

AUG 49

RADIO & TELEVISION RETAILING

IN TWO PARTS • PART ONE



SALES WILL SNOWBALL!

from Now On to Xmas

(See article inside)



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

August • 1949
CALDWELL CLEMENTS, INC.

Dependable Starting is One Reason Why MALLORY VIBRATORS Are So Popular!



And there is more than one reason why Mallory Vibrators are so dependable in starting and why knowing radio service men choose them *every time*. Read the facts and see for yourself.

The contacts in Mallory Vibrators are Mallory-

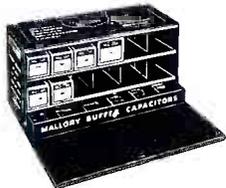
specified and Mallory-made to insure maximum resistance to corrosion. Therefore, Mallory Vibrators last longer on your shelf. And when you put them in use, a Mallory "self-cleaning" action prevents oxide formation—and trouble.

In addition to *dependable* starting, Mallory Vibrators give you *long life* and *high output efficiency*. For Mallory focuses on Vibrator design an unusual combination of engineering talent and resources in electronics, electrochemistry and metallurgy.

No wonder more Mallory Vibrators are used in original equipment than all other makes combined. No wonder they are best for replacements. See your Mallory Distributor.

Mallory "2448" Vibrator Deal

This deal gives you a handsome storage and display cabinet for your stock of vibrators, together with a selection of vibrators and buffer capacitors that will answer 75% of your requirements.



You pay only the service man's net price for the six vibrators and twelve buffer capacitors. There is no charge for the attractive, convenient cabinet. Your Mallory distributor has them in stock for immediate delivery.

More Mallory Vibrators are used in original equipment than all other makes combined

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

IN THIS ISSUE

AUGUST, 1949

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

Established in 1922
as ELECTRICAL RETAILING

•
ORESTES H. CALDWELL
Editorial Director

•
M. CLEMENTS
Publisher

•
JOHN L. STOUTENBURGH
Executive Editor

•
RUTH MORRIS
Records Editor

•
EDWARD A. CAMPBELL
Technical Editor

•
CHARLES F. DRYER
Art Director

•
BUSINESS DEPARTMENT

M. H. NEWTON
Sales Manager

EDWIN WEISL, JR.

A. O'ROURKE
Production Supervisor

•
BRANCH OFFICES
CHICAGO 6

S. M. GASKINS, Western Manager

JOHN ROMANCHAK, District Manager
201 N. Wells St. Randolph 6-9225

LOS ANGELES 14

DUANE WANAMAKER

610 S. Broadway
Mutual 2161

•
CIRCULATION DEPARTMENT

B. V. SPINETTA
Circulation Director

•
W. W. SWIGERT
Credit Manager

•
Radio & Television Retailing*

August, 1949, Vol. 50, 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. M. Clements, President; Orestes H. Caldwell, Treasurer. Subscription rates United States and U. S. Possessions \$2.00 for one year, \$3.00 for two years, \$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 February 21, 1949, at the Post Office at Philadelphia, Pa., under the act of March 3, 1879.

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

Copyright 1949 by

CALDWELL-CLEMENTS, Inc.

Publishers also of TELE-TECH

★ *AM, FM, Television*

COVER—Sales Will Snowball!

WHAT'S AHEAD!—In Radio, Appliances, Records and Television... 27, 28, 29

PUSH—TO KEEP THE SALES BALL ROLLING!..... 32

FM RADIO ON THE MARCH..... 34

TV SET RENTALS BOOST SALES..... 36

NEW TELEVISION RECEIVERS..... 38

NEW RADIO, TV, COMBINATIONS..... 40

★ *Records, Phonographs, Accessories*

TOP SALES-MAKING RECORDS..... 47

CURRENT RECORD REVIEWS..... 48

LATEST HOME RECORDING DEVICES..... 50

★ *Electrical Appliances*

GOOD SERVICE BUILT MODERN STORE..... 55

NEW ELECTRICAL HOME APPLIANCES..... 56

★ *Servicing and Sound*

AUDIO FREQUENCY RESPONSE..... 59

TV ANTENNAS..... 60

TELEVISION TECHNICIAN..... 62

NEW AIDS FOR SERVICERS..... 64

NEWS OF THE INDUSTRY..... Begins on page 73

Photo Credits

Ewing Galloway.....Cover

Frederic Lewis.....33

PART 2—Areas of Dependable Satisfactory Radio Reception—FM vs AM



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

Frank Facts about the

THE SET UP TO

*Why you
need
Emerson*

- 1. Only Emerson guarantees prices**—and without any strings attached. Every Emerson Radio and Television receiver you buy is fully protected against price reductions by Emerson's revolutionary rebate system for a period of thirty days following purchase. Emerson gives you the safest *buying* advantage, the greatest *selling* opportunity in the market today!
- The Emerson line has earned nationwide public acceptance to the highest degree . . . assuring you the *greatest return in traffic and turnover* for your investment.
- Emerson has been noted for its outstanding performance and great values, *for more than a quarter of a century*.
- More than ten million satisfied owners* of Emerson Radio and Television receivers strongly influence continued product acceptance and create heavy repeat business.
- 5. Controlled production keeps you oversold—never overloaded.** There is no obsolescence in Emerson. You are never subjected to dumps, close-outs, tie-ins, or any deals which tend to devalue your inventory.
- Emerson specializes *only* in Radio and Television. You get the benefit of Emerson's intensive concentration in engineering and merchandising.
- With *Emerson's complete line* you can cash in on every request for every type, size and style Radio and Television receiver.
- The "clincher" in Emerson sales is its up-to-the-minute decorator styling. *Emerson is designed for the mass market*. "Step-up" models in the Emerson line easily enable you to trade up your profits.
- Emerson *does not* make any *private brand or private label* receivers to compete with *your* sales.
- Every type of tested and proved sales promotion aid is furnished you. All Emerson promotion features you as *headquarters for Emerson products*.
- Millions of dollars are spent each year in Emerson's advertising. The next twelve months will see *the greatest advertising campaign in Emerson history* to support your efforts in your community.
- Emerson has proved over the years its ability to make available timely leader models to stimulate your business. There are no peaks or valleys . . . You are assured of a *high sales volume and profits the year round*.

Emerson Franchise...

GET YOUR NET UP

*Why
Emerson
needs you*

1. Emerson needs you to accomplish the widest distribution of its products.
2. Emerson needs you to display and merchandise its products—to meet competition, to meet consumer demand.
3. Emerson needs you to participate in its cooperative advertising, which is designed to guide customers to your store.
4. Emerson needs you to maintain its high rate of employment numbering many thousands and thereby contributing to social and economic stability.
5. Emerson needs the good will and influence of your store in your community.
6. Emerson needs your guidance and counsel in shaping its merchandising policies.

The cooperation between Emerson and its dealers is essential to insure each of us an abundant share of prosperity from this fast-growing industry. We pledge to do our share to make your Emerson Franchise more valuable and we hope to continue to enjoy your confidence and cooperation.



REG. T. M.

Emerson Radio and Television

EMERSON RADIO AND PHONOGRAPH CORPORATION

111 Eighth Avenue, New York 11, N. Y.

BETTER VISION, STYLE, TONE, PERFORMANCE, VALUE

Tele King's TERRIFIC NEW '50 LINE

• THE TV SENSATION
ACROSS THE NATION •



**145 SQUARE INCHES...
LARGEST 16" DIRECT VIEW SCREEN
ON THE MARKET!**

Stylish Wood Mahogany Cabinet • Superior Quality Components
Famous TELERAMIC Picture • TELE-LOCK Insures Razor-Sharp Image
Automatic Gain Control • Simplified Controls • TV At Its Best!

\$319⁹⁵

Plus Excise Tax

16" TABLE MODEL
T 616

\$349⁹⁵

Plus Excise Tax

16" CONSOLE MODEL
C 816



**BEST SET BY FAR...
IN THE ENTIRE CONSOLE FIELD!**

145 Square Inch Eye-Filling Picture • Direct View • Master Designed
Wood Mahogany Cabinet • Service Free • Automatic Frequency and
Gain Control • Teleramic • Tele-Lock • A Beauty To View • A Beauty To Sell!

10" TABLE MODEL T 510



\$179⁹⁵

Plus Excise Tax

**MOST SENSATIONAL SELLING SET...
EVERYWHERE!**

Priced SO Right • Smartly Designed Wood Mahogany Cabinet • Expanded 61
Square Inch DIRECT VIEW Teleramic Picture • All Channels • Tele-Lock • Precision
Engineered • Trouble-Free Performance • A TELE KING Natural For Volume Sales



12½" TABLE MODEL T 712

\$219⁹⁵

Plus Excise Tax

**GIANT 91 SQUARE INCH DIRECT VIEW SCREEN...
FOR GIANT SALES!**

Unmatched for Brilliant Teleramic Picture • Superior Service-Free Performance • Beautiful
Wood Mahogany Cabinet • Finest Components • Automatic Frequency Control Circuit

THE LOWEST PRICED,
HIGH QUALITY SETS ON THE MARKET!
NO BETTER TELEVISION AT ANY PRICE!

