madison St., Chicago 6, Ill.
Lukko Sales Corp.
5024 Irving Park Rd., Chicago, Ill.
Radio & Electronic Parts Co.
519 Huron Road, Cleveland 15, Ohio
Winteradio, Inc.
1468 West 25th St., Cleveland, Ohio
Radio Electronic Supply Company
1112 W. Warren Ave., Detroit, Mich.
622 W. Baltimore Ave., Detroit 2, Michigan
Cosmopolitan Radio Company
524 Washington St., Gary, Indiana
Van Sickle Radio Company
34 West Ohio St., Indianapolis 6, Ind.
Acme Radio Supply Corp.
510 W. State St., Milwaukee 3, Wis.
Van Sickle Radio Company
1113 Pine St., St. Louis 1, Mo.

WEST

Universal Radio Supply Co.
1404 Venice Blvd., Los Angeles, Calif.
Shelley Radio Company
2008 Westward Blvd., Los Angeles, Calif.
Leo J. Meyberg Co.
2027 So. Figueroa St., Los Angeles, Calif.
Radio Products Sales Company
1214 First Ave., Seattle, Wash.

Universal Refrigerators Ready Early in April

According to B. C. Neece, vice-president Landers, Frary & Clark, New Britain, Conn., full details of the 1949 program for Universal refrigerators will be presented to the firm's major appliance distributors in the near future. The line will be comprised of two models and it is expected that deliveries will start early in April.

New Executive Positions

Paul M. Augenstein has been appointed sales manager for General Electric water heaters, it has been announced by J. R. Poteat, manager of the company's range and water heater divisions.

C. S. Craigmile has been elected president of Belden Manufacturing Company. He succeeds Whipple Jacobs, who resigned to become president of Phelps Dodge Copper Products Corp. Arthur L. Wanner, treasurer since 1936, has been elected vice-president and treasurer of Belden.

Russell W. Higgins has been named sales manager for the Eastern division of the merchandising division of The Electric Auto-Lite Company.

Name Representatives

Radio Merchandise Sales, Inc., 550 Westchester Ave., New York 55, N. Y., manufacturers of television and FM antennae, antenna boosters, glare filters, antenna mounts, magnifying lenses, lead-in standoffs and varied other TV accessories have added the following representatives: Herbert Gurian, New Haven, Conn.; Jack Goss Co., Arlington, Mass.; S. A. Shaw, New York City, Maury Farver, Buffalo, N. Y.; Albert D. Leban, Philadelphia, John P. Ludgate Assoc., Pittsburgh; Maitland K. Smith Co., Southeastern territory; Joe Clancy, Indiana and Ohio; S. Sterling Co., Detroit; Ralph M. Hill-Gordon E. Gray, Illinois & Wisconsin; George E. Anderson Co., Texas, Oklahoma, Louisiana, Arkansas, and Memphis.

W. J. (Bill) Barron



Charles C. Koch, president, Merit Coil & Transformer Corp., Chicago, has announced the appointment of W. J. (Bill) Barron, above, as general sales manager.

* FLEXTRON's Latest Development For Greater Seeing Pleasure — INDOOR TV ANTENNA

PAT. APPL. FOR

Opens Vast Field for TV Sales to Brand New Users

The handsome, new, FLEXTRON antenna is specifically designed to satisfy customers who balk at buying TV sets because of fees to landlords and high cost of installations. FLEXTRON overcomes both objections—gives fine reception and does it at an amazingly low price.

The FLEXTRON antenna completely does away with high installation costs. The set-owner can easily hook it up himself. At the same time he can be sure of excellent reception because of its complete adaptability to various wave bands.

In addition, the FLEXTRON antenna can be sold to TV owners already using outdoor antennas. When used in conjunction with the outdoor type, the new FLEXTRON makes for a clearer, stronger picture—acts as a booster and antenna stabilizer in areas where signals are weak.



Good looking, too! The FLEXTRON antenna boasts distinctive styling—gleaming aluminum rods on rich brown base. Felt bottom to prevent scratching. Precision-engineered throughout. And the FLEXTRON saves space. Only 15" high—light as a feather!

LIST PRICE

\$9.95

Slightly higher west of the Rockies

Distributors—write for circulars giving full description of complete FLEXTRON line: antennae, filters, magnifying lenses. Few choice territories for factory representatives still available in the South. Write today!



*TRADE MARK REGISTERED

FLEXTRON COUNTS — WHERE VISION TELLS

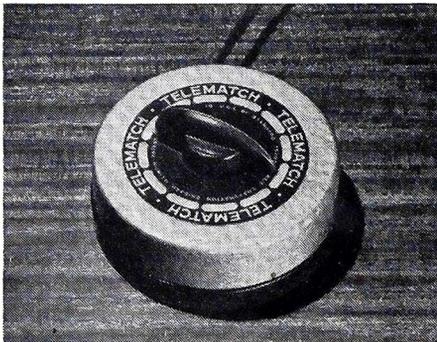
ELECTRO-STEEL PRODUCTS, INC.

112-14 N. SEVENTH ST. PHILA. 6, PA.

NEW AIDS FOR TV-FM

Stancor TELEMATCH

A new television receiver accessory, the Telematch is designed to eliminate mismatch between receiver and antenna by adjusting a stepped control to the position providing best reception. Higher defini-



tion, reduced interference, and elimination of ghosts due to standing waves on the line result from improved impedance match, the maker states. Retail price is \$9.50. Standard Transformer Corp., 3580 Elston Ave., Chicago 18, Ill.—RADIO & TELEVISION RETAILING.

RMS TV ANTENNA

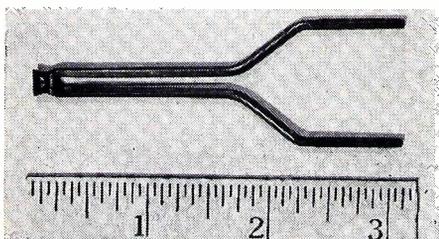
The window sill antenna is a folded dipole type, said to receive all channels, to be easily installed, and adjustable to any size window. Either horizontal or vertical positioning is possible. For more information write Radio Merchandise Sales, Inc., 550 Westchester Ave., New York 55, N. Y.—RADIO & TELEVISION RETAILING

Roger TV ATTENUATOR

RQ-36 is a fixed attenuator pad for insertion in TV transmission line at the receiver antenna terminals. Models available for 300 or 72 ohm lines, and for four fixed loss ratios from 6 to 30 db. Roger Television, Inc., 366 Madison Ave., New York 17, N. Y.—RADIO & TELEVISION RETAILING.

Weller SOLDERING TIP

Duratip, a new soldering tip for Weller guns is designed to give more heating area and increased tip life, while not overload-



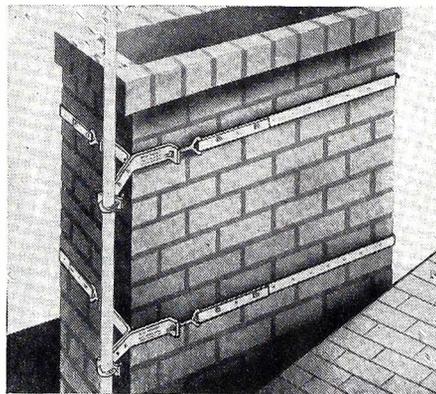
ing gun transformer. Price for two tips is 25c. Weller Mfg. Co., Easton, Penna.—RADIO & TELEVISION RETAILING.

Custom Craft TELE-TRAP

Installed between the antenna lead-in and the receiver antenna terminals, the Tele-Trap provides two adjustments which are said to afford improved pictures on TV sets. One adjustment phases the antenna to the receiver, and the other is a wave trap to eliminate FM and noise interference. List price is \$15.00. Custom Craft Mfg. Co., 256 E. 98th St., Brooklyn 12, N. Y. RADIO & TELEVISION RETAILING.

South River CHIMNEY MOUNT

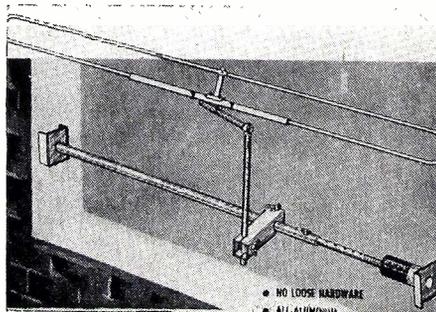
The Duomount antenna base provides for mounting a TV antenna mast on a chimney by means of two straps with clamps to hold the mast. Masts from 5/8"



to 1 1/2" o.d. can be accommodated. Maker claims no special tools necessary, no holes need be bored in chimney. List price is \$4.50. South River Metal Products Co., Inc., South River, N. J.—RADIO & TELEVISION RETAILING.

Universal WINDOW ANTENNA

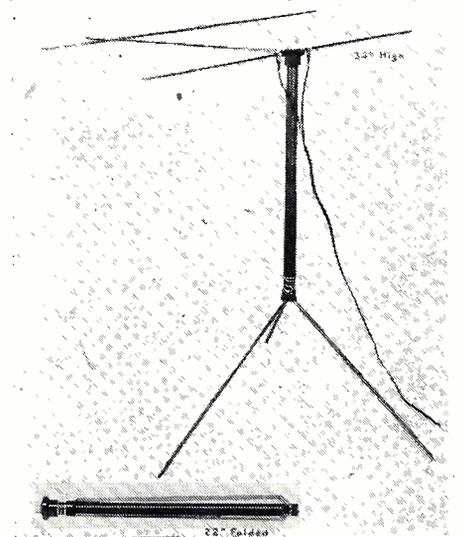
The TV Windo-Tenna is a folded dipole type especially adaptable to window mounting. Ease of installation is claimed for this antenna, which is adjustable to dif-



ferent size windows. The unit is applicable where roof installations are dangerous or not permissible. List price is \$13.50. Veri-Best Television Products, Inc., 8-10 Forrest St., Brooklyn, N. Y.—RADIO & TELEVISION RETAILING.

Colen-Gruhn TV ANTENNA

The Tuck-Away indoor antenna is collapsible, tunable to all channels, rotatable for best directivity, and is easily installed.



the maker states. Constructed of steel, aluminum and bakelite and weighing less than 3 lbs., it will retail at \$12.95. Colen-Gruhn Co., Inc., 387 Fourth Ave., New York 16, N. Y.—RADIO & TELEVISION RETAILING.

Veribest CHIMNEY MOUNT

The Universal Chimney mount will hold TV antenna masts to chimneys, and is furnished with steel straps adjustable to any size chimney. Adjustable U-bolt assembly permits use of masts of any diameter or height, the maker claims. Unit comes pre-assembled without loose hardware. Veri-Best Television Products, Inc., 8-10 Forrest St., Brooklyn, N. Y.—RADIO & TELEVISION RETAILING.

Kay MARKER GENERATOR

The new Mega-Marker, a calibrated oscillator for use in TV visual alignment, has



a frequency range of 29-39 mc. Maker claims accuracy of .25%. Key Electric Co., Pine Brook, N. J.—RADIO & TELEVISION RETAILING.

INSTALLATION & SERVICE

Ferret TV SIGNAL GENERATOR

Model 720 is a combination instrument for FM and TV alignment equipped with push buttons permitting individual or simultaneous use of crystal oscillator, internal audio oscillator, R.F. generator (unmodulated or CW), marker oscillator, or sweep genera-



tor. An additional button cuts off the B+ from the various oscillators but leaves the filament voltage on, in stand-by position. Frequency coverage is 0-260 mc, sweep range from 50 kc to 20 mc, marker variable from 19 mc to 40 mc. Coastwise Electronics Co., Inc., 130 N. Beaudry Ave., Los Angeles 12, Calif.—RADIO & TELEVISION RETAILING

Amphenol TV ANTENNA

Television array model 114-005 consists of a high band folded dipole, low band folded dipole, and single reflector, for reception over entire TV band. Kit includes mast, transmission line, and all associated hardware. American Phenolic Corp., 1830 South 54th Ave., Chicago 50, Ill.—RADIO & TELEVISION RETAILING.

Porter CUTTING TOOLS

The Handclip is available in three types: one is a sheer cutter for strap, stays and box wires, another is a wire cutter, and the third is an angle cutter for cotter pins, rods, bolts, etc. Maker claims light weight combined with strength and weatherproof qualities. H. K. Porter, Inc., Somerville 43, Mass.—RADIO & TELEVISION RETAILING

JFD WINDOW ANTENNA

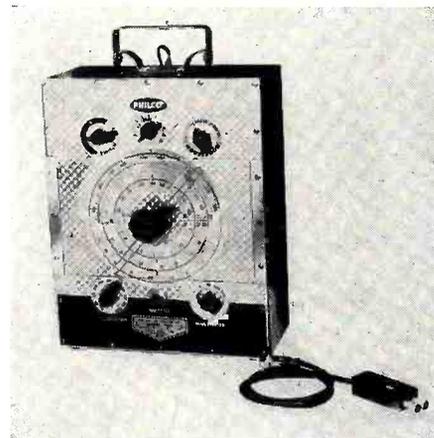
Designed for locations where no permanent installations are allowed, this TV antenna consists of dipole and reflector for which all-channel reception is claimed is collapsible, adjustable, and is installed without tools. Slotted base mount permits adjustment for position of best directivity. JFD Mfg. Co., Inc., 4117 Ft. Hamilton Pkwy, Brooklyn 19, N. Y.—RADIO & TELEVISION RETAILING.

TACO TV ANTENNA ADAPTER

The new type 444 is a high frequency adapter which is designed to be installed above the low frequency antenna, and couples directly into the existing 300 ohm line. A connecting stub is furnished, cut to the correct length and allowing enough room for independent orientation of the antenna. Technical Appliance Corp., Sherburne, N. Y.—RADIO & TELEVISION RETAILING.

Philco SIGNAL GENERATOR

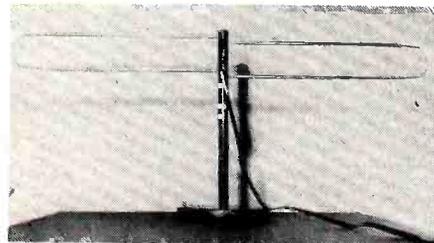
The new model 7170 AM-FM signal generator provides rf output from 100 kc to 110 mc in six bands. A beat oscillator extends the range to 170 mc for FM use.



Built in 400 cycle audio modulator is provided, while FM sweep width is adjustable from 1-500 kc. deviation either side of center frequency. Dealers' net is \$132. Philco Corp., Tioga and C streets, Philadelphia 34, Penna.—RADIO & TELEVISION RETAILING.