A HIT!

Tele King

CORP.

601 West 26th Street

• New York, N. Y.



From this tiny 2 1/2-inch tube



Norelco PROTELGRAM now offers

Life-Size
MORE
Life-Like
Television



... in a choice of picture sizes!

Many of America's important manufacturers of TV receivers will presently announce to your customers a wider variety of screen sizes in PROTELGRAM-equipped receivers.

These manufacturers have already introduced to the trade their sets featuring the popular 192-square-inch picture (16" x 12", 20" diagonal, square corners).

Look to them for early news about these two companion sizes—130 square inches with 16" diagonal and rounded corners, and 234 square inches with 20" diagonal and rounded corners.

And the latest version of PROTELGRAM for the projection of a giant 3' x 4' picture on a home-movie type screen is now available from several well-known makers, with others soon to be announced.

PROTELGRAM is the result of nearly fifteen years of development by the world's greatest electronic laboratories. It is an entirely new conception of quality television picture reproduction—a big life-size, more life-like image free from glare and easier on the eyes—at the lowest cost per square inch of viewing area.

PROTELGRAM has been adopted by leading TV manufacturers because it is the perfect answer to your customers' demand for bigger, better, more true-to-life television. It is your best bet for bigger television profits in 1949. Get the facts today on the profit-making opportunities in PROTELGRAM-equipped receivers. North American Philips Company, Inc., Dept. PE-7, 100 East 42nd Street, New York 17, N. Y.



PROTELGRAM

An exclusive development of
NORTH AMERICAN PHILIPS

See our exhibit at the NAMM Convention • Room 702, Hotel New Yorker • July 25-28, 1949

Terrific Volume for you

IN THE NEW

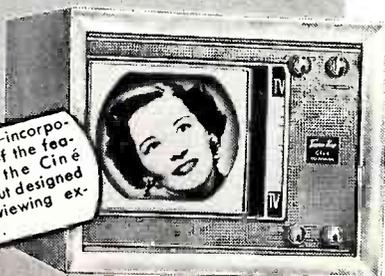
Trans-Vue CINÉ TELEVISION LINE!



Ciné 90XFM—Trans-Vue table console television set with 90 square inch direct view screen on 12½ inch tube... FM radio, long range reception. Complete with matching "Unilock" table.



Trans-Vue Ciné 145 Console—compact 30 tube set—unit features world's largest screen... 145 square inches of direct view telepicture on 15" Dumont tube. FM and AM radio, phonograph adaptation.



Ciné 90X—incorporates all of the features of the Ciné 90XFM but designed for televising exclusively.

Now... Trans-Vue, makers of the first commercial television systems... take pride in introducing the new Ciné line... the finest in home television receivers. The Ciné line incorporates all of the superior television and engineering features that have made the Trans-Vue name synonymous with quality and value in the field of commercial television.

These Trans-Vue home sets mean bigger sales, bigger profits for YOU, because:

Trans-Vue gives your customers the best in television at a moderate cost. Trans-Vue offers the finest standard circuitry, the finest engineering, the finest designing... plus:

- THE LARGEST EXPANDED DIRECT VIEW SCREEN!
- FAST AND ACCURATE 4-KNOB TUNING!
- FAMED, ACCURATE, SIMPLE "INSTANTUNER"!
- CRYSTAL-CLEAR LOCAL AND FRINGE AREA RECEPTION!
- FLICKER-FREE TELEPICTURES!
- SUPERB CABINET DESIGN BY PIERRE RENAULT!
- BEAUTIFUL BLONDE AND RICH MAHOGANY FINISHES!

Don't pass up the terrific sales and profit possibilities in the new Trans-Vue Ciné Television line... Write Today!

Investigate The Trans-Vue Inventory Insurance Policy!
Some Territories Still Available For Distributorship

WRITE...WIRE...OR PHONE

Trans-Vue

CORP.
1139-41 S. WABASH AVE.
CHICAGO 5, ILLINOIS

"KEN-RAD TUBES ARE RELIABLE BUSINESS-BUILDERS!"

"To succeed you have to sell reliable merchandise. That's one thing my years in this business have taught me.

"Take Ken-Rad Tubes. I don't mind telling you, I've built a good solid business with these tubes. When I sell Ken-Rad Tubes I know I'm selling dependable tubes that will not let me or the customer down.

"I don't know any other item that's done more to establish my reputation and build my business than Ken-Rad Tubes."

VICTOR A. REITH, Reith's Radio and Television Service, Woonsocket, R.I., insists on Ken-Rad Tubes because he knows—like thousands of other dealers—that Ken-Rad Tubes sell fast and stay sold.



J. H. WORTH, Foreman, Miniature Stem Section, is one of the many supervisors concerned with the comprehensive testing of Ken-Rad Tubes. This testing results in a tube unsurpassed for quality.

"KEN-RAD TUBES HAVE TO BE RELIABLE TO PASS THESE TESTS!"

"There's no tube made that has to undergo more rigid testing than a Ken-Rad Tube.

"It's tested at practically every step in its production.

"For instance, stems are checked every hour in the polariscope (above, left), an instrument used for detecting strain in glass by means of color or line change.

"When the strain pattern is constant, the stems are uniform and one acts like the next in the finished tube.

"Result is a final tube that is more uniform, of better quality.

"Reliable is the word for Ken-Rad Tubes, all right!"



KEN-RAD *Radio Tubes*

PRODUCT OF GENERAL ELECTRIC COMPANY
Schenectady 5, New York

THE SERVICEMAN'S TUBE
... backed by profit-making sales aids which your Ken-Rad distributor will be glad to show you. Phone or write him today!

102-HAB

YOUR LATEST SELLING FORECAST...

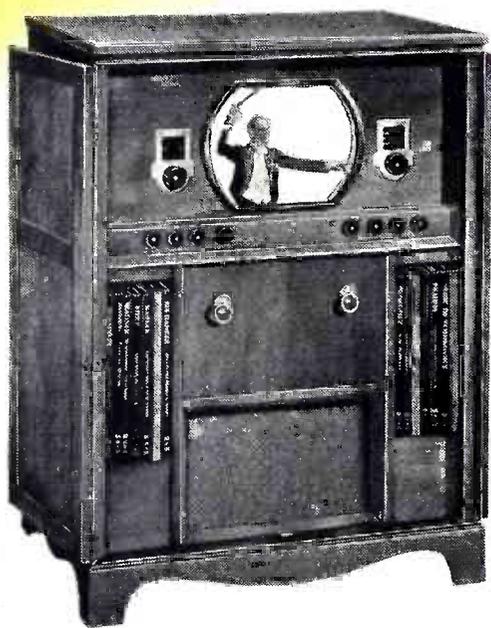
Brighter sales with...

CROSLEY

True-Picture[†] television!

▶ There's profitable selling ahead when you feature Crosley TRUE-PICTURE TV and carry the full Crosley line. Crosley's advanced engineering offers the very finest in electronics—in a *variety of models and styles* to meet your selling needs.

Your profit opportunities are better with Crosley, too, because Crosley's way of doing business is based on fair play and cooperation. You'll go *farther and faster* with Crosley—a sound, fast-growing organization that's *on the way up!*



1 9-409 M
The "Family Theatre"



2 9-420 M
The "Good Neighbor"



3 9-422 M
The "Master Showman"

†The famous Crosley TRUE-PICTURE results from exclusive engineering features and precision design. Every Crosley TV receiver is a superb electronic instrument, doubly tested by both electric eye and human eye.



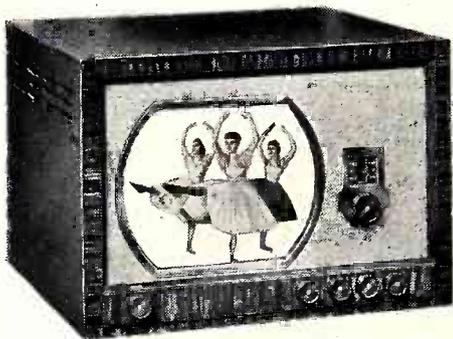
6 9-425

- 1** A magnificent entertainment package for the entire family, in a famous Carrollton cabinet of matched mahogany veneer . . .
- TRUE-PICTURE TV on a big 12½" picture tube
- 3-speed automatic record player—for 33½, 45, and 78 rpm
- Complete AM radio and full-range FM radio



5 9-403 MA
The "Good Time"

- 2** An economy console that offers customers a top-value product at a *low price* . . .
- 10" picture tube that provides brilliant, TRUE-PICTURE television
- Static-free FM sound for all TV channels—plus full-range FM radio
- Smartly styled cabinet in warm mahogany veneer or modern blond woods



4 9-419 M
The "Popularity"

- 3** Crosley's brilliant new TRUE-PICTURE TV console.
- Bright, lifelike pictures on a huge 16" picture tube
- Static-free FM sound for all TV channels—plus a full-range FM radio
- With the new expanded French Oval screen

- 4** A brilliant new 12½" picture tube model . . .
- TRUE-PICTURE TV in a beautifully styled cabinet of rich mahogany veneer
- Automatic picture synchronizer and simplified controls
- Static-free FM sound for all TV channels—plus a full-range FM radio

- 5** Another TRUE-PICTURE TV table model that helps balance out your full line . . .
- Clear, steady pictures on a 10" picture tube
- Static-free FM sound for all TV channels—plus a full-range FM radio
- In a handsome cabinet of rich mahogany veneer

- 6** A brand-new addition—a lightweight portable Crosley TRUE-PICTURE TV set . . .
- Gives clear, lifelike pictures on the bright 7" picture tube
- Handsomely cased in brown leatherette, with leather carrying handle
- Complete with special antenna that folds out of sight inside case and can be set up in a jiffy

CROSLEY

DIVISION



Better Products for Happier Living
SHELVADOR* REFRIGERATORS... KITCHEN FREEZERS
RANGES... RADIOS... RADIO PHONOGRAPHS... TELEVISION

For Prices and Complete Data on these sets and others in the famous Crosley line, get in touch with your nearest Crosley distributor. Or write: Crosley Division, Avco Manufacturing Corporation, 1329 Arlington Street, Cincinnati 25, Ohio.

NOTE: With the continuous tuner in Crosley TV receivers, future provision can be made, if desired, to secure reception on proposed UHF (ultra high frequency) channels based on present standards.

TALK OF THE **TV** TRADE . . .

ELECTRONIC MAGNIFIER *by* Westinghouse



See THE NEW
**ELECTRONIC
MAGNIFIER**

NOW AT YOUR
WESTINGHOUSE DISTRIBUTOR

. . . Electronic enlargement at the flick of a switch . . .
 Enlarged picture contains full brilliance . . . No dis-
 tortion of the picture . . . No raw edges of the picture.
*See your Westinghouse Radio distributor for a demonstration
 of this great new television selling feature! Home Radio
 Division, Westinghouse Electric Corporation, Sunbury, Pa.*

YOU CAN BE SURE
 ...IF IT'S
Westinghouse

C-D SKYHAWK ANTENNAS

MINUTES FOR INSTALLATION...YEARS OF RELIABLE SERVICE



MODEL 8B

MODEL 4B

FOR CARS

NOW! A Stainless Steel Antenna For Your Quality Trade

MODEL 8B \$5.95

- quick installation on any surface — at any angle
- 3 section all stainless steel, 60" extended
- chrome-plated metal top spacer
- full 36" polyethylene lead-in
- 100% waterproof construction
- exclusive "spring finger-plug"
- fits any cowl or fender contour

A Durable, Economical Antenna

MODEL 4B \$3.33

- 2 section mast extends to 43"
- 1/2" mounting hole is all that's needed to install on any cowl or fender
- universal mounting spacer with 30 angular adjustment fits all contours
- full length 36" polyethylene lead-in
- brilliant chrome finish

STRATE-LINE ANTENNAS WITH HI-LO BAND COVERAGE, CHANNELS 2-6, 7-13

Speedy installation, trouble-free operation and reliable performance. This type of installation puts money in your pocket — and keeps it there. There's no profit leakage with wasted "call-back" time when you install C-D Strate-line antennas. They're built to stand up under all weather conditions.

MODEL	CONTENTS	LIST PRICE
85 X	"STRATE-LINE" Hi-Lo array, 8 ft. mast, phase line. 6 standoffs, base mounting bracket.	\$23.00
T85 X	Same as 85 X with 60" trans. line.	25.50
85 XAX	Double stacked 85 X, feeder bars, 6 standoffs, 8 ft. mast, phase lines, base mounting bracket.	42.50
T85 XAX	Same as 85 XAX, with 60" trans. line.	45.00
K85 X	Single 85 X bay, feeder bars, "U" bolt mast bracket for converting single to double stack. No mast.	17.50

CORNELL-DUBILIER can now supply you with a full line of AUTO, TV and FM antennas. If your jobber does not stock them, send your order to us, Cornell-Dubilier Electric Corporation, South Plainfield, New Jersey. We will ship your order through your nearest C-D distributor. Other plants in New Bedford, Brookline and Worcester, Mass.; Providence, R. I.; Indianapolis, Indiana; and subsidiary, The Radiart Corporation, Cleveland, Ohio.



FOR TELEVISION

CORNELL-DUBILIER
 CONSISTENTLY DEPENDABLE
 ★ CAPACITORS
 ★ VIBRATORS
 ★ ANTENNAS
 ★ CONVERTERS



1910 1949

Reg. U. S. Pat. Off.

F.M. BROADCASTING

Past, Present and Future

OVER nine years ago, while testifying before the Federal Communications Commission, I made two predictions. At that time only a handful of F.M. stations were on the air and only a few thousand sets in the hands of the listener.

One prediction was that F.M. broadcasting would be able to reach more people with better service thruout the United States than the standard broadcast system then operating.

Today, a glance at the map in Part II of this magazine, with over 700 F.M. stations now on the air, will show how that prophecy has come to pass.

The other prediction concerned the cost of receivers to the public. In response to an inquiry which raised the question as to whether F.M. was to be a rich man's toy, I made the statement that somehow—some way—the manufacturer always succeeded in developing a receiver to fit everyone's pocketbook.

That has now come to pass in the present market. Inexpensive, highly stable and highly sensitive receivers are now becoming available.

To date, the inventors and engineers have done their part and the broadcasters who built the stations have done theirs in bringing this superior service into public use from these seven hundred outlets.

All this has been done without any public issue of securities; a thing unique in the history of a major radio development; and in the face of the delays of the war years and the devastating effect of a change in wave lengths.

The future rests now with the manufacturer who gives the purchaser genuine F.M. performance in his product, with the merchant who correctly informs his customer, and with the advertiser who uses the medium. Let us now see how well they can match the performance of the engineering profession in bringing this service into wide public use.

Edwin H. Armstrong

ARVIN Leads Again!

THREE 30th ANNIVERSARY SPECIALS!

NEW LOW PRICES! APPEALING DISCOUNTS!
POWERFUL NATIONAL ADVERTISING!

Decorator colors! High styling! Amazing range and tone! Typical Arvin value packages to boost radio sales and profits for you! Millions will read about them in The Saturday Evening Post. Get set now to cash in on Arvin's national advertising—with the solid values Arvin has made famous for thirty years!



PRICE LEADER!

Sets the standard in low priced radio

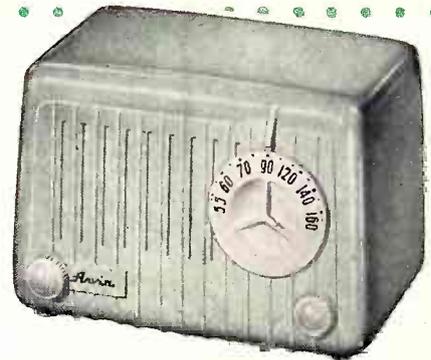
\$12⁹⁵

* Arvin Model 341T—shatterproof, kidproof. Sandalwood with Burgundy trim strikes a high-style note. Compact, convenient, perfect for children—or for dormitory, hotel, or hospital use. AC/DC superhet. Underwriters' listed.

VALUE LEADERS!



\$16⁹⁵*



Arvin Model 357T—Willow Green or Sandalwood, gold-trimmed. AC/DC superhet, 5 tubes including rectifier; built-in antenna; Alnico V speaker. More real radio performance than you'll find in any other set at the price.

\$19⁹⁵*

Arvin Model 359T—Willow Green or Sandalwood, with gold trim. The outstanding set in the 5-tube class—for beauty, for range, for exceptionally fine tone. Alnico speaker; built-in antenna; Underwriters' listed.

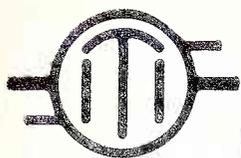
*Slightly higher in zone 2.