Speco TV ANTENNA

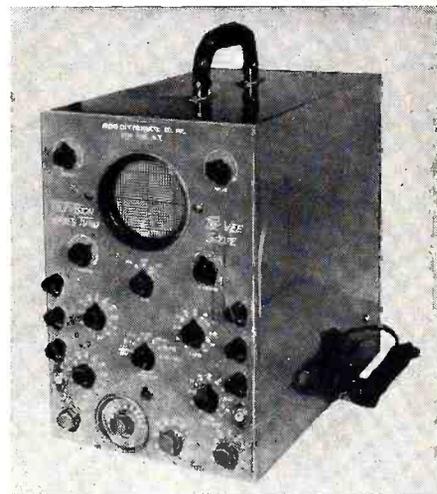
The Intenna is a folded dipole antenna mounted on a wood base for use indoors. Intennas are portable and adjustable for



different channels by means of two trombone slides. List price is \$11.95. Special Products Co., Silver Spring, Md.—RADIO & TELEVISION RETAILING

RCP TV TEST INSTRUMENT

Tee Vee 90 is a combination oscilloscope and sweep generator, either of which may be used independently. Sweep generator has a range of 4.5-30 mc, sweep width



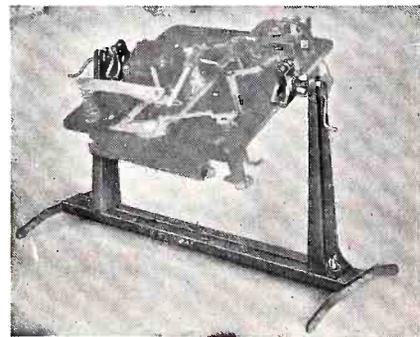
variable from 50kc. to 6 mc. Deflection sensitivity is 350 mv RMS per inch on both horizontal and vertical, the maker states. List price complete is \$127.00. Radio City Products Co., Inc., 152 W. 25th St., New York 1, N. Y.—RADIO & TELEVISION RETAILING

Ideal VACUUM CLEANER

A hand-type cleaner designed for use in stores, offices, repair and service shops, this cleaner utilizes a 1/2 h.p. motor for removing dust and dirt either by vacuum or blowing. Unit is also adaptable for spraying and drying. For more information write Ideal Industries, Inc., Sycamore, Ill.—RADIO & TELEVISION RETAILING.

Acro CHASSIS CRADLE

The new cradle is said to hold any radio, amplifier or record changer in any position. Uprights adjustable to different chassis



widths, while cradle is rotatable to angle desired. Priced at \$4.95. Acro Tool & Die Works, 4552 Broadway, Chicago 40, Ill.—RADIO & TELEVISION RETAILING.

Universal Promotions

Landers, Frary & Clark, manufacturers of Universal products, New Britain, Conn., has geared its promotion, sales and training programs to new heights, according to an announcement by Bret C. Neece, vice-president and general sales manager. In addition to increased national publicity, Universal is developing a series of key market and point of sale promotions throughout the year, specifically designed to feature individual items in the line. A number of new products are to be presented to Universal distributors and dealers at regular intervals throughout the season.

Speaking for the Home Cleaning Equipment Division, Lee Moss, sales

manager, stated that he could attribute Universal's satisfactory cleaner sales volume to aggressive types of promotion which the company has utilized throughout the year. He strongly recommended that newspaper advertising, direct mail advertising, telephone soliciting, and solicitation of the customers who come into the dealers store be utilized for more effective selling.

According to E. L. Farquharson, sales manager, Home Laundry Division, Landers, Frary & Clark, laundry equipment business will continue at a high rate if dealers actively display and promote the product by local advertising and a return to pre-war methods of selling with salesmen soliciting business. He also recommended the use of the

Lucite Demonstrator machines for dealers, and the showing of training films to salesmen.

W. J. Cashman, director of promotion, publicity and advertising, in outlining the company's advertising and promotion plans for '49 stated that 4-color advertisements are scheduled regularly for leading national magazines. The trade program slogan is "Universal's Planned Profits Program," and the campaign emphasizes the dramatic point of sale activity carefully related to national advertising programs, and point of sale dealer helps.

New Rider Books Out

"Installation and Servicing of Low Power PA Systems" is the title of a new Rider text book now available to the radio and PA servicing field. The 208 page book covers the fundamentals of sound, mikes and pickups, amplifiers, speakers, installation and servicing. The book sells for \$1.89.

The "Rider Public Address Equipment Manual" Volume 1 is a larger (2024 page) book covering the entire PA field for the past ten years. A "How it works" book is included in the price of \$18.00.

Also available is a new Rider Manual Volume 18, covering AM, FM, auto receivers and record changers up to January, 1949. The latest volume is priced at \$19.50.

For more information on these three books write John F. Rider Publisher, Inc., 480 Canal St., New York 13, N. Y.

ARSCP Jumps Gun on TV

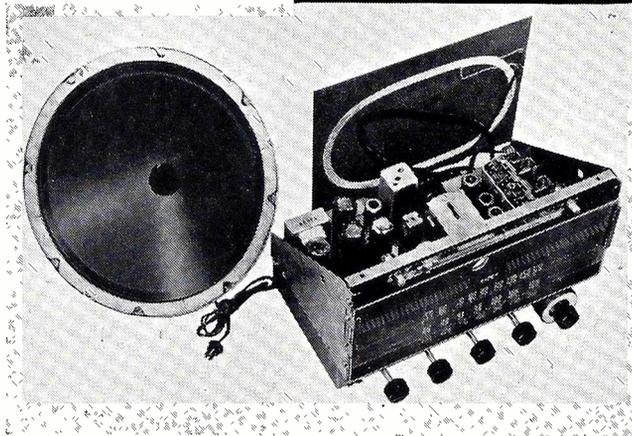
Although their area is not served by any TV station, and is not likely to be in the very near future, the Associated Radio Servicemen of Central Pennsylvania intend to be ready for it when it comes. High on a hill in Williamsport, approximately 150 miles east of Pittsburgh, and 150 west of New York and Philadelphia, they are erecting a 40 foot tower and assembling a TV workshop where members can build kits and experiment. Preliminary tests have already shown that signals can be received from New York, Philadelphia, Washington and Baltimore. It is intended to supplement this actual experience with talks and classes so that the members can actually get their teeth into the new medium before normal range reception is possible there.

Remington Rand Film

"It Must Be Somewhere!", a new, color motion picture portraying the vital importance of simplified, efficient filing methods in business, has been released by the Systems Division of Remington Rand. These films are all available through any Remington Rand branch office for free showings, with the services of an experienced operator and all necessary projection equipment.

MR. DEALER

**BUILD YOUR RADIO SALES
AROUND THIS *Quality*
CHASSIS**



**NEW
ESPEY
MODEL 511
AM - FM
Custom-Built**

This Profitable Chassis Replacement Market means increased sales to you and increased savings to over 19 million potential customers.

- Here is a fine radio, in chassis form, to please the most discriminating music lovers.
- Easy to install in any console cabinet old or new, the Espey 511 AM-FM radio chassis embodies the latest engineering refinements for lasting high quality at a price that defies competition.
- Features, 12 tubes plus rectifier and tuning indicator; drift compensated circuit for high frequency stability; tuned RF on AM and FM, high fidelity push-pull audio; 13 watts power output; wide range 12" PM speaker; smooth flywheel tuning; phono input provision separate AM and FM antennas.

Sold through your favorite parts distributor.

Write for catalogue KD3 containing complete specifications.

ESPEY Makers of fine radios since 1928.
MANUFACTURING COMPANY INC.
528 EAST 72nd STREET, NEW YORK 21, N. Y. • TEL. BUtterfield 8-2300

W. C. Johnson Promoted



The board of directors of the Admiral Corp., Chicago, has advanced W. C. Johnson to the newly-created post of vice-president in charge of sales.

Names in the News

Robert E. Burrows, well-known radio executive, has been appointed sales and advertising manager of the Meissner division of Maguire Industries, Inc., Mt. Carmel, Illinois, it has been announced by Fred Lester, general manager.

Louis G. Pacent, Jr., has been named vice-president in charge of manufacturing at Radio Speakers, Inc., Chicago, according to an announcement by Dorman D. Israel, president. Radio Speakers is a subsidiary of Emerson Radio & Phonograph Corporation.

Rudy Blank, widely acquainted veteran of 20 years in point of purchase promotions, has been named as Eastern sales promotion manager for the Magnavox Company, Frank Freimann, executive vice-president, has announced.

Edward Lublang has been appointed as sales manager for radio, television and major appliances for Times Square Stores Corporation, New York. The announcement was made by G. J. Seedman, president.

George F. Devine has been appointed assistant to the manager of sales of the Specialty Division of GE's Electronics Department, Syracuse, N. Y. G. F. Metcalf is manager of the division.

C. A. Clinton has been elected executive vice-president of Ansley Radio & Television, Inc., of Trenton, N. J., according to Bernard Fein, president.

Miss Frances E. Solow has been named director of public relations and research, a newly-created position at Emerson Radio & Phonograph Corp. Miss Solow joined Emerson in 1924, and served as advertising manager until her current appointment.

Hector A. Castellucci has been appointed general sales manager of the Wagner Recorder Mfg. Corp., New York. Plans are being formulated for a nationwide campaign directed to distributors, through whom the recorders will be merchandised. The firm, located at 292 Madison Ave., New York, is headed by Andrew D. Weinberger.

Walter H. Stellner has been named vice-president of merchandising and Elmer H. Wavering vice-president of product design, Motorola, Inc., Chicago.



Model 260 in all-bakelite roll top carrying case

There are more
Simpson 260
high sensitivity
Volt-Ohm-Milliammeters
in use today than all others
combined! Your Parts Jobber
can tell you why

SIMPSON ELECTRIC COMPANY

5200-5218 W. Kinzie St., Chicago 44, Ill. In Canada: Bach-Simpson, Ltd., London, Ont.

RANGES at 20,000 ohms per volt DC, 1000 ohms per volt AC

VOLTS: AC & DC—2.5, 10, 50, 250, 1,000, 5,000

DC CURRENT: 10, 100, 500 MA—10 AMP—100 MICRO AMP

OHMS: 0-2,000 (12 center), 0-200,000 (1200 center), 0-20 MEGOHMS (120,000 ohms center)

DECIBELS: (5 ranges) —10 to +52 DB

News of Jobbers and Sales Representatives

Sightmaster Corp., New Rochelle, N. Y., has appointed the following distributors for its TV products: *Century Motors*, 45-57 W. Main St., Sharpsburg, Pa., for western Pennsylvania, part of West Virginia, and northern Ohio; *United Distributors*, New Orleans; *Brady & Rosenberg, Inc.*, for eastern Pennsylvania and southern New Jersey, rights to only the remote control, built-in custom-type Sight MIRROR TV unit; *Parks-Grossman & Co.*, 1770 B'way, San Francisco, Cal.

Bruno-New York, Inc., announces the following changes in its executive setup: *Charles Sonfield* becomes chairman of the board; *Jerome Harris*, president

and secretary and treasurer; *Irving Sarnoff*, executive vice-president; *Gerald O. Kaye*, vice-president in charge of sales; *William M. Sheeser*, comptroller.

D. W. May Corporation, 49-53 Edison Pl., Newark, N. J., makes known the appointment of *Walter Ferry* as sales promotion manager. The May line includes *Arvin* radio, *Andrea TV*, *Speed Queen* washers, *Filter Queen* vac cleaners, *Electromaster* ranges and *Norelco* shavers.

Motorola, Inc., Chicago, announces that the *Allied Appliance Co.*, Boston, has been named distributor for all *Motorola* products.

The Rene M. Jacobs Co., Inc., 40 E.

32 St., New York, has been appointed sole distributor in the metropolitan N. Y. territory for the *Arvin* line of radios, according to information received from *Sidney H. Rogovin*, *Jacobs'* vice-president.

R. U. Lynch, Inc., Providence, R. I., has taken over distributorship of *Farnsworth Television & Radio Corporation* products in Rhode Island and portions of Connecticut and Massachusetts. Negotiations for the franchise were handled by *B. E. De Groot*, *Lynch* president, and *D. M. Allgood*, vice-president, and *W. R. McAllister*, eastern regional manager, *Farnsworth*.

The "Highest Award of the Year" for distributor-dealer merchandising has been awarded by *Mullins Mfg. Co.*, makers of *Youngstown* kitchens, to *Peirce-Phelps, Inc.*, Philadelphia and *Harrisburg* distributors. The award was made for leadership in advertising, sales promotion and dealer training, as well as for performing an outstanding job in merchandising *Youngstown* products.

The Video Corp. of America, makers of TV sets, announce the following appointments as wholesalers: *Millmar Sales Co.*, Chicago; *H. A. Gilliam Co.*, Houston, Texas; *Stan-Burn Radio Electronics*, Brooklyn, N. Y.; *Regal Radio, Inc.*, New York; *L. Zelkin*, Beverly Hills, Calif.; *Commercial Television Corp.*, Pittsburgh, Pa. The *Video Corporation* is located at 385 Flatbush Avenue Extension, Brooklyn, N. Y.

Blackstone Corporation, Jamestown, N. Y., has announced the following distributors for its laundry equipment products: *Devlin-Drew Co.*, 165 Broadway, Fresno, Calif.; *The Harry Alter Co., Inc.*, 1728 So. Michigan Ave., Chicago; *Pioneer Appliances Co., Inc.*, 1355 Market St., San Francisco.

Shuler Supply Co., 415 Dryades St., New Orleans, has been named wholesaler for radio and electronic products manufactured by *Sylvania Electric Products, Inc.*, according to an announcement by *H. H. Ranier*, manager of distributor sales.

Distribution rights for all *Tele-tone* products in southern California have been assigned to *Wood Distributing Co.*, 635 So. Kenmore Ave., Los Angeles. The California firm is headed by *Lowell Wood*. Northern California territory goes to the *Coast Radio Supply Co.*, Fresno. *Henry E. Lapkin* is the Coast firm's president.

Gold E. Distributing Company, 1905 Harbor Drive, San Diego, Calif., has been named exclusive wholesaler for *Admiral* products for Imperial and San Diego counties, announces *W. C. Johnson*, *Admiral* general sales manager. President of the *Gold E. Company* is *William Goldy*.

Will Gold Electronic Sales Corp., 304 E. 23 St., New York has been named as a sales representative in the metropolitan area for *Bud Radio, Inc.*, Cleveland, Ohio.

W. L. Clippard, Jr., president of the *Clippard Instrument Laboratory, Inc.*, announces the appointment of *Rocke, Inc.*, 13 E. 40 St., New York, as sales representative in the metropolitan area.

Naturally

the news is spreading like wildfire

THE

ANCHOR TV-PRE-AMPLIFIER

IS NOT JUST ANOTHER BOOSTER

It's a thoroughly engineered and beautifully styled product

Read this unsolicited statement by an independent service engineer

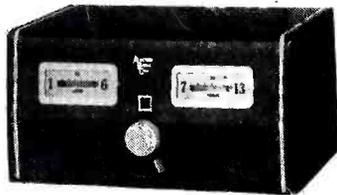
"I have found, that the Anchor TV-Pre-Amplifier has more USEABLE GAIN, with less noise amplification, than any other make of Pre-Amplifier tested."
H. O. Newell
Matton, Illinois

It Really Performs As Claimed

Where You Need a Pre-Amplifier, Install Anchor for the Best.
IT'S NEW, DIFFERENT because:

- Simultaneous iron core tuning of grid and plate circuits.
- 2½ times average gain (Voltage Ratio).
- Guaranteed coverage of low and high TV-Band.
- 4 mc minimum Bandwidth on all channels.
- Impedance matching to receiver.

List Price
\$35.00



We are also happy to announce, that our Indoor Antenna

THE SUPER-TENA is now available

Better match—Clearer, brighter pictures WITH THE SUPER-TENA over counter sales now possible



List Price
\$8.95

EFFICIENT
COMPACT

COMPARE THESE OUTSTANDING FEATURES

- The Super-Tena is adjustable from position illustrated to a length of 48 inches.
- It is high gain folded Dipole—300 ohm match on any TV-frequency.
- Unique in design—beautifully styled, will not overbalance in any position.
- Fits on top of Pre-Amplifier, Receiver or nearby objects—Base removable for wall mounting.

HERE ARE TWO SURE-FIRE ITEMS TO INCREASE TELEVISION SALES AVAILABLE AT LEADING JOBBERS. IF YOUR JOBBER CANNOT SUPPLY YOU, WRITE US FOR NEAREST JOBBER



ANCHOR
RADIO CORP.
2215 S. St. Louis Ave.
Chicago 23, Ill.

Named by Stewart-Warner



Edward L. Taylor has been appointed general sales manager of Stewart-Warner radio and television products, it was announced by Sam Insull, Jr., vice-president in charge of Stewart-Warner Electric, a division of the company. Taylor for the past three years has been vice-president of sales of Camfield Mfg. Co. He also was a sales executive of Schick, Inc., advertising manager of Toastmaster Products Div. of McGraw Electric Co., and sales promotion manager of Chicago branch of Thor Corp.

News of Jobbers and Reps

Arthur E. Akeroyd, 419 Commonwealth Ave., Boston, has been appointed sales representative for Raytheon tubes in the New England area, announces **F. E. Anderson**, Raytheon distributor tube sales manager.

C. Phillip Galloway, sales manager of the L. S. Brach Mfg. Corp., Newark, N. J., announces the appointment of the following reps for the Brach FM and TV antennas: **E. W. Oszman**, Minneapolis; **J. J. McBride Sales Co.**, Chicago; **J. A. McCaffery**, Detroit; **Joseph Clancy**, Fort Wayne, Ind.; **Winfield-Pressinger Associates**, Washington, D.C.

Paul Brady & Associates, Minneapolis, with offices at 84 So. 10 St., have been appointed manufacturers representatives for **Air King Products Co., Inc.**, Brooklyn, N. Y., according to **Roland D. Payne**, sales manager. The Brady firm will introduce Air King's new line of radios, recorders and TV receivers in a large territory.

Names in the News

Bernard Kerner has been appointed assistant advertising manager of **Tele-tone Radio Corp.**, New York, according to **S. W. Gross**, president of the company.

Stanley A. Morrow is the new advertising and sales promotion manager of the **Farnsworth Television & Radio Corporation**.

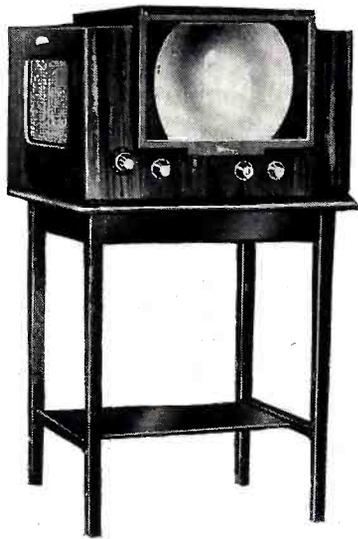
Lou Arata has been named as field promotion director by **Snyder Manufacturing Co.**, Philadelphia. The firm manufactures TV antennas.

Louis J. Pokrass has been elected chairman of the board of **Tele-King Corp.**, N. Y. The appointment of **H. Roy Penzell** as president has also been announced.

Joseph H. Moss, Jr., has been named as district manager of receiver sales in the Chicago territory for the **Allen B. Du Mont Laboratories, Inc.** His headquarters will be at 919 No. Michigan Avenue, Chicago.

TRANSVISION

PRESENTS
THE NEW



MODEL 12CL TV-FM KIT

Brings the biggest and best in television within the reach of everyone.

GIGANTIC VALUE!

OVER

200

SQ. IN. PICTURE
VISIBLE from ALL ANGLES
With FM RADIO

(De Luxe Continuous TV-FM Inputuner)

(Picture much bigger than a tabloid newspaper page.)
IMAGE IS EQUAL to that of a 20" tube—even sharper and clearer—and it is visible from all angles

MODEL 12CL TV-FM KIT

- Features 12½" tube with fitted All-Angle Lens, giving over 200 sq. inch picture which is visible from anyplace in a room.
- De Luxe Continuous TV-FM Inputuner gives ideal long-range reception with CONTINUOUS TUNING on ALL CHANNELS.
- COMPLETE with Cabinet, lens, Roto-Table, Antenna, Lead-in Wire.
- A BIG PROFIT-MAKER for service dealers. This kit is TOPS—ideal for homes, clubs, taverns, and other commercial installations.

EASY TO ASSEMBLE . . .

No Technical Knowledge Required

Transvision's simple step-by-step Instruction Sheet makes assembling a TV Kit a pleasure. Each kit comes complete with all-channel double-folded dipole antenna and 60 ft. of lead-in wire. *Nothing else to buy!*

TRANSVISION ALL-CHANNEL TELEVISION BOOSTER

To assure television reception in weak signal areas, or areas which are out of range of certain broadcast stations, Transvision engineers have designed this new booster. It increases signal strength on all television channels. **Tunes all television channels continuously.** Can be used with any type of television receiver. Unusually high gain in upper television channels.

Model B-1 LIST \$44.95

TRANSVISION COMPLETE LINE OF TELEVISION COMPONENTS

Essential units for building a quality television set . . . Transvision makes available a complete line of high quality parts competitively priced. Included in this line are **Filter Chokes**, all types of **Transformers**, **Focus Coils**, **Deflection Yokes**, **Coils**—and, of course, major units such as **Picture Tubes**, **Antennas**, **Lenses**, etc., etc.

WRITE FOR COMPONENTS FOLDER P-1

RADIOMEN . . . You Can Get Into the
TELEVISION BUSINESS
IN A BIG WAY WITH THE
TRANSVISION DEALER PLAN
Write for Dealer Folder D-1

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

\$399⁰⁰

NET

Includes Kit, Cabinet, Lens, Table, Antenna and 60 Ft. of Lead-In Wire

EQUIVALENT OF \$1000.00 SETS!

Price of the new 12CL electromagnetic kit includes these outstanding features:

- 12½" picture tube with special fitted All-Angle Lens and color kit.
 - Beautiful select-grain cabinet and roto-table.
 - De Luxe Continuous TV-FM Inputuner.
 - New all-channel hi-gain antenna and 60 feet of lead-in wire.
- Nothing else to buy.

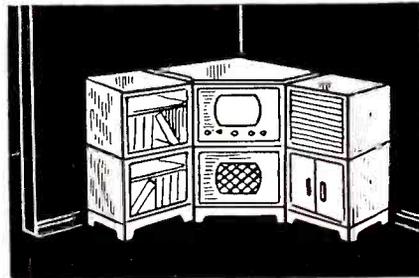
TRANSVISION REMOTE CONTROL UNIT KIT

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. Easy to assemble in about an hour.

Model TRCU, with 25 feet of cable . . . Net \$69.00
Without cabinet Net \$65.00

ASSEMBLE Your Own CABINETS

Transvision's "MODULAR" Cabinets come in knock-down, unpainted units, offering an unlimited range of combinations, including even a bar. Finish them off to suit your taste.



Corner piece, shown above, has room for TV, Phono, Record Storage, and open Book Case.
COMPLETE Net \$84.00

For other units and prices, write for "Modular" Catalog.

SELF-SUPPORTING Easy-Up

TOWER FOR TV ANTENNA

60 ft.

50'

40'

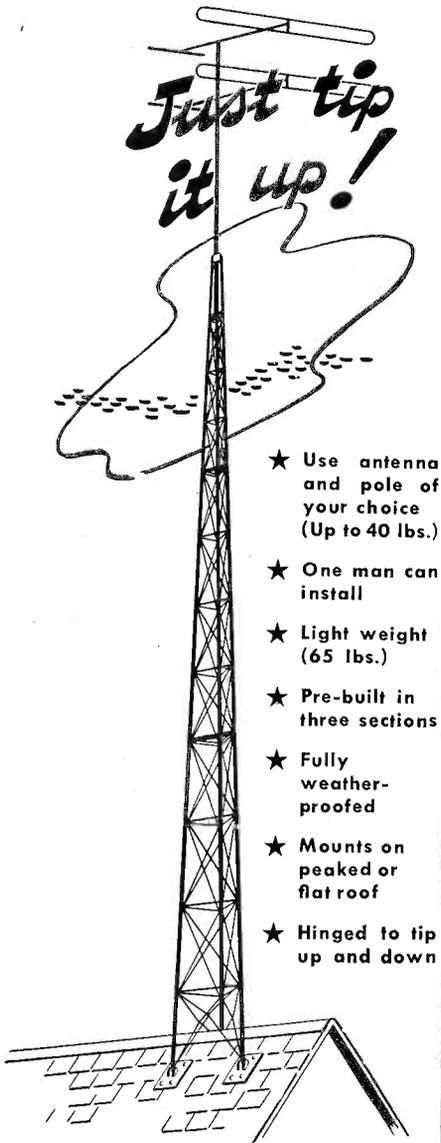
30'

20'

10'

0

*Just tip
it up!*



- ★ Use antenna and pole of your choice (Up to 40 lbs.)
- ★ One man can install
- ★ Light weight (65 lbs.)
- ★ Pre-built in three sections
- ★ Fully weather-proofed
- ★ Mounts on peaked or flat roof
- ★ Hinged to tip up and down

Easy-Up tower gives you a quick, trouble-free way to obtain adequate height for your TV antenna. The new Model 200 is an improved triangular-type tower, generously cross-braced for extra strength. Assembled in 9 minutes at site of installation. No more struggling with pipe-masts with their maze of guy-wires. Pays for itself in time and trouble saved. Extra heavy duty square-type tower available.

Sold Through Jobbers Only

Write for full details

Easy-Up Tower Co.
3800 Kinzie Ave.
Racine, Wis.

New Service Products

Astatic PICKUPS

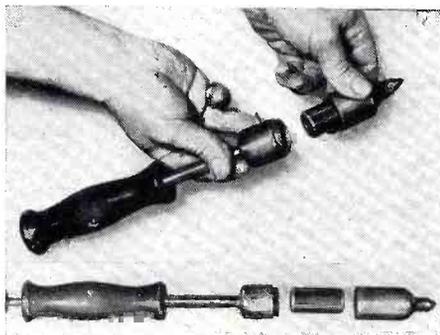
A complete line of new phono playing arms and cartridges for use with the long playing records has been announced. The line includes equipment for playing only microgroove records, for playing both microgroove and standard records by means



of interchangeable "slip-in" cartridges, and many special models for professional and broadcasting use which provide for 78RPM discs, LP discs, and 33 $\frac{1}{3}$ RPM transcriptions. The slip-in cartridge is illustrated. For more information write the Astatic Corp., Harbor & Jackson Sts., Connecticut, Ohio.—RADIO & TELEVISION RETAILING

Kemode SOLDERING IRON

The Quik-Shot soldering iron provides heat by chemical means without any electrical connection or electric heating element and is especially adaptable for outdoor work where no outlet is available. A cart-



ridge inserted in the tip heats to working temperature in 5 seconds and maintains heat for 6-10 minutes. Iron with four cartridges lists at \$5.95, additional cartridges are 4 for 49c. Kemode Mfg. Co., 161 West 18th St., New York 11, N. Y.—RADIO & TELEVISION RETAILING.

International RECTIFIERS

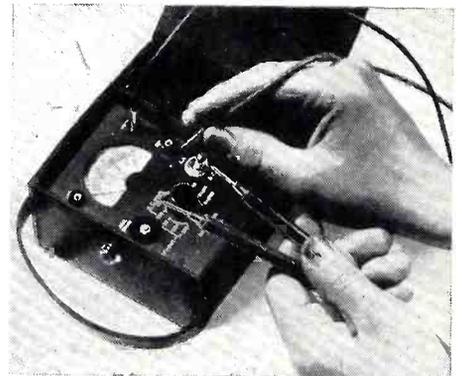
A new line of selenium rectifiers is now available covering the range from 2 volts and 150 ma. to 5000 volts and 10,000 amperes, with sizes ranging from 1 $\frac{1}{4}$ x1 $\frac{1}{4}$ inches to 6 $\frac{1}{4}$ x7 $\frac{1}{4}$ inches. High efficiency and inverse voltage ratings are claimed. For more information write International Rectifier Corp., 6809 South Victoria Ave., Los Angeles 43, California—RADIO & TELEVISION RETAILING.

Tel-A-Ray ANTENNAS

Antennas for TV, FM and hams include straight and folded dipoles, as well as high-gain types with multi-section folded dipole plus directors and reflector. For folder of illustrations and prices, write Tel-A-Ray Mfg. Co., 20800 St. Clair Ave., Cleveland 23, Ohio—RADIO & TELEVISION RETAILING.

International MULTITESTER

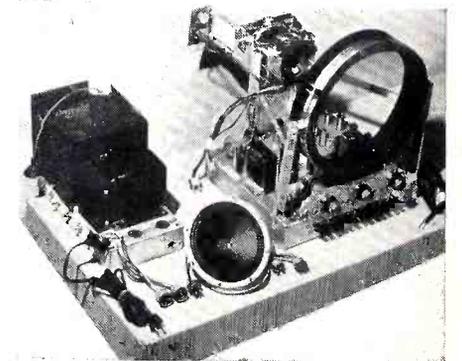
The miniature multitester measures 4 $\frac{1}{4}$ x3x1 $\frac{1}{2}$ inches and weighs 12 ounces; reads AC and DC voltages to 300 volts in 3



ranges at 10,000 ohms/volt, resistance to 2 megohms in 3 ranges. International Instruments, Inc., 311 East St., New Haven 11, Conn.—RADIO & TELEVISION RETAILING.

Hallicrafters TV CHASSIS

Model T-64 is priced to sell at \$169.95 complete with speaker and all tubes, less 10" picture tube, and is available for custom installations. Adaptation for 12" tube is possible by addition of higher



mounting bracket. The set comes in two chassis', the TV receiver plus the high and low voltage power supply, and includes 19 tubes and 3 rectifiers. The familiar Hallicrafters push-button tuning is employed. The Hallicrafters Co., 4401 W. Fifth Ave., Chicago, Illinois.—RADIO & TELEVISION RETAILING.

Magnavox TV Service

The first company-conducted school designed to insure proper servicing of its television units was conducted by The Magnavox Company, at its Ft. Wayne, Ind. headquarters, throughout January and will continue this month, Ray J. Yeranke, Magnavox service manager, announced.

Five-day classes with 25 men in each class are conducted by John F. Bigelow, Magnavox service training director, with assistance from the company's television and radio engineering departments.