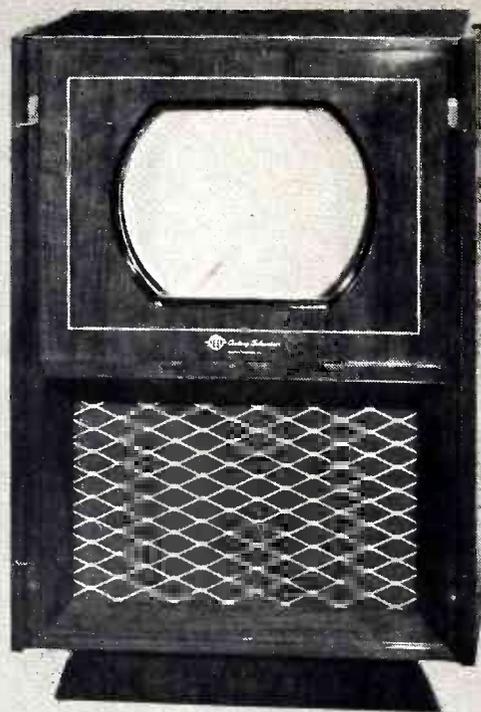
The Complete Table Model Line

RADIO & TELEVISION DIVISION

NOBLITT-SPARKS INDUSTRIES, INC., COLUMBUS, INDIANA



Century Presents...



the Magic of Remote Control

16-INCH REMOTE CONTROL: THE SET THAT LETS YOU SIT

There's magic in the words Remote Control, and now you can use that magic to bring the *buying public* into your store. For good demonstrations are the key to your sales—and never before has there been a demonstrator like the Century Model 326.

The central knob selects your pre-tuned channels. The other two adjust contrast and volume. Controlled from any desired distance, from a comfortable viewing position . . . *it's like a magic wand!*

UNIT CONSTRUCTION—Here is the construction method of the future. The "326", shown above, has four separate chassis for separate functions: One for the remote control unit. One for video amplification and synchronizing circuits, as well as the accelerating voltage supply. One for the audio amplifying function. And one for the power supply chassis. This

method of construction means less servicing, and quicker, easier servicing should it be necessary. The small connecting cable meets all building codes.

OTHER FEATURES INCLUDE: Better picture quality, because you can adjust the picture from where you view it . . . A 16" screen, for graceful, room-sized groupings in comfortable chairs . . . Custom-built cabinets in either authentic Swedish Modern or traditional styles, in Korina, dark mahogany or natural walnut . . . Wonderful tonal qualities from a 12" concert speaker that is mounted in an acoustically correct cabinet made with specially formed miters and high-frequency woodwelding techniques . . . Fine cabinetry at its hand-crafted best. Matched grains, hand-rubbed finishes and clean styling make the Century 326 "at home" with the best. Fine furniture to help you sell.



INDUSTRIAL TELEVISION INC.
359 Lexington Avenue
Clifton New Jersey

What you should know about...WOMEN!

1.
God Bless Them

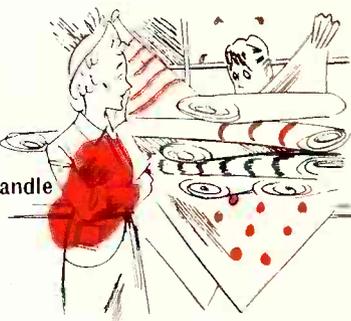


2.
... They are our Pride



3.
... and DESPAIR!

4.
... When She Goes Shopping—She'll Handle



5.
Sniff, Taste and Compare... and usually leave



6.
With a Vague "No—thank You... I'm just looking."

7.
... But when she Walks into your Store with the Little "Portable" that doesn't seem to work any more



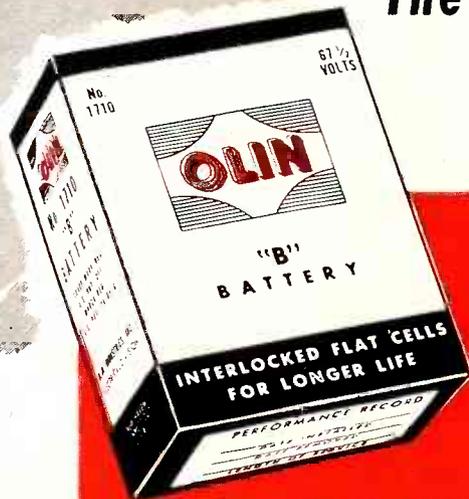
8.
... THAT'S WHEN SHE LOOKS UP TO YOU...



9.
... and if it's a new "B" Battery she needs, you can add a "halo" to your stature by recommending...

The only Radio "B" Battery which is

INTERLOCKED!



Stronger---
lasts longer
...yet costs
no more.



It's
exclusive
with
OLIN

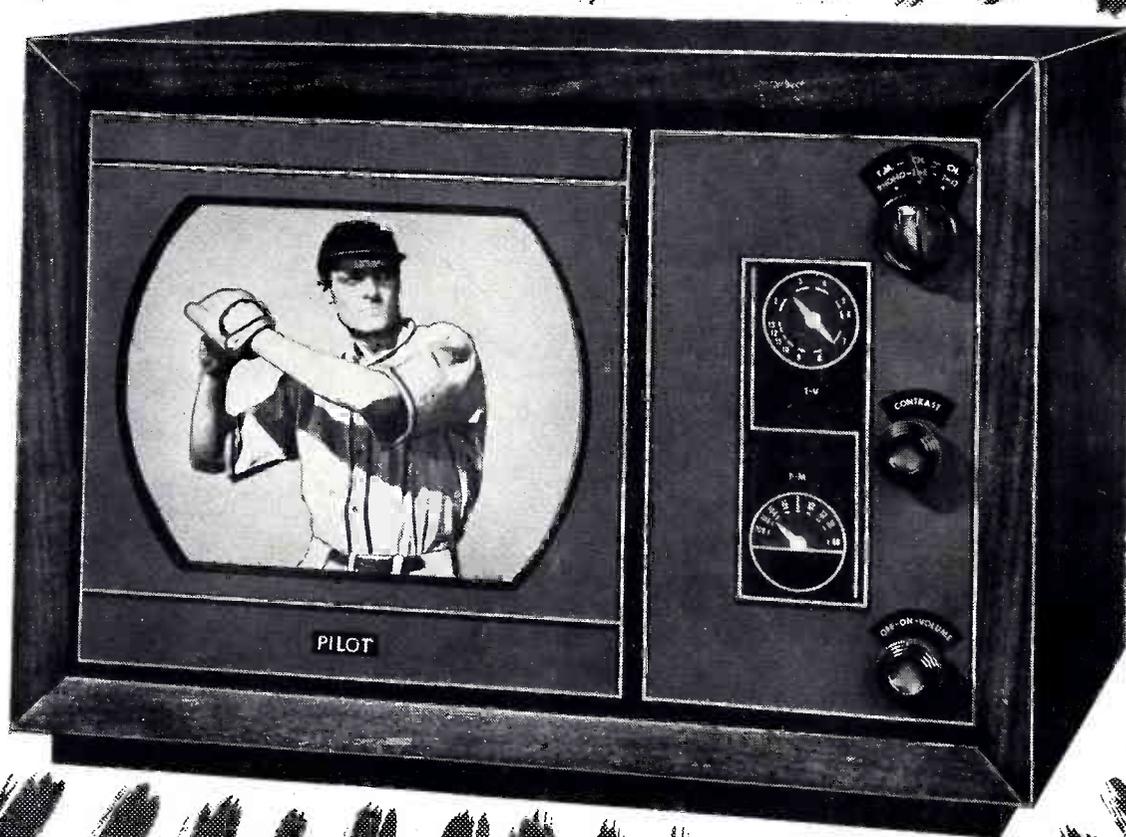
Patented U. S. Pat. 2416576

Available only in the **WINCHESTER** and **BOND** lines
of OLIN INDUSTRIES, INC., Electrical Division, New Haven 4, Conn.

GET SET FOR VACATION SELLING—order complete line Olin Radio Batteries and combination display from your Wholesaler's Salesmen TODAY!

Not Just "Television" —

PILOT



12 1/2 INCH DIRECT VIEW TUBE
and complete **FM Radio**
IN A FINE MAHOGANY VENEER CABINET

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

but... famous

QUALITY

Television

Priced to build sales and profits for YOU — the dealer!

A profit-making discount is important for you, the television dealer. A satisfied customer is equally important!

Here at last is a magnificent new Television Receiver that gives you *BOTH!!* We present the glorious PILOT TV-121...with BIG 12½" direct view tube and complete FM radio...to sell profitably at \$269.50!

The Pilot TV-121 is *built up to a standard...NOT down to a price.* In design, construction and performance, it has *everything* you'd expect of the *finest* video set, *irrespective of price!* Easy to install, easily serviced by any good radio service man. It features Pilot's revolutionary "front end design"...completely eliminating those frequent, troublesome front end service problems.

This is the kind of sensation you've come to expect of *Pilot*...famed for quality 'round the world...creator of many historic "firsts" in

TO RETAIL AT

269⁵⁰

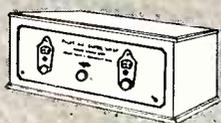
PLUS FEDERAL EXCISE TAX
SLIGHTLY HIGHER WEST OF ROCKIES

electronics. Pilot was **FIRST** to operate a government-licensed TV station (W2XCL, in 1928)... Again and again, Pilot has realized the manufacturer's dream of producing a **FINER** product to be sold for **LESS**.

See how this dream is now realized in the thrilling **PILOT TV-121!** Learn why radio and television experts agree that "If it's **PILOT-ENGINEERED**, it's always a year ahead of its time." For details on how **YOU** can cash in on "the greatest best-seller since television began"—send coupon below—**RIGHT NOW!**

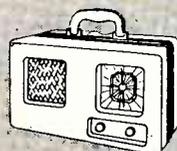
SEND COUPON NOW ➔

Famous Pilot "First"



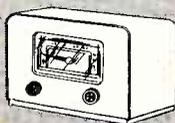
1927—the first short-wave home receiver.

Famous Pilot "First"



1937—the first truly portable battery radio receiver.

Famous Pilot "First"



1947—the first popular-priced FM-tuner (Pilotuner).

PILOT RADIO CORPORATION
37-06 36th ST. LONG ISLAND CITY 1, N. Y.
Please rush full details on new PILOT TV-121.

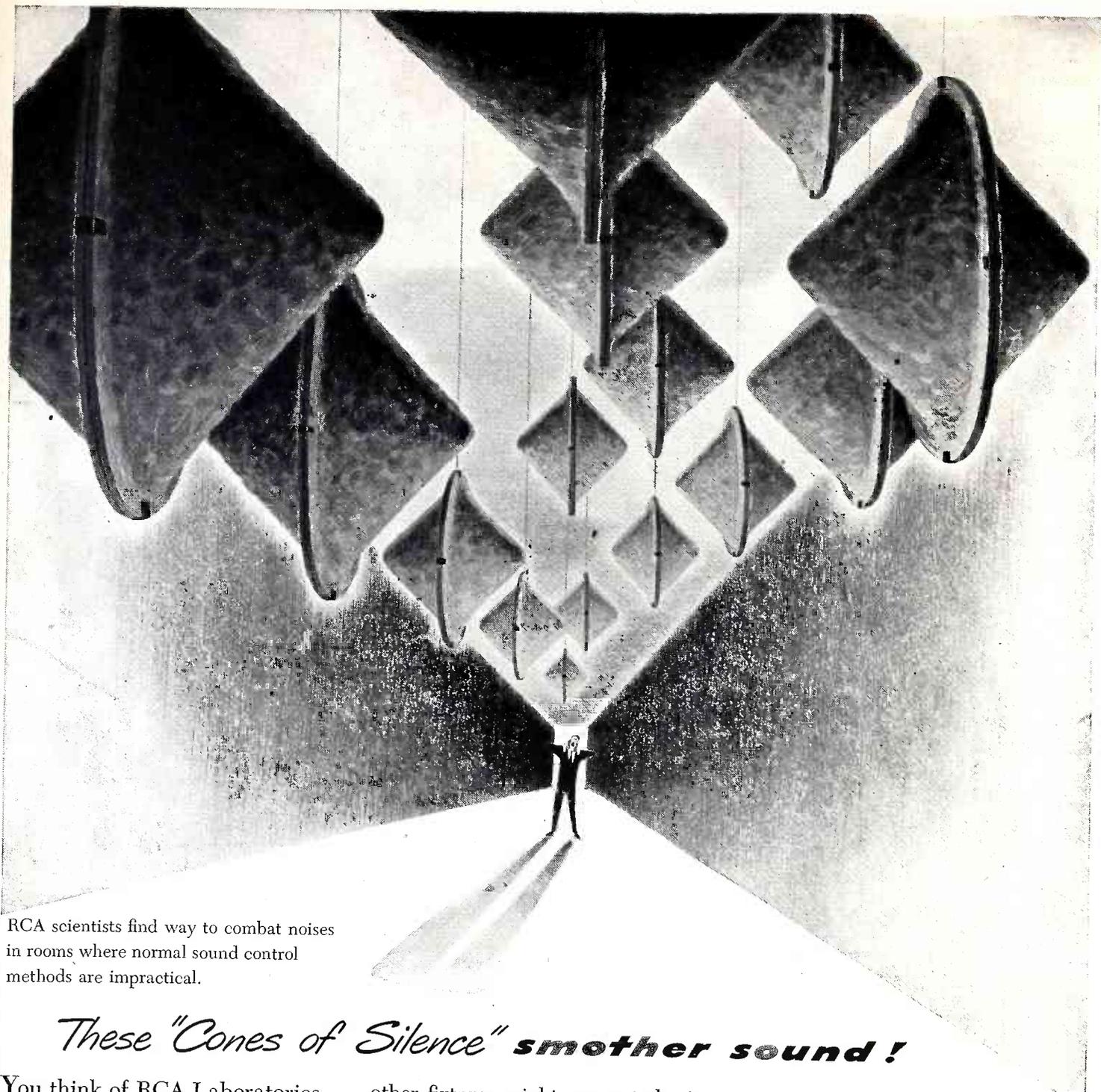
COMPANY.....

STREET ADDRESS.....

CITY.....

STATE.....

SIGNED.....



RCA scientists find way to combat noises in rooms where normal sound control methods are impractical.

These "Cones of Silence" smother sound!

You think of RCA Laboratories—in part—as a place where scientists work with *sound*, for radio, television, phonographs. This is true, but they are also deeply concerned with *silence*.

One example is a recent RCA development, a way of killing clatter in places where conventional sound-conditioning—with walls or ceilings of absorbent materials—would get in your way. Overhead pipes, ducts or

other fixtures might prevent the installation of a sound-absorbent ceiling—and you wouldn't want to blanket a skylight.

RCA's invention solves the problem in this way: Cones of sound-absorbent substances are clamped together base-to-base . . . then hung in rows where not in the way. Light, inexpensive, easy to install, these "Cones of Silence" convert sound waves into heat energy, and will absorb from 60% to 75% of the clatter in a noisy room.

How you benefit:

Development of this functional sound absorber indicates the type of progressive research conducted at RCA Laboratories. Such leadership in science and engineering adds *value beyond price* to any product or service of RCA and RCA Victor.

The newest developments in radio, television, and electronics can be seen in action at RCA Exhibition Hall, 36 West 49th St., 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

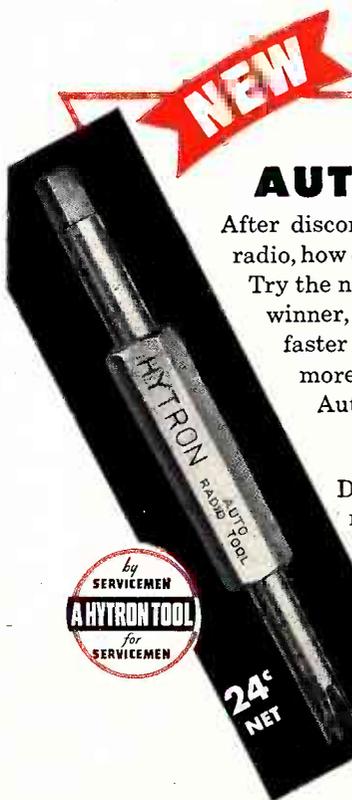
YOU DON'T NEED THESE TUBES

...Yet!

As a serviceman, you don't need the brand new Hytron 1X2, 6BQ6GT, and 25BQ6GT immediately. **But you will soon.** They are first of a new line of Hytron originals for lower-cost TV sets. Designed for the mass market in collaboration with leading TV set manufacturers.

Two new GT firsts by the originator of the Bantam GT. A brand new 9-pin miniature by the pioneer of smaller tubes. Three more Hytron contributions to the growth of TV.

The 6BQ6GT and 25BQ6GT are horizontal deflection amplifiers; the 1X2, a high-voltage TV rectifier. All three do equally well the job of older, much more expensive tubes—in a-c or a-c/d-c TV sets. Watch for them. And for many other Hytron originals in low-cost TV tubes.



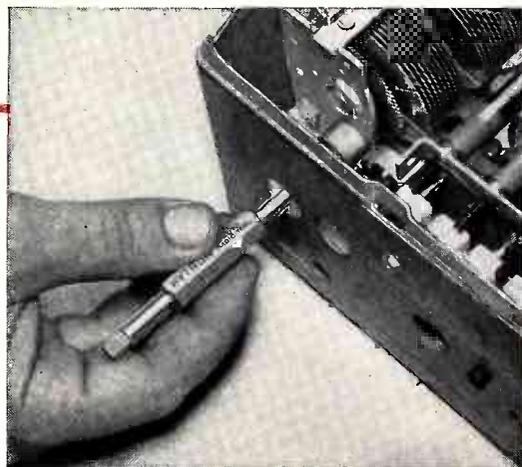
SPEED UP AUTO-RADIO SERVICING

After disconnecting control cables from a universal auto radio, how do you tune it? Screw driver? Here's a better way. Try the new Hytron Auto Radio Tool. A contest first-prize winner, this double-ender fits most sets. Helps you work faster with less effort, yet more precisely... to make more money. Only 24c. One job pays for it. Get your Auto Radio Tool from your Hytron jobber today.