New Sylvania Lamp

Garlan Morse, lamp merchandising manager, Sylvania Electric Co., New York City, has announced that the newly-revised T17 fluorescent lamp (two-and-one-eighth inches in diameter) consumes only 85 watts of energy when operated with standard 100-watt ballasts and auxiliaries. These lamps are interchangeable with 100-watt lamps in all 100-watt fixtures.

Philco Dealer Help

A television service sign has been made available by Philco Corp. to dealers and servicemen. The sign is four feet long by two feet wide and is finished in yellow and blue enamel. Space is provided at bottom for name of firm so that the sign can be displayed at some point away from the store.

Bell Pittsburgh Branch

Martin Sugar, president, Bell Television, Inc., 147 W. 42 St., has announced the opening of a Pittsburgh branch located in the Highland Building, Pittsburgh, under the management of Carl B. Christiano and Robert E. Starr.

Vidcraft TV Plans

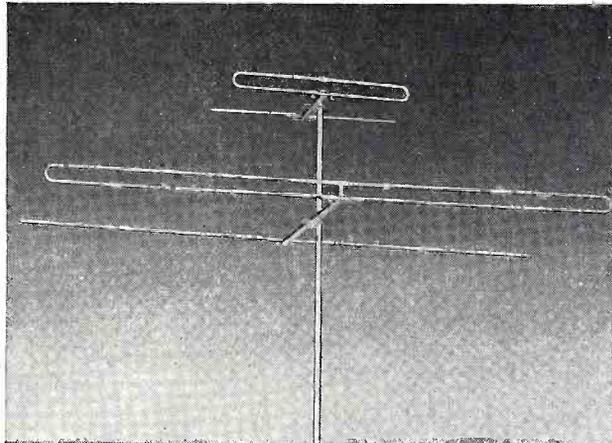
Vidcraft Television Corp., 780 E. 127 St., New York City, manufacturers of television receivers have announced production plans for both commercial and home type television receivers. The "Raymond" a 10-inch table model, listing at \$299.00, and the "Stewart," which offers a 130-square inch screen and is priced at \$365.00, are currently being delivered in New York and New Jersey.

A projection receiver, the "Vision master," designed for commercial use is also available.

Expands Facilities

The House of Television, television accessories manufacturer, is expanding to larger facilities at the Starrett-Lehigh Bldg., New York City. Facilities at the new factory included special elevators which bring large trucks directly to the plant; the main floor is a railroad freight yard. The plant occupies 14,000 sq. ft.

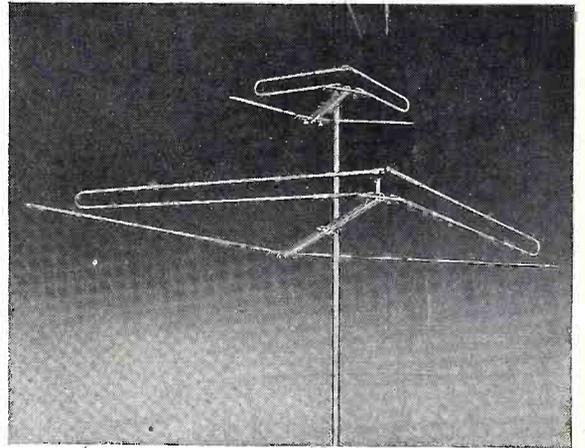
and NOW... the INSTAN-TENNA!



A SMART, RAPID-ASSEMBLY IDEA. Comes FOLDED... A SMALL, COMPACT Unit. INSTANTLY unfolds into a COMPLETE, ALL-CHANNEL Antenna. Makes any array for both Low and High Frequency reception.

EASILY Handled • EASILY Stored • SAVES Time • SAVES Space • EASILY Transported.

Equipped with the famous UNIVERSAL U-Bolt and Aluminum Block assembly. Attains full 360° orientation. Sold with 6 foot aluminum mast, ST Alloy. Larger masts available.



The INSTAN-TENNA half unfolded to show ease with which antenna can be assembled and indicating that all parts are attached.

NO LOOSE HARDWARE • NO SPECIAL TOOLS • NO DRILLING

• INSTANT ASSEMBLY • ALL HARDWARE CADMIUM PLATED

DISTRIBUTORS INVITED... Write TODAY for prices and literature.

VERI-BEST TELEVISION PRODUCTS, INC.
8-10 FORREST STREET • BROOKLYN, N. Y.



FM-AM SIGNAL GENERATOR

HICKOK Crystal Controlled

High FM output.
• FM frequencies to 160 MC. • Two sweep frequencies — 30KC and 50MC. • Self-contained decibel meter. • Audio frequencies 0 to 15,000 cycles. Plus many other features.

Mail this ad for literature and free copy of our regular 50c Service Instruction Manual.

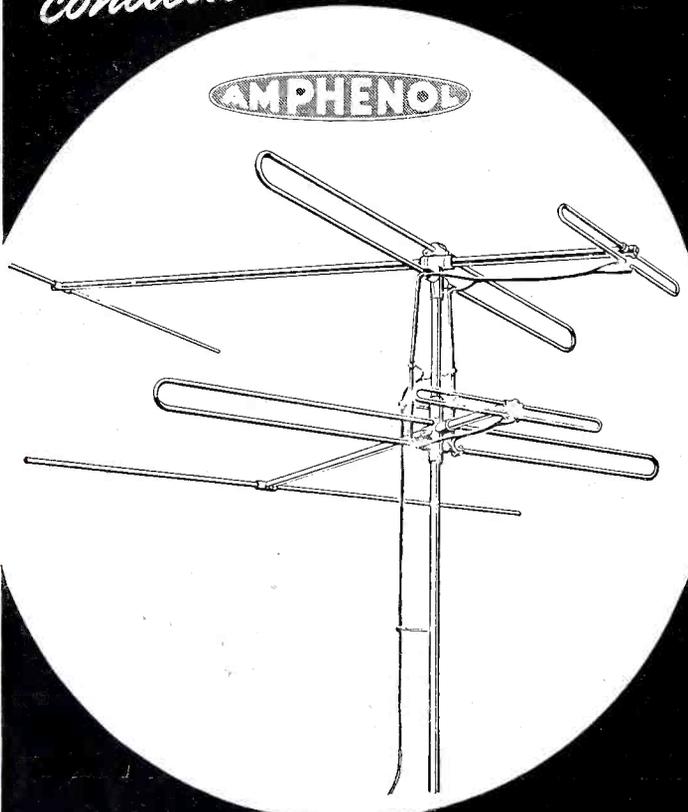
THE HICKOK ELECTRICAL INSTRUMENT CO.

10923 Dupont Avenue • Cleveland 8, Ohio

Ask For Model 288X

ORIENT

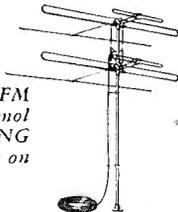
adapt STACKING to the conditions of the area...



ORIENT TWO CHANNELS IN TWO DIRECTIONS

The usual objective of Antenna Stacking is for the purpose of acquiring db gain. With Amphenol's 114-302 Stacked Array there is a plus value, another adaptation, one which is very important with wide separation of TV station groups. Both the upper and lower bays provide all-channel reception and each bay may be individually oriented. Top performance on all channels from two separate directions may be realized when the bays are stacked for orientation. In the smaller illustration lower right, observe the same array stacked for db gain on all channels. Amphenol Antennas offer many plus values in being perfected electrically and mechanically in every detail.

To keep posted on all that's new in TV and FM Antennas, be sure your name is on the Amphenol list to receive the monthly issue of ENGINEERING NEWS. Current issue contains timely information on these subjects—yours for the asking.



AMPHENOL

AMERICAN PHENOLIC CORPORATION
1830 SO. 54TH AVENUE • CHICAGO 50, ILLINOIS

OPERATE RADIO RECEIVERS FROM SINGLE BATTERY?



Electro

ELECTRICAL AND RADIO EQUIPMENT

It's Easy with this
SYNCHRO POWER UNIT..

The Model "Q" Synchro power provides A and B voltages from a 6-volt battery with only 1/8 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, 1.5 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

NEW!

VUE-SCOPE

TELEVISION
MAGNIFYING LENS

with
**SENSATIONAL
3-WAY
MOUNTING
BRACKET**

★ Practically invisible, this new Mounting Bracket fits only 7" - 10" table model or console set. Two small screws behind the set do everything!

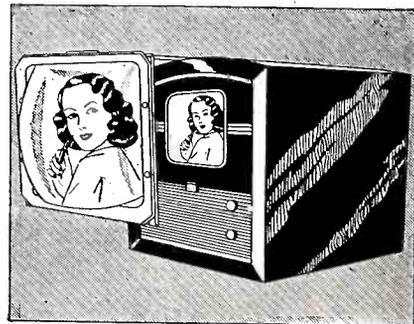
★ The self-leveling VUE-SCOPE cannot sway. Three easy adjustments assure perfect focus and alignment in all positions.

★ With this new light-weight Mounting Bracket the VUE-SCOPE will fit even a rounded-top set!

★ No unsightly bottom legs or braces.

only
\$29.95

Slightly higher West of the Mississippi



Everyone knows the advantage of "blowing up" that television screen with a VUE-SCOPE! Now it's easier than ever—because VUE-SCOPE offers an amazing new Mounting Bracket. It's the last word in television luxury!

Distributors and Dealers: For further information write to Dept. TR, **CELOMAT CORPORATION**
521 WEST 23rd STREET, NEW YORK 11, N. Y.

Refrigerator Market Good

Lee H. D. Baker, vice-president in charge of Appliance Div., Admiral Corp., Chicago, in a statement on the "refrigerator picture for 1949," said that "We have not even begun to saturate the refrigerator market." . . . Some people in the appliance industry foresee an impending high mortality rate among the nation's appliance dealers whose numbers have tripled pre-war figures of 25,000 outlets. This coming year should not see much of a mortality rate among dealers of higher priced appliances, but when such a peak is reached there might be dumping, price-cutting and chiseling."

"We, at Admiral, not only for the coming year, but for the next five years, look for a stable ever-increasing demand for Admiral's Dual-Temp refrigerator," Mr. Baker concluded.

Sams Aids TV Technicians

Al Saunders has been delivering lectures on practical television service and installation practices in cities across the United States on a tour under the sponsorship of Howard W. Sams & Co., Inc., Indianapolis. Registration at the 27 meetings have been over 10,000 radio service technicians, engineers and dealers.

Rauland "Giant" TV Tube

The Rauland Corporation, tube manufacturing subsidiary of Zenith Radio Corporation, has begun mass production of a new, giant sized picture tube for use in the Zenith television models that feature the Giant Circle "C" Screen.

Commander E. F. McDonald, Jr., Zenith president, said that the picture area of these sets is more than three times the size of a conventional picture on a 10-inch tube, and substantially larger than the "A" and "B" screens used on other Zenith models.

Walco Display-Sales Unit

The E. L. Courmand Co., manufacturers of Walco Tele-Vue Lens has manufactured a new merchandiser display board to aid dealers in "on the floor demonstration." The display board will enable the sales force in radio stores to show a complete lens line, all on one unit.

T.A.C. Projection TV Manual Available

A manual describing Television Assembly Co.'s projection model P-520 has been prepared by John F. Rider in collaboration with the manufacturer. The book contains 93 printed pages, plus schematic diagrams, and covers all details in the assembly and servicing of this set. The manual is furnished free with the set but is also available independently at \$2.50 per copy from Television Assembly Co., 540 Bushwick Ave., Brooklyn 6, N. Y.



The NEW

LYRIC SOUND LINE!

Quality Designed — Priced to Sell in the Big Volume Sound Market

There's a new standard for competitive value in the P. A. field! It's the new LYRIC line of Amplifiers and complete P. A. Systems, designed and built by Rauland. Here's an unbeatable combination of famous Rauland quality and sales-acceptance, coupled with low, competitive price. The LYRIC P. A. line offers you every selling advantage: advanced design; more watts per dollar; superior tonal fidelity; flexible application; complete dependability; smart looks. Step out ahead in big-volume P. A. sales with LYRIC—the new COMPETITIVE VALUE in Sound. Ask for full details on the complete LYRIC Sound Line today!

Companion Line to the famous DeLuxe RAULAND 1800 SERIES

RAULAND DeLuxe 1800 Series Sound Systems and Amplifiers are designed and built for users who demand the finest in Electronic Sound. Available in range of 14 to 60 watts output; packed with versatile features; outstanding for tonal fidelity and enduring serviceability. Get the details covering the RAULAND DeLuxe 1800 Series Sound Line.

See your RAULAND Distributor for full information on the new LYRIC Sound Line. You'll meet any P. A. competition with LYRIC—the line that combines quality performance with low price for unbeatable value.

Electroneering is our business

SOUND
TELEVISION

INTER-
COMMUNICATION

THE RAULAND CORP. • 4247 N. KNOX AVE. • CHICAGO 41, ILL.

BOWERS Television Booster

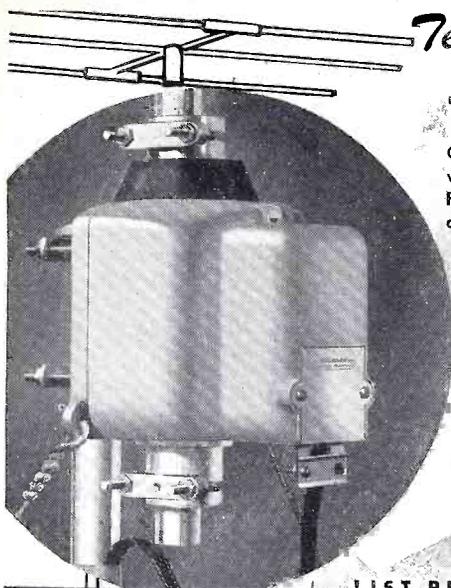
Designed for Unexcelled
PERFORMANCE!
Priced to Sell
PROFITABLY!

Model TB-213 (illustrated)
Channels 2 to 13—
List Price \$30.00

Model TB-26
Channels 2 to 6—
List Price \$21.75

**DISTRIBUTOR and DEALER
TERRITORIES OPEN**

BOWERS BATTERY & SPARK PLUG CO.
TELEVISION RECEIVERS READING, PA. TELEVISION BOOSTERS



Television is "Tops"

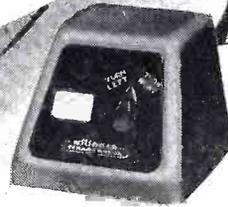
WITH

TENNA · ROTOR

Operates in any weather. Fits most types of antenna.

GETS STRONGER SIGNALS

ROTATES TV AND FM ANTENNA



CONTROL BOX

Size of box 5" x 5"
Ship. wt. complete—12 lbs.