IT'S EASY

Detach cables from universal auto radio. Slip Hytron Auto Radio Tool into control fittings. Turn set on/off, tune, adjust volume and tone, realign to dial... smoothly, exactly. Square tip also fits splines. Slotted tip is V-shaped for different thicknesses of spade and similar key fittings. Tool fits over 90% of universal sets with minimum backlash.

Durable one-piece construction. Precision machined steel, bright-zinc plated. Compact size for working under dash. Comfortable handle is large diameter for vernier-like adjustments, hexagon to prevent rolling off bench. Imprint on handle counts dial revolutions. New Hytron Auto Radio Tool is unique. A bargain tool by and for servicemen.



SPECIALISTS IN RADIO RECEIVING TUBES SINCE 1921

HYTRON

RADIO AND ELECTRONICS CORP.

MAIN OFFICE: SALEM, MASSACHUSETTS



STOP that anti-television propaganda!

Maybe it just "grew". Or perhaps the false rumor was "planted" by panic-promoters, for their own vested purpose. In any case, the FACT is that too many people have the mistaken impression that television is injurious to vision. That there's an eye-risk which makes it unwise to buy television. Surveys find as many folks waiting for "improvements," as for lower prices. Cartoons calmly insinuate that it's hard to see television. Blandly, certain manufacturers promote products to "make television easier to see." Little has been done to stop this stultifying rumor. The time has come to dispel the fear, clear away the smear; reassure the public, and remove this obstacle to sales! The talent and ability wrapped up in television are this nation's best. Those who head-up this industry are creative and responsible; intelligent and dynamic. Together, they can and will overcome all rumors destructive to television.

Let us take this first step, together!

Starrett TELEVISION CORPORATION, recognizing a challenge that demands immediate action, envisages a BUREAU OF TELEVISION OPTICAL STANDARDS, of a calibre to inspire public confidence, and a scope to keep that confidence active and vital, for the benefit of the entire television industry. Starrett invites all those whose interests lie with the future of television to take part in this great move to arouse and maintain public confidence in the greatest mass-enjoyment medium ever known to mankind . . . television.



(Sketch for proposed BTOS Seal of Commendation)

THIS ADVERTISEMENT HAS BEEN PRESENTED IN THE INTEREST OF THE TELEVISION INDUSTRY BY *Starrett* TELEVISION CORPORATION

MANUFACTURERS • DISTRIBUTORS
DEALERS • THE PEOPLE

All have a vital stake in

Bureau of
TELEVISION OPTICAL STANDARDS

A Non-Profit Organization to AFFIRM THE TRUTH ABOUT TELEVISION! For Promoting Television-Enjoyment! To Make Available to all Who Fulfill Top Standards, a Seal of Commendation!

The Bureau of Television Optical Standards will educate the public as to the truth about vision and T.V. Control of television optical standards will rest solely with competent, recognized authorities who will comprise the Bureau's Review Board. Starrett has enlisted its Advertising and Public Relations Agency* to make this project known and available to all whose future coincides with the future of television. Manufacturers and dealers may become BTOS members. There will be no profit of any kind, to any individual or company. Starrett, while sponsoring this industry-benefitting organization, seeks no special privileges. The Seal of Commendation will be awarded on the basis of merit only. It will be a Seal not merely to be sought after by those who sell television; but to be honored by the public which buys television.

This, then is the aim:

To establish for the television industry a SEAL OF COMMENDATION, for sets which meet the standards of the BUREAU OF TELEVISION OPTICAL STANDARDS.

To develop a continuing program of public relations for the education of the public.

To end, once and for all, rumors injurious to television.

We are endeavoring to reach . . . in the shortest possible time . . . all who are concerned with television. Therefore, we suggest that manufacturers, distributors, dealers, the Radio Manufacturers Association, Television Manufacturers Association, the Illuminating Engineering Society, and all relevant organizations, regard this Announcement as an invitation to join Starrett in developing the Bureau of Television Optical Standards.

FOR FURTHER DETAILS, WRITE TO:

Bureau of
TELEVISION OPTICAL STANDARDS
A non-profit institute for promoting television enjoyment

37 West 57th Street, New York 19, N. Y. MURRAY HILL 8-3515

*Ray-Hirsch Co., Inc.



NEED...

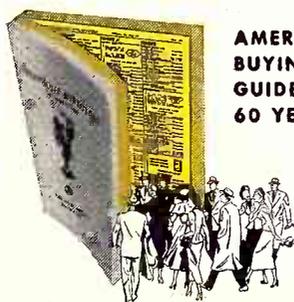


READ...



SPEED!

Make buying as easy as this for your customers



**AMERICA'S
BUYING
GUIDE FOR
60 YEARS.**

You can call attention to the products and services you sell by advertising in the 'yellow pages' of the telephone directory. In this way you'll say "I have it" to shoppers in your community—folks who have never been in your store as well as strangers in town.

Surveys show that 9 out of 10 shoppers use the 'yellow pages.' Let them help direct these potential customers to your store. Call your local Telephone Business Office for more information today.



Can you answer this **TV** quiz?

QUESTIONS

1. Is a "conical type" best for that TV Aerial installation?
2. Should you buy a "lazy M" or a stacked, ½ wave spaced, array?
3. Can't I get along without an oscillograph?
4. Do you need a field strength meter to check poor reception?
5. Is a cross-hatch generator worth the cost for TV service?

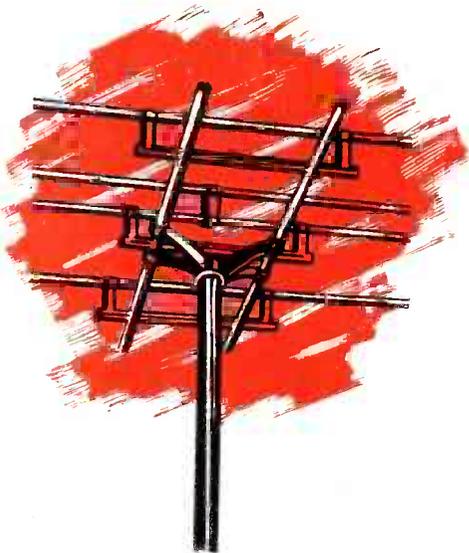
ANSWERS

1. Yes, if widely spaced channels need broad-band results. 2. Buy the stack for best results on most-wanted channel. 3. Not if you want to stay in TV. 4. Yes. You have to prove the need of a better aerial. 5. If your time is worth money to you — positively a must!

Look to your **NEDA** distributor

PRONOUNCED NEED A

when you need help on **TV**



TV will be one of the country's biggest industries, and the dealer's problem is to keep up with it or be left behind. Build your TV business soundly. Call on your NEDA Distributor for his technical knowledge . . . for honest advice on equipment . . . for the industry's best lines. You're in TV to render good service to your customer, and to make a profit. Your NEDA Distributor will help you do both!

Consult the list of NEDA members on the opposite page.



NATIONAL ELECTRONIC DISTRIBUTORS ASSOCIATION
INCORPORATED

2214 LaSALLE-WACKER BUILDING, 221 N. LaSALLE ST., CHICAGO 1, ILLINOIS



WHEN YOU NEED A DISTRIBUTOR—CONSULT THIS **NEDA** LIST

ALABAMA
BIRMINGHAM
 James W. Clary Co.
MOBILE
 Nelson Radio & Supply Co.
TUSCALOOSA
 Allen & Jemison Co.

ARIZONA
PHOENIX
 Radio Parts of Arizona

ARKANSAS
FORT SMITH
 Wise Radio Supply
LITTLE ROCK
 Southern Radio Supply
TEXARKANA
 Lavender Radio Supply Co.

CALIFORNIA
GLENDALE
 R. V. Weatherford Co.
LONG BEACH
 Scott Radio Supply
LOS ANGELES
 Radio Products Sales, Inc.
 Universal Radio Supply Co.
OAKLAND
 W. D. Brill Co.
 Electric Supply Co.
 Wave Miller & Co.
 E. C. Wenger Co.
SAN BERNADINO
 Inland Electronic Supply
SAN DIEGO
 Coast Electric Co.
 Electronic Equipment Distr.
SAN FRANCISCO
 Associated Radio Distributors.
 C. C. Brown Co.
 Kaemper-Barrett Dealers
 Supply Co.
 San Francisco Radio &
 Supply Co.
 Wholesale Radio & Electric
 Supply Co.
 Zack Radio Supply Co.
SAN JOSE
 Frank Quement, Inc.
STOCKTON
 Carter W. Dunlap Wholesale
 Radio Co.

COLORADO
PUEBLO
 L. B. Walker Radio Co.

CONNECTICUT
BRIDGEPORT
 Hatry & Young
HARTFORD
 Hatry & Young, Inc.
NEW BRITAIN
 United Radio Supply
NEW HAVEN
 Hatry & Young
 Thomas H. Brown Co.
NEW LONDON
 Hatry & Young
STAMFORD
 Hatry & Young
WATERBURY
 Hatry & Young
 The Bond Radio Supply

DISTRICT OF COLUMBIA
WASHINGTON
 Capitol Radio Wholesalers
 Kenyon Radio Supply Co.
 Rucker Radio Wholesalers
 Silberne Radio & Elec. Co.

FLORIDA
MIAMI
 Electronic Supply Co.
 Herman Radio Supply Co.
 Walder Radio & Appliance
ORLANDO
 Radio Accessories Co.

GEORGIA
AUGUSTA
 Prestwood Electronics Co.
COLUMBUS
 Radio Sales & Service Co.

IDAHO
BOISE
 Craddock's Radio Supply
 Kopke Electronics Co.

ILLINOIS
BELLEVILLE
 Lurtz Electric Co.
BLOOMINGTON
 Alverson Sales Co.
CHICAGO
 Allied Radio Corp.
 J. G. Bowman & Co.
 Chauncey's, Inc.
 The Lukko Sales Corp.

CHICAGO
 Pilgrim Distributing Co.
 Radio Parts Co.
 Walker-Jimison, Inc.
MOLINE
 Lofgren Distributing Co.
PEORIA
 Herberger Radio Supply
ROCK ISLAND
 Tri-City Radio Supply
SPRINGFIELD
 Wilson Supply Co.

INDIANA
CROWN POINT
 Hub Appliance & Supply Co.
FORT WAYNE
 Pemberton Laboratories
HAMMOND
 Stanton Radio Supply
INDIANAPOLIS
 Van Sickle Radio Supply Co.

IOWA
COUNCIL BLUFFS
 World Radio Laboratories
DAVENPORT
 Midwest-Timmerman Co.
DES MOINES
 Gifford-Brown, Inc.
 Iowa Radio Corp.
 Radio Trade Supply Co.
DUBUQUE
 Boe Distributing Co.
FORT DODGE
 Ken-Els Radio Supply Co.
SIOUX CITY
 Duke's Radio Co.
WATERLOO
 Ray-Mac Radio Supply

KANSAS
TOPEKA
 The Overtone Electric Co.
WICHITA
 Excel Distributors
 Interstate Distributors, Inc.

KENTUCKY
LEXINGTON
 Radio Equipment Co.
LOUISVILLE
 Peerless Electronic
 Equipment Co.
 Universal Radio Supply Co.

LOUISIANA
ALEXANDRIA
 Central Radio Supply
LAFAYETTE
 Radio Electronic Supply
LAKE PROVIDENCE
 F. H. Schneider & Sons
MONROE
 Hale & McNeil
NEW ORLEANS
 Wm. B. Allen Supply Co.
 Columbia Radio & Supply Co.
 Shuler Supply Co.
 Southern Radio Supply Co.
SHREVEPORT
 Koelmay Sales Co.

MAINE
AUBURN
 Radio Supply Co., Inc.
PORTLAND
 Maine Electronic Supply

MARYLAND
BALTIMORE
 Kann-Ellert Electronics, Inc.
 Radio Electric Service Co.
 Wholesale Radio Parts
HAGERSTOWN
 Zimmerman Wholesalers

MASSACHUSETTS
BOSTON
 De Mambro Radio Supply Co.
 Hatry & Young of Mass., Inc.
 A. W. Mayer Co.
 The Radio Shack Corp.
BROCKTON
 Ware Radio Supply Co.
CAMBRIDGE
 Electrical Supply Corp.
LAWRENCE
 Hatry & Young
MELROSE
 Melrose Sales Co.
NATICK
 Willett Radio Supply, Inc.
NEW BEDFORD
 C. E. Beckman Co.
PITTSFIELD
 Pittsfield Radio Co.
ROXBURY
 Gerber Radio Supply Co.
SPRINGFIELD
 Hatry & Young
 T. F. Cushing
 Springfield Radio Co., Inc.
 Springfield Sound Co.

WORCESTER
 Radio Electronic Sales Co.
 Radio Maintenance Supply

MICHIGAN
ANN ARBOR
 Wedemeyer Electronic
 Supply Co.
BATTLE CREEK
 Electronic Supply Corp.
DETROIT
 M. N. Duffy & Co.
 Ferguson Radio Supply Co.
 K-L-A Laboratories
 of Detroit
 Radio Electronic Supply Co.
 Radio Specialties
FLINT
 Lifsey Distributing Co.
 Radio Tube Merchandising
 Shand Radio Specialties
JACKSON
 Fulton Radio Supply Co.
LANSING
 Electric Products Sales Co.
 Offenhauer Co.
LAURUM
 Northwest Radio of Michigan
MUSKEGON
 Industrial Electric Supply
PONTIAC
 Electronic Supply Co.

MINNESOTA
DULUTH
 Northwest Radio
MINNEAPOLIS
 Bauman Company
 Lew Bonn Co.
 Northwest Radio &
 Electronic Supply Co.
 Radio Maintenance Co.
 The Stark Radio Supply Co.
ST. PAUL
 Electronic Distributing Co.
 Hall Electric Co.

MISSISSIPPI
JACKSON
 Cabell Electric Co.

MISSOURI
CAPE GIRARDEAU
 Suedekum Electronic
 Supply Co.
JEFFERSON CITY
 Central Missouri Distrib.
JOPLIN
 M. Brotherson
 Four State Radio & Supply
KANSAS CITY
 Burstein-Applebee
 Manhattan Radio &
 Equipment, Inc.
 McGee Radio Co.
 Potter Radio Co.
ST. JOSEPH
 St. Joseph Radio & Supply
ST. LOUIS
 Walter Ashe Radio Co.
 Ebinger Radio & Supply Co.
 J. C. Gordon Co.
 Interstate Supply Co.
 Radonics
 Van Sickle Radio Co.
SPRINGFIELD
 Harry Reed Radio & Supply

NEBRASKA
LINCOLN
 Hicks Radio Co.
 Leuck Radio Supply Co.
OMAHA
 J B Distributing Co.
 Radio Equipment Co.

NEW HAMPSHIRE
CONCORD
 Evans Radio
DOVER
 American Radio Corp.
MANCHESTER
 Radio Service Laboratory

NEW JERSEY
BRIDGETON
 Joe's Radio Shop
NEWARK
 Continental Sales Co.
 Krich-Radisco, Inc.
 Aaron Lippman & Co.
PHILLIPSBURG
 Carl B. Williams Co.

NEW YORK
ALBANY
 Fort Orange Radio
 Distributing Co.
 E. E. Taylor Co.

AMSTERDAM
 Adirondack Radio Supply
AUBURN
 Dare's Radio Service
BINGHAMTON
 Federal Radio Supply Co.
BROOKLYN
 Green Radio Distributors
 Hornbeam Distributing Co.
 National Radio Parts Distr.
BUFFALO
 Dymac, Inc.
ELMIRA
 Fred C. Harrison
GLEN FALLS
 Ray Distributing Co.
HEMPSTEAD
 Davis Electronics Corp.
 Standard Parts Corp.
ITHACA
 Stallman of Ithaca
JAMAICA
 Chanrose Radio Stores, Inc.
 Norman Radio Distributors, Inc.
KINGSTON
 Arace Brothers
MOUNT VERNON
 Davis Radio Distributing Co.
NEW YORK
 Arrow Electronics, Inc.
 Bruno-New York, Inc.
 H. L. Dalis, Inc.
 Federated Purchaser, Inc.
 Fischer Distributing Co., Inc.
 Fordham Radio Supply
 Harvey Radio Co.
 Milo Radio & Electronics
 National Radio Distributors
 O & W Radio Co.
 Powell Radio Supply
 Sanford Electronics Corp.
 Slate & Co.
 Stan-Burn Radio &
 Electronics Co.
 Sylvan-Wellington Co.
 Terminal Radio Corp.
 Wilco Radio Distributors
POUGHKEEPSIE
 Chief Electronics
ROCHESTER
 Masline Radio &
 Electronic Equipment
 Rochester Radio Supply Co.
SCHENECTADY
 Electric City Radio Supply
SYRACUSE
 W. E. Berndt
 Roberts & O'Brien
 Stewart W. Smith, Inc.
 Syracuse Radio Supply, Inc.
TROY
 Trojan Radio Co., Inc.
UTICA
 Beacon Electronics, Inc.
 Electronic Laboratories &
 Supply Co.
WHITE PLAINS
 Westchester Electronic
 Supply Co.

NORTH CAROLINA
ASHEVILLE
 Freck Radio & Supply Co.
 Long's Distributing Co.
CHARLOTTE
 Radiotronic Distr., Inc.
GREENSBORO
 Johannesen Electric Co., Inc.
GOLDSBORO
 Signal Radio Supply
RALEIGH
 Carolina Radio Equipment
 Southeastern Radio Supply
WILMINGTON
 French Radio Co.
WINSTON-SALEM
 Dalton-Hege Radio Supply
 Lambeth Electric Supply Co.
 Noland Co., Inc.

NORTH DAKOTA
FARGO
 Dakota Electric Supply Co.