LIST PRICE \$39.95

alliance
TENNA · ROTOR

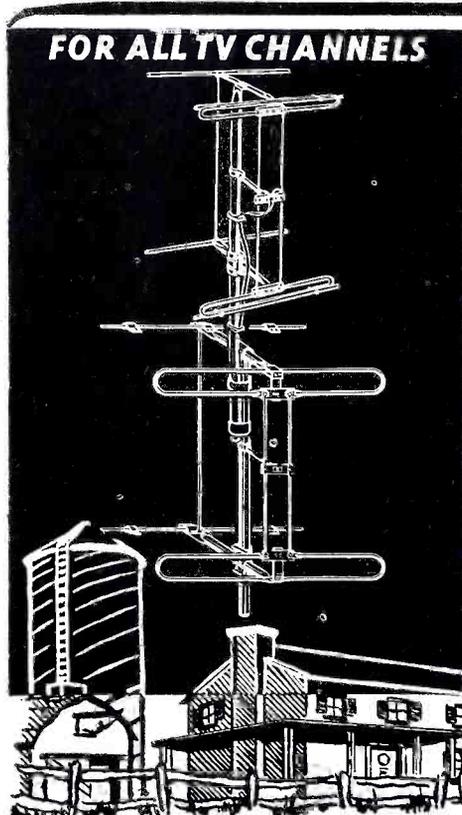
Model
AYR
Size of rotor unit
7 3/4" x 5 1/4" x 8"

Alliance Tenna-Rotor is an electric antenna rotator. It assures correct antenna "beaming"—gives positive control of antenna rotation to select the exact position for "peaked" reception! Tenna-Rotor is quick and easy to install—the electric powered rotor unit resists corrosion—is enclosed in a split zinc, die-cast housing, and is operated from a plastic control box which plugs into any 110 volt, 60-cycle house circuit. A 3-position switch rotates antenna clockwise or counter clockwise and stops it at the right point. Four-conductor interconnecting cable from rotor to control box is made available at 5 1/2¢ per foot. TV and FM dealers, service men and users, will find that the Alliance Tenna-Rotor simplifies and improves new and existing installations! Amateurs can use it for transmitting and receiving. Takes maximum O. D. centerpost of 1 3/8".

Write for catalog sheet and illustrated folder.

alliance motors

ALLIANCE MANUFACTURING COMPANY • ALLIANCE, OHIO
Export Department; 401 Broadway, New York, N. Y., U. S. A.



STACKED HIGH-GAIN ARRAYS

• For weak TV signal areas, insure your reputation by installing a TACO high-gain job to give that customer more watching pleasure. • Type 444 High-Frequency Adapter (upper unit) handles Channels 7-13. All-aluminum; 5' mast; matching network; hardware. • Type 495 Stacked Low-Frequency Antenna (lower unit) provides 3 1/2 times gain of single dipole. All-aluminum; 15' mast; hardware. May be ordered tuned to any particular channel.

Ask our jobber to show you these TACO kits. Catalog on request.

TACO

RADIO & ELECTRONIC EQUIPMENT
TECHNICAL APPLIANCE CORP.
SHERBURNE, N. Y.

IN CANADA: STROMBERG-CARLSON CO., LTD., TORONTO 4, ONT.

Hytron Contest Winner



First prize in the October Hytron Servicemen's Contest was won by Charles A. Hurray, Jr., 529 Taylor Ave., Avalon, Pittsburgh, Pa. On hand for the ceremony were: l. to r.: Jack Ludgate, Hytron Representative who awarded the prize; Al Bauer, manager of the John Marshall Co., Hytron jobber; and the prize winner, Mr. Hurray.

Gibson Expansion Program

Charles J. Gibson, president, Gibson Refrigerator Co., Greenville, Mich., has announced a \$60,000,000 program for the company's plants for 1949. The program calls for more than half a million refrigerators, ranges and home freezers to be produced by Gibson. To meet the demand a \$10,000,000 factory expansion project is practically completed at the various plants.

Mr. Gibson, in reporting a successful sales year in the company's regular annual statement expressed his appreciation of the cooperation of Gibson personnel and of the communities in which his plants operate. "Our total sales for the year, which amounted to \$47,659,023.33, are the result of this continual cooperation," Mr. Gibson said.

The company has issued a helpful dealer folder instructing store owners how to make their own ads out of proofs of national Gibson ads, and how to best utilize other ad material furnished to them by Gibson.

Signed by RCA Victor

James W. Murray, vice-president in charge of RCA Victor record activities, has announced the signing of Fran Warren, sultry songstress, to an exclusive RCA Victor recording contract.

Dealer Wins Philco Prize

Aaron Scharff, president and general manager of Lowenstein's, won a new Philco model 1240 television receiver from John L. McDonald, vice-president and sales manager of McDonald Brothers, as his award for doing an outstanding promotional job on Philco television campaign during the "T" Day celebration in the Memphis area.

Tempo Declares Dividend

Col. Irving B. Fogel, president Tempo Record Co. of America, Los Angeles, has announced that a dividend of \$7.50 per share was voted to all the stockholders.

RCA Victor's New Records

From a statement prepared especially for RADIO & TELEVISION RETAILING by James W. Murray, vice-president in charge of RCA Victor Records.

RCA Victor's major objectives in the development of its new system . . . were the elimination of distortion and surface noise for the first time in a popularly priced system, and the elimination of mechanical difficulties, noise, slow action, and record damage presented by earlier types of changers.

When RCA Victor started its development of the new system more than ten years ago, its first objective was the design of a record-changing mechanism that would overcome all of the difficulties encountered in conventional systems. This was ultimately achieved by perfecting a changer with a simple drop mechanism which could be housed inside a spindle slightly less than 1½ inches in diameter at the center of the turntable.

This necessitated the designing of a record with a 1½ inch center hole, and with surface contours suited to the new changer mechanism. To provide a small air space between the edges of the center holes, allowing for insertion of the record-changer blades without touching the edges, a raised shoulder in the label area was incorporated in the design. . . .

Since an entirely new type of record was needed, it was decided to design the best record that technical skill could create . . . entirely free of discernible distortion, with an absolute minimum of surface noise, in a size and form offering maximum convenience. . . .

One factor which was predetermined was the playing time of slightly more than five minutes, which commercial research has shown to be the maximum compatible with public demand. . . .

The slower the revolving speed, the more compressed the modulation must be at the start, with progressively increasing compression in succeeding turns of the groove . . . The larger the reproducing stylus, the greater difficulty of tracking compressed modulation.

RCA Victor selected the smallest practicable stylus, with a .001 inch tip radius. To permit use of the optimum recording level and allow an ample safety factor for groove walls, the company fixed the maximum groove spacing at 274 grooves to the inch.

When all of these factors had been determined—the size of the center hole and the surface contours required by the new trouble-free record changer, the playing time, the quality level and volume level, the size of the stylus and the spacing of the grooves—it became apparent that the company could best meet its established objectives with the 6⅞ inch record . . . with an operating speed of 45 R.P.M.

With these factors duly considered, RCA Victor found that the size, design, and operating speed now incorporated in its new record would offer to the record-buying public the optimum in reproduction quality, convenience and economy.

It's a

MULTIPLE

12½ inch —
Model 1250

92 square inch
picture area



MULTIPLY YOUR PROFITS WITH MULTIPLE

Features

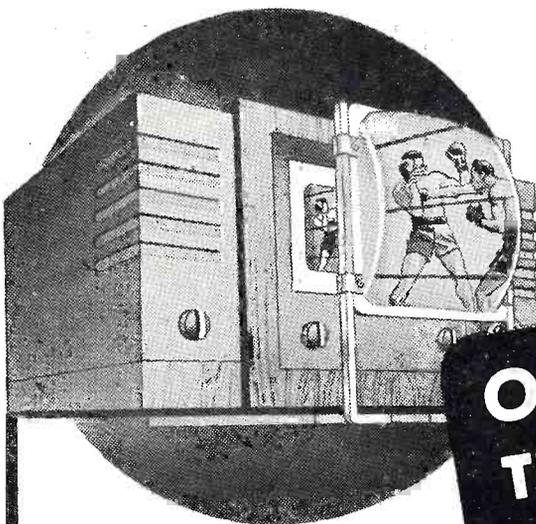
- 13-Channel Tuner
- Automatic Frequency Control
- RF Stage and 4 Video IF Stages
- 4 Megacycle Video Response
- Multiple Safety-Fused Circuits
- Direct View
- All parts are standard and can be easily replaced locally.
- Operates satisfactorily in fringe areas.

DISTRIBUTORS—New choice territories still available.
DEALERS—Write for full details and name of local distributor.

MULTIPLE TELEVISION MFG. CO.

987 Hegeman Avenue Brooklyn 8, N. Y.
Tel. Nightingale 9-1520

This new 12½-inch model is a refinement of our incomparable 15-inch model and has the same basic 30 tube chassis as our 15 and 20-inch sets. It is therefore time-tested under every conceivable operating condition. Full R.M.A. guarantee. Competitively priced.



Opti-Gem television lenses are the product of a dependable manufacturer of precision optics, for binoculars, telescopes, tank and gun sights, range finders, etc.

OPTI-GEM TELEVISION LENSES

Opti-Gem lenses are low-priced and top quality. They come in a full range of sizes, from \$9.95 for the 3" Pilot, to \$44.95 for the 16" picture tube.

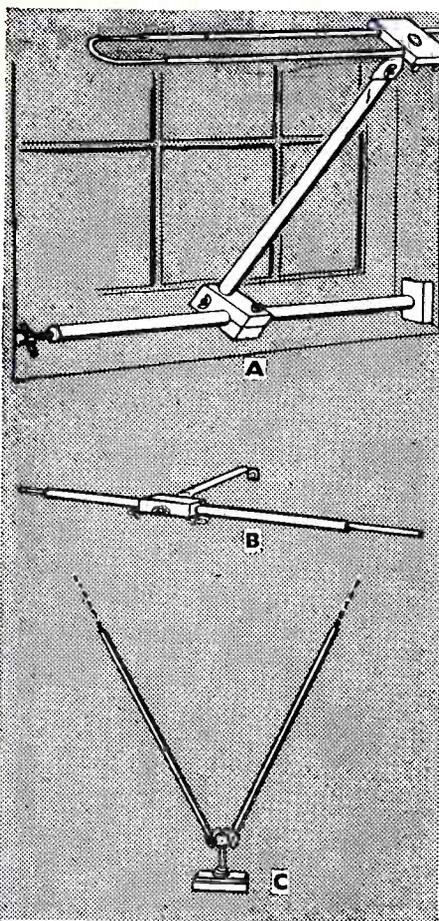
Opti-Gem lenses are available in clear, blue and smoky . . . in a complete range of sizes.

Write for full particulars.

OPTI-GEM, inc.

Makers of television lenses to fit all screen sizes
also the Opti-Gem Television Floor Stand

320 EAST 39th ST., NEW YORK 16, N. Y. MURRAY Hill 3-1126



GYRO-TENNA

(Trade Mark - Pat. applied for)

The ORIGINAL Television - FM Antenna of 1,000 Positions

The famous window antenna that installs in a jiffy without tools, nails, bolts, screws, glue or cement....., by expansion bolt principle. Covers all frequency ranges 44-216 mc, channels 1-13 and FM. Complete broad band performance. Non-directional. Provides reception from all points of the compass. Expandable to full dipole or straight dipole with reflector. In greater demand than ever for winter installations. Now priced below all imitations. Full profit margin. Model 100 (or 100A designed for attic installation). **A \$12.95**

GYRO-TENNA HFA.....Hi-frequency stub attaches to the Gyro-tenna, 100. Designed for greater pick-up on upper channels; stronger signal. Completely maneuverable. Rotates, expands, contracts.....**B \$3.95**

GYRO-TENNA V-1...Amazingly effective portable indoor antenna, completely maneuverable to pick up signals from any direction. Rotates, expands, contracts. Sturdy construction of lucite and lightweight aluminum on handsome catalin base.....**C \$5.95**

National Sales Representative:

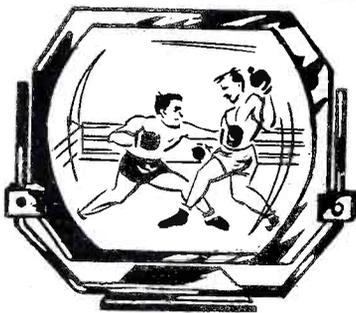
APEX ELECTRONICS CORP.

192 Lexington Ave., N.Y. 16, N.Y.

Manufactured by:

PUBLIC OPERATING CORP.

100 W. 42nd St., N.Y. 18, N.Y.



BETTER LENSES

BETTER PICTURES

LOWER PRICES

BY

ALPHABEST

DOUBLES IMAGE SIZE

TABLE MODEL or CONSOLE
With simple, foolproof, adjustable bracket or floor stand.

REASONABLE PRICES

AND... a good discount for you.

IMMEDIATE DELIVERY

7" List \$14.95 (table model)

10" " 22.95 (table model)

12" " 39.95 (floor model)

No additional charge for a blue tint.

Representatives

Some choice territories still open

DEALERS—Write for further details and price lists.

Brought to you by an old-established manufacturer with a reputation for engineered plastic products.

Now you can give your customers a top quality liquid-filled lens, optically correct, clearer, sharper pictures without distortion, clear or blue tint at the same price.

ALPHABEST PRODUCTS CORP.

181 NAVY STREET
BROOKLYN 1, N. Y.
MAin 4-1844

New Stromberg Models

Two 16-inch television models and an FM radio-phonograph combination have been added to the Stromberg-Carlson line, announced C. J. Hunt, radio and television sales manager.

The Stromberg-Carlson "Monmouth," model TS 16 M1M, contains simplified controls for television, FM, and AM reception and a duo-speed intermix record changer in a cabinet of ribbon-stripped mahogany veneer. The 16-inch tube gives a 120-square-inch picture, measuring 9½ by 12¾ inches. The "Yarmouth," model TS 16 L1M, contains similar features with the exception of a record changer.

The "Windemere," model 1406 PLM, is an FM-phonograph combination in a period cabinet, and includes a long playing record changer.

Lower Refrigerator Prices Announced by Admiral

Admiral Corp., Chicago, has announced a lower price policy for its line of electric refrigerators. Lee H. D. Baker, vice-president in charge of the appliance division, says, "Our realistic prices for 1949 are our answer to new demands in the refrigerator market. Instead of curtailing our production, we are planning on more than doubling our 1948 production, and the savings to be derived from this larger output are being passed on to the consumer."

Five models with prices ranging from \$229.95 to \$299.95 have been added to augment the Dual-Temp line. And a seven and a nine cu. ft. Dual-Temp refrigerator, priced at \$389.95 and \$439.95 respectively, both with many new features, are also in the 1949 line.

Columbia Promotes Tolnay

Paul E. Southard, merchandising vice-president, Columbia Records, Inc., Bridgeport, Conn., has announced the appointment of Rudi Tolnay as merchandise manager in charge of popular and children's records.

Workshop Coaxial Switch

A new coaxial switch, developed by the Workshop Associates, Newton Highlands, Mass., makes it possible to switch any one of four single-channel antennas to a receiver. The unit, which maintains a low standing wave ratio, also answers the television sales problem. By using additional switches, any number of television sets can be demonstrated from one convenient location. It was designed for the RG-59U coaxial transmission line.

International Chart

The International Television Corp., 745 Fifth Ave., New York City, has produced a reference chart for determining the actual picture size of all cathode ray tubes. The screen size of the company's own "Embassy" projection model, 2¼ ft. by 3 ft., is indicated by the overall size of the chart.

Freed Enters TV Market

Freed Radio Corp., New York City., manufacturer of Freed-Eisemann high-fidelity radio-phonographs and FM radio receivers, has entered the television market with a line of quality television receivers it was announced.

The Freed-Eisemann line of television receivers will consist of table models, television consoles and television-radio-phonograph combinations in fine period and modern furniture styles, Arthur Freed, president of the concern, revealed. Direct-view 12½" and 16" television tubes will be used. All models will incorporate AM and FM radio.

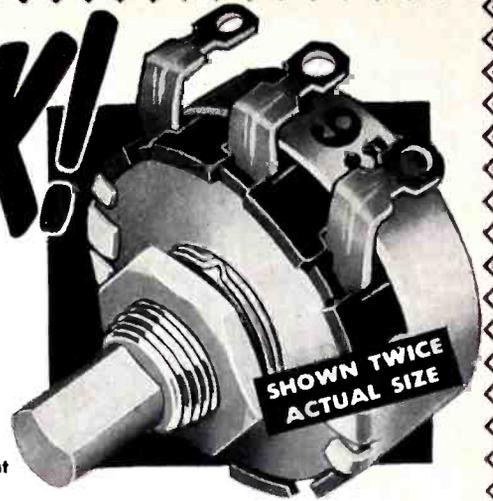
Motorola Television Sets

Motorola, Inc., introduced two new television models featuring low-price, and lightweight portability, equipped with standard seven-inch tubes affording a 26-inch viewing field. In addition, the company's first 12-inch set, a table model in brown mahogany was introduced. The portable set will be retailed at \$199.95, including tax, and the 12-inch model will sell for less than \$400.00.

Belden Promotion Aids

The Belden Mfg. Co., is including a complete promotion kit with standard packages of the new Belden Poly-Point FM antenna, to assist dealers and servicemen in the promotion of better FM reception in their areas.

CHECK!



- ★ No-wobble aluminum shaft
- ★ Takes original Ad-A-Switch
- ★ Tinned trouble-free lugs
- ★ Pick-A-Shaft for widest choice
- ★ And the best resistance element

HERE'S THAT TRIED-TESTED-PERFECTED CONTROL ---

★ The *Stabilized Element* used exclusively in Clarostat carbon controls, is the greatest advance yet made in high-resistance elements. Glass-like, smooth, longest-wearing surface. Accurate resistance values first and last.

Dual contact arm. Velvety rotation. No "noise" troubles.

Just try a Clarostat control! You'll never settle for anything less, thereafter!

Ask your Clarostat jobber for latest catalog. Or write us.



Controls and Resistors

CLAROSTAT MFG. CO., INC. • DOVER, NEW HAMPSHIRE • In Canada: CANADIAN MARCONI CO., LTD. Montreal, P. Q., and branches

Portable TRI-TUBE Antenna MASTS



LOW COST
•
LIGHT
•
QUICK
•
EASY

Mast section is triangular in construction using 1" ID steel tubing with proper bracing, all electric welding. Lower unit is 20 ft. long hinged on frame with locking device. Levelling device compensates for position of vehicle on any test location. Upper unit is a smaller triangle and telescopes into lower unit on rollers, which allow smoother operation. Cable and drum provided with pin assembly for safety and locking into any height. Antenna mast can be set up by two men in a few moments... NO GUYS - NO WRENCHES - NO BOLTS All bolts have 'T' handles. Demountable by removing two bolts in four minutes. Aluminum painted ready to mount.

- 250 BASIC UNIT COMPLETE 50 ft., 10 ft. pole
- 251 SAME AS 250-ORIENTATION AT ANY HEIGHT
- 252 SAME AS 251, WITH ANTENNA HEIGHT 70 FEET

A. A. PETERS
TRI-TUBE MASTS
231 N. 7th Allentown Pa.

SHIPPED F. O. B.
ALLENTOWN, PA.

\$295
and up



... for

INCREASED SALES and PROFITS...

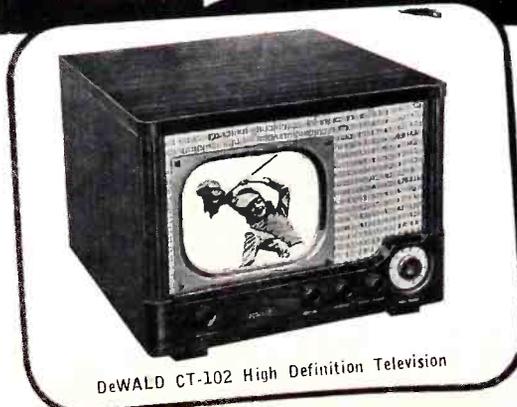


DeWALD C-800 FM-AM Receiver

in RADIO and TELEVISION

for SOMETHING BETTER, it's

DEWALD



DeWALD CT-102 High Definition Television

For more than a quarter-century DeWALD's proven quality and outstanding performance have been creating satisfied customers and building good-will.

Write today for full information

JOBBERS — REPRESENTATIVES

Some choice territories still available.

DEWALD RADIO MFG. Corp.
35-15 37th Ave., Long Island City 1, N. Y.

JUST PUBLISHED!
2 NEW BOOKS
 to help you cash in
 on the industry's
**GREATEST SERVICING
 OPPORTUNITIES**

**PRACTICAL TELEVISION
 SERVICING**



By J. R. JOHNSON and
 J. H. NEWITT
 375 pages, 6x9, over 230
 illus., \$4.00

**NEW! DIFFERENT!
 DOWN-TO-EARTH**

At last you can get a book that really gives the lowdown on television servicing — one that tells you just what to do and guides you on precautions to take and mistakes to avoid. **PRACTICAL TELEVISION SERVICING** isn't a book of theory or mathematics. The authors — one a radio editor, the other a well-known engineer — actually operated a television service shop to get the how-to-do-it data they now pass along to you in easily understood form. Television components, construction and operation and how they differ from radio are clearly explained. Also, they show step by step how to handle every phase of television trouble diagnosing and servicing. You learn fast — and you learn right. Read it 10 days at our risk!

**PRACTICAL
 HELP ON**

- R-f, I-f, detector sections
- video amplifiers
- synchronizing and sweep circuits
- antennas; wave propagation
- installation
- test equipment; alignment
- wiring, repair techniques
- troubleshooting
- service hints; case histories, etc.



**SIMPLIFIES
 SERVICE
 PROBLEMS!**

It takes more than ordinary radio knowledge to handle the complicated special problems of modern FM servicing. This book — replete with illustrations, schematics and on-the-job examples — will quickly help you understand each step of the work.

**10
 DAYS'
 TRIAL**

**FREQUENCY
 MODULATION**

**FUNDAMENTALS
 APPARATUS
 SERVICING**

By NATHAN MARCHAND
 448 pages, 6x9, over 300
 illustrations, \$5.00

This new book by a well known radio consultant has been prepared first to help you understand FM clearly and, second, to explain fully just how to handle FM service work. Basic theory, circuits, transmitters, receivers and mobile equipment are covered — with special emphasis on modern methods of installing, adjusting and repairing FM receivers. From circuit peculiarities, tuning indicators, antennas, FM test units, receiver alignment to general servicing procedure and dozens of other subjects, this book is a practical guide to one of radio's fastest-growing developments. Use 10-day examination coupon.

Dept. RTR-29, Murray Hills Books, Inc.
 232 Madison Ave., New York 16, N. Y.

Send me the books checked below for 10-days' examination on approval. In 10 days I will pay for the books plus a few cents postage or return them postpaid. (Postage paid on cash orders; same return privilege. Books sent on approval in U.S. only.)

Johnson & Newitt — PRACTICAL TELEVISION SERVICING, \$4.00

Marchand — FREQUENCY MODULATION, \$5.00

Name
 Address
 City Zone
 State

**Many New Features in
 Philco's 1949 Lines**

An increase in screen size from 52 to 61 square inches, in the model 1150, and from 72 to 90 square inches in the model 1450, at no increase in price, was the feature news of the 1949 television receivers announced by Philco.

The principle of "wide-screen" television greatly increases the picture size and at the same time preserves true proportion, Philco points out.

An increase in screen size to 61 square inches is featured in the new Philco 1150, which is priced at the same level as previous 52-inch screen receivers, \$349.50. An increase of 18 square inches in television picture area is presented in the new Philco 1450, with a 90 square inch screen at the price of former 72-inch screen consolettes, \$439.50. A table model, 702, TV set in a mahogany cabinet, priced at \$189.50, was also announced by Philco.

The Philco model 1475 is a direct view set, with 90 square inch screen, an FM-AM radio and a two-speed, dual tone arm phonograph. Cabinet doors which can be swung around to sides. The phonograph plays standard and LP records. The 1475 is priced at \$699.50.

The Philco model 1175 includes all the outstanding features of the model 1475, with the new 61 square inch "wide-screen," priced at \$599.50.

A luxury unit is the model 1480, featuring the new 90 square-inch screen along with the highest quality FM-AM radio and the Philco two-speed phonograph which plays standard records automatically as well as the new LP discs. It is priced at \$850.

New Combinations

Model 1725 offers four radio-phonograph services: AM and FM radio plus standard and 45-minute records. Greatly increased sensitivity on FM is a feature of this set, housed in a contemporary Georgian console cabinet. Enclosed storage space for albums is provided. The double tone arm, two-speed phonograph is now included in every Philco combination.

Also featured in the '49 line are the model 1420 table model radio-phonograph, which incorporates facilities for the 45 minute records as well as standard records, model 925 AM-FM table set with the improved FM system, and model 527 clock radio that turns off and on automatically. The latter can be used as a musical alarm clock. Three new table sets also announced are the 524 in mahogany veneer and the 520 and 522 in ivory and brown plastic.

New Refrigerators

Features of the new Philco refrigerators include "down to the floor" boxes, having a 30 per cent increase in shelf space, Freshener Lockers for storage, special snack boxes and a new internal-

(Continued top of next page)

**CHAMPION
 OF ALL
 ANTENNAS**

VEE-D-X
holds every record
**for LONG DISTANCE
 RECEPTION**

This is fact — not fiction. VEE-D-X super high-gain antennas have put good TV reception into thousands of homes where it was thought impractical because of distance. Our own research, and several hundred unsolicited letters from enthusiastic users, provides convincing proof that VEE-D-X means video distance — and delivers it. For further information, write or mail coupon below.

LaPointe-Plascomold Corp., Unionville, Conn.

Send complete details on Vee-D-X antennas to

Name

Company

Street

City Zone State



QUICK, DEPENDABLE COMMUNICATION for TV & FM INSTALLERS TELEPHONE, TELEGRAPH, POWER LINEMEN and EMERGENCY SERVICES

NO BATTERIES OR POWER SUPPLY REQUIRED

Wheeler Sound-Powered Handsets give quick, dependable communication wherever temporary, convenient, portable and inexpensive 2-way telephone service is needed. They operate over two conductor full metallic or single wire, ground return circuits— are spark-free for safety. You can talk and hear clearly up to 25 miles. Rugged construction assures long, trouble-free service.

See your jobber today — or write direct for full details.

THE WHEELER INSULATED WIRE CO., INC.
2402 EAST AURORA STREET



DIVISION OF THE SPERRY CORPORATION
MAGNET WIRE • COILS • BALLASTS

ly-mounted compressor. Prices of the line are as follows:

Model	Price
D-793	\$229.50
D-794	249.50
D-892	299.50
D-893	329.50
D-897	399.50
D-991	289.50
D-1093	359.50
D-1095	399.50
D-1191	329.50

Home freezers with 60 per cent increase in capacity were brought out with no increase in physical size of the units. Prices are as follows:

Model	Price
DV-151	\$499.50
DV-301	799.50
DH-41	189.50
DH-81	265.00
AV-75	339.50

Air-Conditioners

Philco has also brought out two new home air conditioners. The 61D has a cooling capacity of 5600 B.T.U. per hour and brings in 175 cubic feet per minute of filtered fresh air. Its price is \$349.50. The model also comes in ivory finish. Another window model which fits into any surroundings is the 76E. This model has a cooling capacity up to 7750 B.T.U. per hour, sealed ¾ horsepower motor-compressor is contained in an attractive, two-tone brown cabinet, extending only 18½ inches into the room. The 76E also provides draft-free ventilation, independent of cooling on cold winter days. It is priced at \$459.50. This model is also available in ivory.

DeWald TV RECEIVER

DeWald Radio Manufacturing Corp., 35-15 37th Ave., Long Island City 1, N. Y., is manufacturing a new model CT-102. It is a 10 inch direct-view receiver with 25 tubes including rectifiers. Maker states that greatly improved circuits provide even higher efficiency of performance on both sound and picture than earlier models. Cabinet of either walnut or mahogany veneer is 20 inches long, 14½ inches high, 19¾ inches deep, with six customer-operated control knobs on the front. List price is \$299.95.

Disc Dealer

(Continued from page 50)

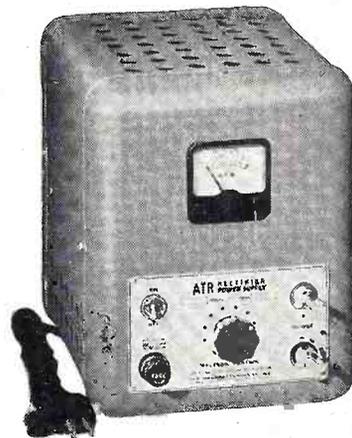
the conventional types. Since it is the consumer who pays, it will be the consumer who decides what form the record of tomorrow will eventually take.

Millions of dollars will be spent for promotion purposes to help the dealer do a good merchandising job. Retailers who know the score will take advantage of what the jobbers offer.

At this stage of the game, dealers will be smart to play their hands close to the vest. A good stock control system assumes a new importance in daily business operations—especially when there will be "three of everything" to be stocked and sold. Keep inventories low and sales high, is a good adage to keep and to follow.



"A" BATTERY ELIMINATORS



for DEMONSTRATING AND TESTING AUTO RADIOS

New Models . . . Designed for testing D. C. Electrical Apparatus on Regular A. C. Lines. Equipped with Full-Wave Dry Disc Type Rectifier, Assuring Noiseless, Interference-Free Operation and Extreme Long Life and Reliability.



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 MODELS ✓ NEW DESIGNS
NEW LITERATURE ✓
ATR "A" Battery Eliminator, DC-AC Inverters, Auto Radio Vibrators

See your jobber or write factory

AMERICAN TELEVISION & RADIO Co.

Quality Products Since 1931

SAINT PAUL 1, MINNESOTA-U. S. A.

MERIT

news

New MERIT Vibrator Transformers

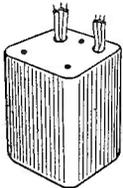
MERIT leads again!

For the first time a transformer company in the replacement field makes available to you, Vibrator Transformers in sealed-in cans, that fit exactly your specific applications, and made to Merit's high standards of quality.

These new Transformers are sealed in compound filled cases for interference or hash reduction, for operation from 6 V battery and vibrator.

Here is another outstanding development in MERIT'S sweet line of replacement transformers.

**Buy them from your
Merit jobber today!**



**MERIT
Vibrator
Transformers
Mounting JT**

Type No.	List Price	Sec. DC Volts to filter	Sec. Amp.
P-4069	\$6.75	150	40
P-4070	7.25	225	40
P-4071	7.50	250	50

DIMENSIONS

Type No.	H	W	D
P-4069	3"	2 ³ / ₈ "	2 ³ / ₁₆ "
P-4070	3"	2 ³ / ₈ "	2 ³ / ₁₆ "
P-4071	3"	2 ³ / ₈ "	2 ³ / ₁₆ "

PRODUCTS OF MERIT



**ANNIVERSARY
25**

MERIT

COIL & TRANSFORMER CORP.

4419 NORTH CLARK ST., CHICAGO 40, ILL.

Scott 3-Speed Player



Scott Radio Laboratories, Inc., Chicago, has introduced a record player to handle all three speeds of records. Shown on the equipment is a 45 RPM record; at left, a 33-1/3 RPM disc, and at right, a 78 RPM disc.

Aerovox Appointments

Aerovox Corp., New Bedford, Mass., manufacturers of radio, electronic and electrical capacitors, announce the appointment of Paul Hetenyi as a consulting engineer in matters of engineering, production and application of its products.

The appointment of Robert Brotherson as sales representative in the Michigan territory, working out of his headquarters at 325 No. Hibbard St., Jackson, Mich., was also announced by Aerovox. Brotherson will work closely with the Aerovox jobbers in his territory.

Spring Selling

(Continued from page 55)

for the dealer to shoot at.

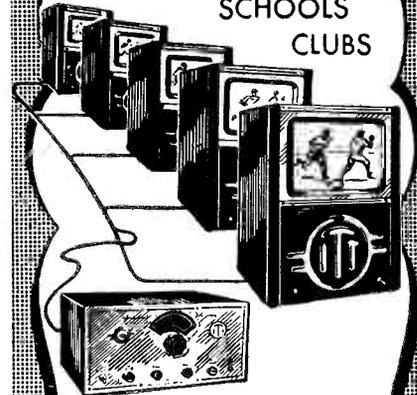
Merchants who handle lighting fixtures can get in line for extra volume if they will tie in their sales activities with home improvements going on in their localities. Those who merchandise automatic heating equipment find Spring second only to late Summer and early Fall as peak sales periods. Space heaters are another good early Spring seller.

The dealer needs to start plugging the housecleaning-home improvement hook early and often in his advertising copy and in his window and in-store displays. Both topics lend themselves well to such effort, and there is no end to the variety of labor-lightening, home-enhancing themes which will suggest themselves for the thinking.

The vacuum cleaner window can be made to pull in plenty of business. (See sketch, page 55.) In cases where it is possible to use people for in-window demonstration, the dealer will find this to be a great traffic stopper. Mechanical action is a great crowd attractor, too. Balloons suspended in air streams stop the passerby, and the ping pong ball set-up as described in our July 1948 issue, is always effective. Spring color schemes should be employed in the housecleaning and home-improvement windows.

Industrial Teleceivers

For Public Viewing in
TAVERNS - HOTELS
INSTITUTIONS
SCHOOLS
CLUBS



Featuring—
**SIMPLIFIED
CENTRAL CONTROL**
with any number of
viewing screens

**INDUSTRIAL
TELEVISION, INC.**
359 LEXINGTON AVE., CLIFTON, N. J. GREGORY 3-0900

CHAMPION

3 POST GUYED TOWERS

Especially designed for
TELEVISION and RADIO

**A Better Picture
and a
Good Profit, Too!**

These are sturdy and economical towers which can be used where cost is a factor. Best materials and workmanship are used. Towers hot dip galvanized after holes are punched. Complete with guy wires and erection bolts. Shipped in 20 foot sections. Easily erected.

When used with suitable antennas, Champion towers will provide good TV reception in fringe and remote areas where TV is otherwise impossible.

Type	Sizes Height	Weight	Cubic Feet
G-345R	45 feet	235	3.3
G-365R	65 feet	330	4.5
G-385R	85 feet	425	5.5

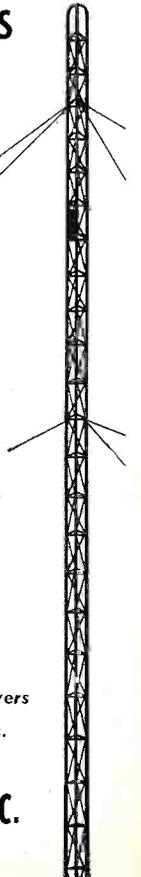
Also 3 Post Self-Supporting Towers

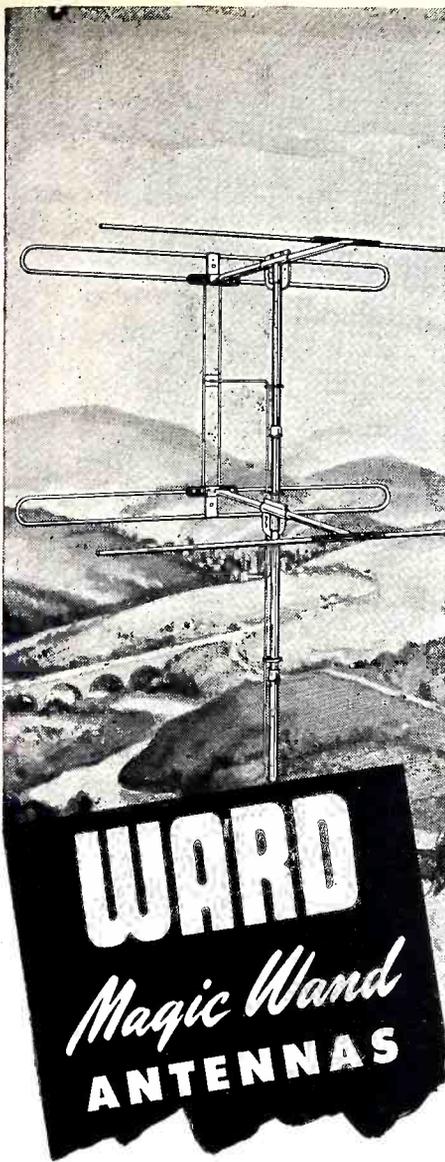
Sold thru Dealers and Jobbers.

Write for Literature.

NORMAN M. SEWELL, INC.

Susquehanna Ave. at Derstine
Lansdale, Pa.





**THE ONLY BROAD BANDED,
HIGH GAIN, STACKED ARRAY
ON THE MARKET**

Many times more sensitive for TV reception in fringe areas and poor signal locations, the WARD TVS-6 STACKED ARRAY achieves maximum forward gain by stacking two high gain folded dipoles and reflectors with effective $\frac{1}{2}$ wave spacing rather than the ordinary $\frac{1}{8}$ or $\frac{1}{4}$ wave which materially reduces sensitivity. THE ONLY STACKED ARRAY ON THE MARKET THAT IS BROAD BANDED, it will give excellent results with MANY CHANNELS where others are too selective. The advanced engineering and PRE-ASSEMBLED design of the WARD TVS-6 is only one of the reasons why WARD is the largest exclusive manufacturer of antennas in the world. See any leading parts distributor or write for catalog.

THE WARD PRODUCTS CORPORATION
1525 E. 45TH STREET, CLEVELAND 3, OHIO.

Hallcrafters TV Sets

William J. Halligan, president, Hallcrafters Co., Chicago, Ill., announced a milestone in the company's television program—the production of its 50,000th television receiver. The company has also announced a \$50 price reduction for both of its 7-inch television receivers.

Correction

The General Electric phonograph attachment for use with Long Playing records was incorrectly illustrated in the December, 1948 issue. The attachment, which is designed to plug into the phonograph jack of two of the company's radio-phonograph combinations (models 118 and 119), retails for \$19.95 in the East.

Unique Frigidaire Display

The Frigidaire Div., General Motors Corp., Dayton, O., featured animated and cutaway displays at its exhibit during the Winter Furniture Mart in Chicago. Current models of all appliances, as well as representative commercial refrigeration, were shown.

**Jobber's
Salesman**

(Continued from page 41)

transaction may be considered to be "clean."

If, on the other hand, certain aspects of a "deal" are "hidden" from the merchant, then the deal smells, becoming a potential source of ill-will toward the wholesale salesman and the firm.

As set up, the American jobber is an important link in merchandising. He offers economical, fast-paced services to both the manufacturer and the dealer. The jobber must view his operation on a long-range basis, just as the dealer must. "Repeat" business is what makes the wholesale firm stable; its salesmen happy guys who have built up a friendly following among retailers.

The salesman who is unhappy in his present job because of the methods his firm insists upon employing, needs to look for a new position. His only stock in trade is dealer good-will, and life is too short to stick with the wrong outfit when the great majority of wholesale firms are square shooters.

Today hundreds of jobber salesmen are calling on dealers as old and trusted friends. Having established a background of complete confidence for themselves and firm, such men find salesmanship a pleasant and lucrative job of work. More often than not the suggestions as to models and quantities they offer the dealer are accepted without the necessity for sales talks and sales presentations.

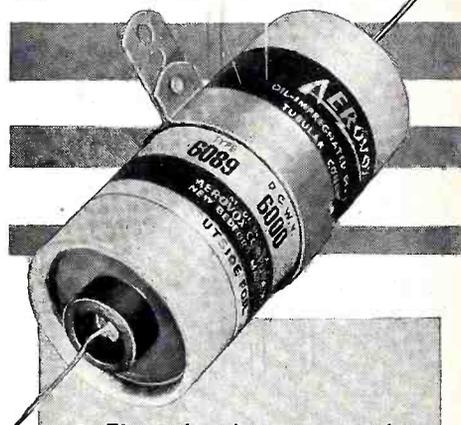
The good jobber salesman is the "silent partner" of the retailer, an active partner in his own firm, and an order-maker who finds the latch-string out for him on every call he makes.

WHEN IT'S REALLY

HIGH-VOLTAGE

AEROVOX

OIL TUBULARS



● These handy, space-saving, tough little oil tubulars are now available in voltages up to 6000 D.C.W. Capacitances to .1 mfd. wherever permissible. Ideal for television receivers, oscillographs, transmitters, test equipment, lab work. For these higher potentials, special insulating sleeve bushings are used to provide necessary creepage distance without increasing diameter or length. Oil-impregnated paper section in corrosion-proof metal case filled with oil. Hermetically sealed. Insulated jacket. Center radial mounting strap.



● Ask our jobber about these and other higher-voltage capacitors, for the latest radio-electronic applications. Ask for catalog — or write.



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.

Up Spring Sales of FM Sets!

Sales of FM sets can be materially increased during the coming Spring season by any dealer who makes a genuine effort to stimulate such business. Reports from many sections of the country indicate that numbers of merchants are doing a big job in moving the static-free receivers.

Proper demonstration, consistent advertising, intelligent service and installation and familiarity with programming in the locality are some of the necessary ingredients going into the attainment of a satisfactory sales volume.

Rapid Strides

FM has grown tremendously since the war, and bids fair to eventually replace AM. There are about 750 FM stations, covering almost every part of the nation, many in locations never previously served adequately by AM. The number of set models offered by manufacturers which include FM has increased to the point where this feature is available in every price range.

From the dealer's point of view, FM gives radio the first real, meaty selling

points that it has had in years, and at a time when radios really need to be sold. The dealer should know enough about FM to do a selling job on it, should have the merchandise available and in a condition to demonstrate, and should overlook no opportunity to use this extra selling point to make sales.

Considering the immediate future, when everyone is conjecturing about television, the dealer might consider (and perhaps quote) these figures: the RMA estimates that by 1952 we will have 14,000,000 television receivers in use. At present we have 74,000,000 radios in use, with about 94% of U. S. families owning at least one. It can be seen that even by the most optimistic view of television, there are still many years ahead before it becomes as widespread as radio . . . and there are those who believe it will never actually take the place of radio, but only become an additional form of entertainment. All this means that, even by the dimmest view, the dealer has many more years of prosperous radio sales ahead of him.

He can make the most of this opportunity by vigorously selling FM.

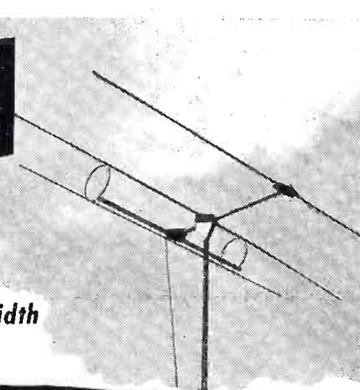
Du Mont Dealer Data Book

A new dealer data book, containing full information on the Du Mont line and filled with additional television material, aimed to help dealers sell television which has been prepared by the Du Mont advertising department and is available to franchised dealers Henry R. Geyelin, Jr., director of advertising and sales promotion for the television receiver sales division of Allen B. Du Mont Laboratories, Inc., reported.

The book, designed to fit into a salesman's pocket, consists of 47 pages in a green leatherette looseleaf binder. Included in the text is a short history of the Du Mont organization, brief outline of the workings of the video medium, complete details on all of Du Mont's special electronic features, tips to dealers on selling receivers, typical questions and answers on video plus a glossary of terms and complete list of television stations on the air or licensed.

Admiral '49 Promotions Planned to Aid Dealers

New models which offer greater values at lower prices in all of its major divisions of television, radio, radio-phonographs, electric ranges and electric refrigerators were announced by Ross D. Siragusa, president, Admiral Corp., Chicago 4, Ill. An eight-million dollar advertising promotional campaign will back the company's merchandising program.



**Ghosts CAN
be eliminated!**

Use a **HI-GAIN
UNI-DIRECTIONAL ANTENNA**
with a very **Narrow Beam Width**

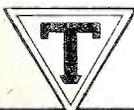
**The TRICRAFT MODEL "1000"
is just such an ANTENNA!**

Gives over **10 DB** Gain over a half wave length dipole in the high band and **5½ DB** in the low.

- All wave
- Low standing wave ratio
- Sturdy construction
- Light weight
- Complete, ready to install
- Individually packed

A SPECIAL KIT AVAILABLE TO CONVERT
MODEL "300" INTO MODEL "1000"

"Tricraft" antennas are available at leading jobbers. If your jobber cannot supply you, write us for nearest jobber.



Tricraft Products Co.
1533 North Ashland Ave., Chicago 22, Ill.

Manufacturers of complete line of Television, FM and AM antennas and accessories



**FOR FM-AM
MODEL 705 A
SIGNAL GENERATOR**

DOUBLE MODULATION 30% & 80%

Not one—but two percentages of modulation add greater checking performance to your service tests. An exclusive feature in this exceptionally low price precision generator. Fully dependable. Excellent for FM alignments. Order today and start widening your profit margins on every service job.

An Exceptional
Value for only
\$49.50
Complete

- Range from 95 kc. to 100 mc.
- Fundamental frequencies in 5 bands, continuously variable
- Accurate to 2% for broadcast bands—3% for h.f. bands
- Planetary drive condenser with accurate double and tuning indicator
- 5 step ladder attenuator controls voltages from 0 to maximum
- Covers all new FM bands—useful signals can be obtained as high as 150 mc.
- Negligible leakage due to complete shielding
- Complete, ready for the shop. Just plug in any standard 110 V., 60 Cycle A-C line and go to work
- Black crackle-finished steel housing—portable, only 11 lbs.

Write for Catalogue 3R

RADIO CITY PRODUCTS CO., INC.

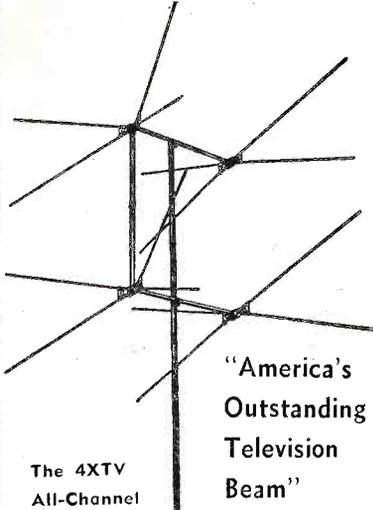
152 WEST 25th ST



NEW YORK 1, N. Y.

telrex INC.
CONICAL ANTENNAS

RUTHERFORD AVENUE ON ROUTE 35
BOX 879, ASBURY PARK, N. J.
PHONE: ASBURY PARK 1-0119



"America's
Outstanding
Television
Beam"

The 4XTV
All-Channel

Conical "V" beam. 4 to 1
front to back ratio. Major
lobe in line all frequencies
—Total weight 6¾ lbs.
CAN BE PROCURED FROM YOUR
LOCAL JOBBER, OR WRITE US.



Attention
DEALERS—SERVICEMEN
Progressive's New
DEALERS CATALOG
Just off press—Free

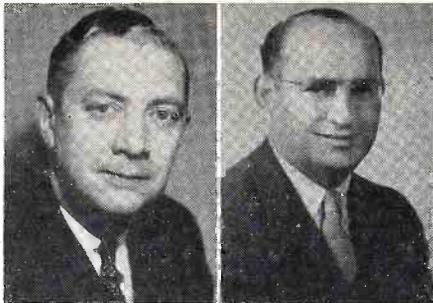
RADIO KITS • AMPLIFIER KITS
FM COIL & CONDENSER KITS
RESISTOR KITS • CONDENSER KITS
RADIO TOOL KITS • FM-AM CHASSIS
SPEAKERS • RADIO PARTS • TUBES
PORTABLE RADIOS • CAMERA-RADIOS
AUTO RADIOS • HOME RADIOS • LENSES
TELEVISION SETS • TEST EQUIPMENT
TELEVISION CABINETS • FM TUNERS
ANTENNAS • BOOSTERS

Send for your catalog today

PROGRESSIVE ELECTRONICS CO.

497 Union Ave. Brooklyn 11, N. Y.
Dept. RT-1

Chicago Transformer Reps



Arthur E. Akeroyd, left, and James J. Backer, right, have been named as representatives for the Chicago Transformer Div., Essex Wire Corp., Chicago. Akeroyd for the territories of five New England states and Backer for four states in the Pacific Northwest and Alaska.

TV Picture Size

(Continued from page 63)

have been expanded to the point where only the circle on the test pattern is reproduced on the tube. The picture is now round, and approximately 55 square inches or 41% of the picture is lost. This is the method used in the "close-up" position of the new Garod receivers, which permit switching from the normal picture to the close-up when desired.

Figure D represents a different technique, in which the width and height are expanded to the edge of the tube. Less of the area of the picture is lost than in figure C, but a certain amount of distortion (a tendency toward being long and narrow) is introduced because the aspect ratio has been changed. The height is now the same as the width, instead of being ¾ of it.

The method by which these changes are made involves merely increasing the amplitude of the vertical and horizontal sweeps. Most sets have adjustments marked "height" and "width" which accomplish this. It will be found in many cases that the controls do not permit expansion to a full circular picture, in which case a technician would have to make circuit changes similar to what he would do if the set in its original form had insufficient height or width. Zenith, which uses the method shown in figure D, claims to have provided up to 1500 volts additional "high voltage" to make the large picture possible.

In the last analysis, the customer will be the judge of what picture is most satisfying, regardless of the method used to get it. Viewers want a big picture, we have already found, because it enables more people to see the program at the same time, and enables a "looker" to sit farther away from the set and still see without straining the eyes.

The round versus rectangular picture will, again, be up to the customer who, although accustomed to seeing movies, photos, etc., in rectangular form, is prepared to accept television as something new, and possibly different.

As to the dealer's designating the size of the picture, area in square inches seems to be the most practical, since it permits comparison of direct-view and projection type pictures, as well as expanded pictures such as are described in this article, without regard to the diameter of the picture tube.

QUESTION

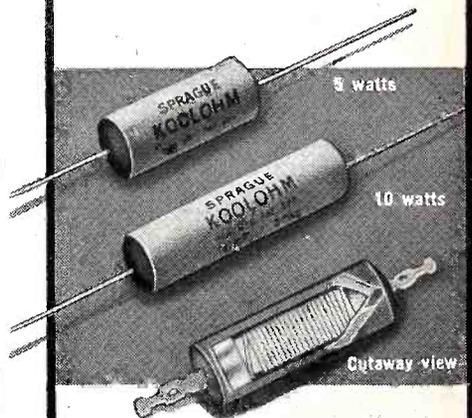
Why do so many television sets use Sprague KOOLOHM Resistors for all 5- and 10-watt wire wound power resistor requirements?

ANSWER

Because Koolohms far surpass other wire wound resistor types in the essential characteristic of resistance stability. Also because, being doubly insulated, Koolohms can be mounted anywhere—even directly against a metal chassis. Koolohms are highly heat- and moisture-resistant. One type—the standard type handles any job. No need to worry about choosing special coatings. Moreover, Koolohms cost no more than ordinary resistors, and are actually cheaper in many cases.

SERVICE HINT

Play safe by using Sprague Koolohms in all your work—not only in television, but wherever you want a really first class job. And remember: Koolohms can be used safely at their full wattage ratings, even in enclosed places. No need to buy a 10-watt resistor when the circuit only needs 5-watts. A 5-watt Koolohm dissipates a full 5 watts!



Wound with ceramic-insulated wire. More resistance in less space. Doubly protected, insulated and sealed by outer ceramic jacket. Highly resistant to moisture and heat.

SPRAGUE
KOOLOHM
Reg. U. S. Pat. Off.
WIRE WOUND RESISTORS

SPRAGUE PRODUCTS CO., North Adams, Mass.

(Jobbing distributing organization for products of Sprague Electric Co.)

Mission Radio San Antonio Store



Mission Radio Inc., 814 S. Presa St., San Antonio, Tex., has opened a branch store at 1005 N. St. Mary's St. Manager of the new store is Bill Miller. Hank Fischman, president, says that with the opening of the new branch an increase of 50% in business is anticipated. Shown in the outside view are the two trucks which are used for delivery.

Twin-Trax Sales Help

"99 Questions Most Often Asked About Magnetape Twin-Trax Recorders" is the title of a 12-page booklet prepared by the engineering department of Amplifier Corp. of America, New York City. The booklet is intended to provide information on Twin-Trax recording which is not normally covered in sales literature, but which has proven vital to the individual interested in magnetic tape recording.

Ohmer Register Folder

A new folder of the Ohmer Corp., subsidiary of Rockwell Mfg. Co., presents a complete description of their new line of Class M-300 electric operated cash registers. Detailed illustrations and accompanying specifications cover all the Ohmer registers, which are made in a variety of registering capacities. For more information write Ohmer Corp., subsidiary of Rockwell Mfg. Co., Box 998, Dayton 1, Ohio. Ask for bulletin 306.

Andrea Service Manual

Frank A. D. Andrea, president of the Andrea Radio Corp., New York City, manufacturers of the "sharp-focus" Andrea television sets, announces that the 1949 edition of the company's Service Manual is available for distribution.

The Andrea Television Service Manual, which is prepared by the engineering department headed by Harold Heindel, is distributed to authorized franchised Andrea dealers and covers in detail many subjects of interest to dealers and servicemen.

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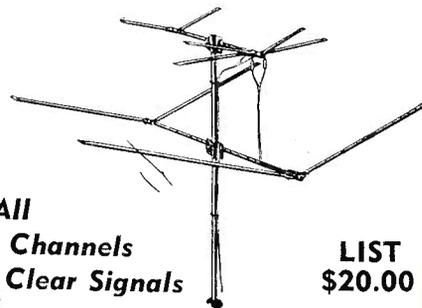
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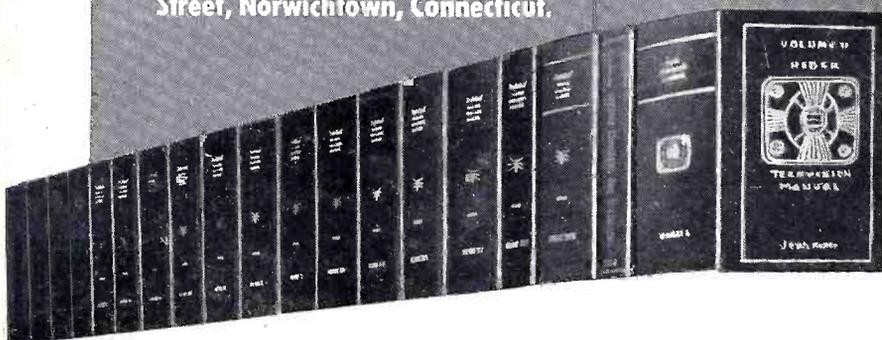
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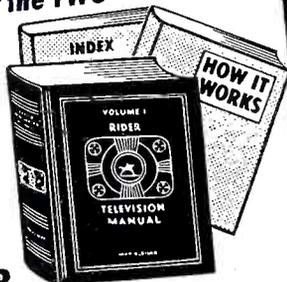
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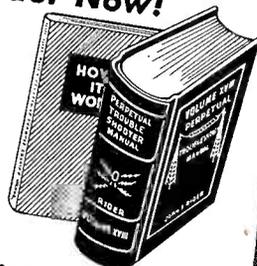
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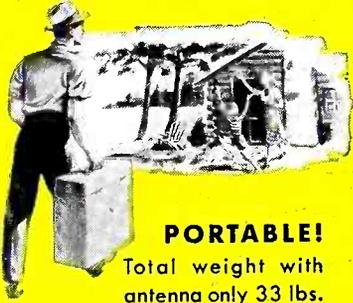
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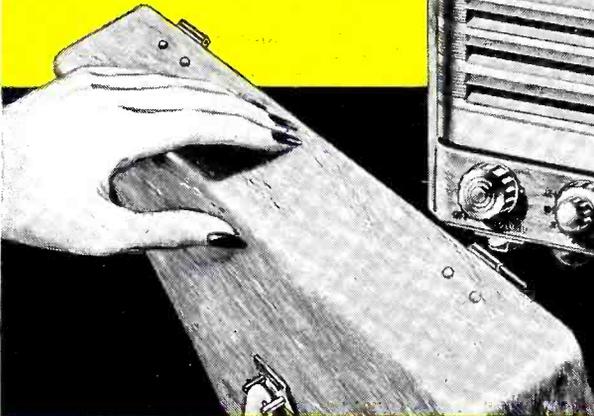
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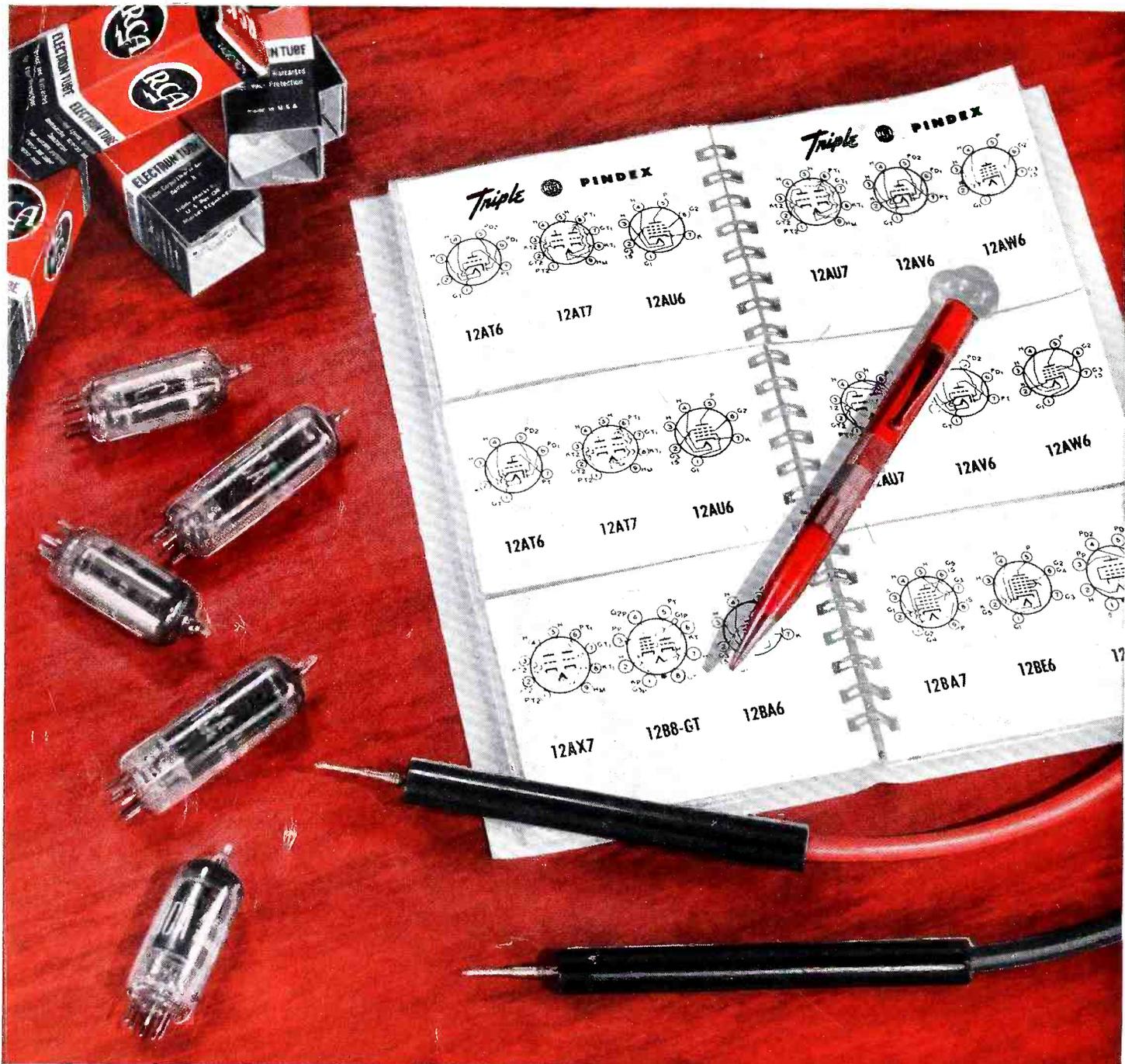
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