OHIO
AKRON
 The Sun Radio Co.
ASHTABULA
 Morrison's Radio Supply
CINCINNATI
 Chambers Electronic Supply
 Herrlinger Distributing Co.
 Radio & Refrigeration
 Supply Co.
 The Schuster Electric Co.
 Steinberg's, Inc.
 United Radio, Inc.

CLEVELAND
 Radio & Electronic
 Parts Corp.
 Winteradio, Inc.
COLUMBUS
 Electronic Supply Co.
 Hughes-Peters, Inc.
 Thompson Radio Supplies
 Whitehead Radio Co.
DAYTON
 Srecco, Inc.
LIMA
 Lima Radio Parts Co.
TOLEDO
 Toledo Radio Specialties
 Warren Radio Co.
YOUNGSTOWN
 Ross Radio Co.
ZANESVILLE
 Thompson Radio Supplies

OKLAHOMA
OKLAHOMA CITY
 Miller Jackson Co., Inc.
TULSA
 Patterson Radio Supply Co.
 Radio, Inc.
 S & S Radio Supply

OREGON
EUGENE
 Carlson, Hatten & Hay, Inc.
MEDFORD
 Veri G. Walker Co.
PORTLAND
 Appliance Wholesalers
 Bargelt Supply
 Portland Radio Supply Co.
 Stubbs Electric Co.
 Tracey & Co., Inc.
 United Radio Supply, Inc.

PENNSYLVANIA
ALTOONA
 Hollenback Radio Supply
BETHLEHEM
 Buss Electric Supply
ERIE
 J. V. Duncombe Co.
 Jordan Electronic Co.
 Warren Radio, Inc.
HARRISBURG
 Radio Distributing Co.
JOHNSTOWN
 Cambria Equipment Co.
PHILADELPHIA
 A. C. Radio Supply Co.
 A. G. Radio Parts Co.
 Allied Electric Appliance
 Parts, Inc.
 Almo Radio Co.
 Barnett Brothers Radio Co.
 Consolidated Radio Co.
 Emerson Radio of Pa., Inc.
 Herbach & Rademan, Inc.
 Nat. Lazar Radio Co.
 M & H Sporting Goods Co.
 Radio Electric Service Co.
 of Pa., Inc.
 Raymond Rosen & Co.
 Eugene G. Wile
PITTSBURGH
 Cameradio Co.
 John Marshall Co.
 Radio Parts Co.
 Tydings Co.
ST. MARYS
 B & R Electric Co.
SCRANTON
 Scranton Radio & Television
WILLIAMSPORT
 Williamsport Radio Supply
YORK
 J. R. S. Distributors
 York Radio &
 Refrigeration Parts

SOUTH CAROLINA
COLUMBIA
 Dixie Radio Supply Co.

SOUTH DAKOTA
SIOUX FALLS
 Power City Radio Co.
 Warren Radio Supply
WATERTOWN
 Burghardt Radio Supply

TENNESSEE
CHATTANOOGA
 Curle Radio Supply
JACKSON
 L. K. Rush Co.
KNOXVILLE
 Chemcity Radio & Electric
 Roden Electrical Supply Co.

MEMPHIS
 Bluff City Distr. Co., Inc.
 Boyd Electronic Supply
NASHVILLE
 Electra Distributing Co.

TEXAS
AMARILLO
 R & R Electronic Co.
 West Texas Radio Supply
AUSTIN
 The Hargis Co.
BEAUMONT
 Montague Radio Distr. Co.
CORPUS CHRISTI
 Electronic Equipment &
 Eng. Co.
 Wicks-DeVilbiss Co.
DALLAS
 All-State Distributing Co.
 Crabtree's Wholesale Radio
 Ra-Tel, Inc.
 Wilkinson Brothers
FORT WORTH
 Electronic Equipment Co.
 Fort Worth Radio Supply Co.
 "Scooter's" Radio Supply
 Bill Sutton's
 Wholesale Electronics
HOUSTON
 R. C. & L. F. Hall, Inc.
 Sterling Radio Products Co.
LUBBOCK
 R. & R. Supply Co., Inc.
SAN ANTONIO
 Mission Radio, Inc.
WACO
 The Hargis Co., Inc.
WICHITA FALLS
 Clark & Gose Radio Supply
 Mooney Radio Supply Co.

VIRGINIA
DANVILLE
 Womack Electric & Supply
NORFOLK
 Ashman Distributing Co.
 Radio Parts Distributing Co.
 Radio Supply Co.
RICHMOND
 Johnson-Gasser Co.
 Winfree Supply Co.
ROANOKE
 H. C. Baker Sales Co., Inc.
 Leonard Electronic
 Supply Co.

WASHINGTON
BELLINGHAM
 Waitkus Supply Co.
SEATTLE
 General Radio Inc.
 Harper-Meggee, Inc.
 Seattle Radio Supply, Inc.
 Herb E. Zobrist Co.
SPOKANE
 Columbia Electric & Mfg.
TACOMA
 C & G Radio Supply Co.
 Wible Radio Supply Co.
YAKIMA
 Lay & Nord

WEST VIRGINIA
BLUEFIELD
 Whitehead Radio Co., Inc.
CHARLESTON
 Chemcity Radio & Electric
HUNTINGTON
 Electronic Supply, Inc.
 King & Irwin, Inc.
PARKERSBURG
 Randle & Hornbrook

WISCONSIN
GREEN BAY
 Northern Electrical Dist.
MADISON
 Radio Distributors
 Satterfield Radio Supply
MANITOWOC
 Harris Radio Corp.
MILWAUKEE
 Acme Radio Supply Corp.
 Central Radio Parts Co.
 Electro-Pliance Distrib.
 Marsh Radio Supply Co.
 Radio Parts Co., Inc.
RACINE
 Standard Radio Parts Co.
WAUSAU
 Radio Service & Supply

WYOMING
CHEYENNE
 Houge Radio & Supply

YOU WILL

PROFIT

3 WAYS

when you sell the Square Root
all channel TV and FM antennas

YOU PROFIT from customer satisfaction
Satisfied customers are your best
new set and antenna salesmen

YOU PROFIT from high volume
Low cost and high quality insure
rapid turnover

YOU PROFIT from liberal discount

Quad-Loop

ALL CHANNEL TV FM ANTENNA

Quad-Loop, a quadrature-phasing antenna, combines all the advantages of a mechanically rotated antenna with the low cost of the fixed type. Electronically rotated at the receiver by a single control, Quad-Loop selects maximum gain for each channel, regardless of the geographic location of the transmitting station. There is no rotated antenna regardless of cost which will surpass Quad-Loop performance.

Di-Loop

ALL CHANNEL TV FM ANTENNA

Di-Loop is a high-gain antenna. Simply constructed—a loop and a dipole element—of sturdy all metal design, Di-Loop insures speed installation and a long life of excellent performance. A leading radio manufacturer tested 30 antennas in this price range and found Di-Loop outperformed all the rest.

Wind-□-Loop

ALL CHANNEL TV FM ANTENNA

Wind-O-Loop is a completely novel approach to the problems affecting apartment house or restricted zone installation of television receivers. Constructed of a single rectangular loop and a dipole element, Wind-O-Loop is attached to the pane of any window, indoors or out, by means of two rubber suction cups. An all channel antenna, Wind-O-Loop may be oriented through 180° and permanently clamped for maximum gain.

WRITE TODAY for complete specifications
and discounts.

• Trade Mark Registered
Patent Pending



MANUFACTURING CORPORATION

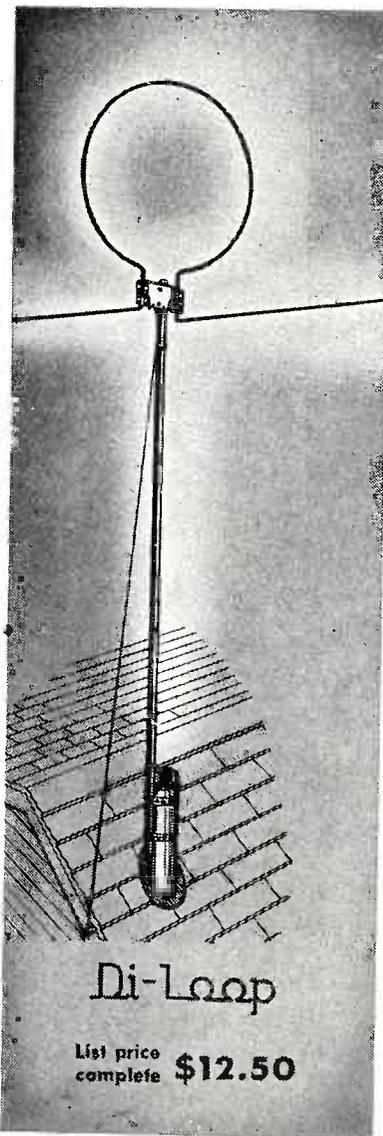
901 Nepperhan Avenue • Yonkers 3, New York



Quad-Loop

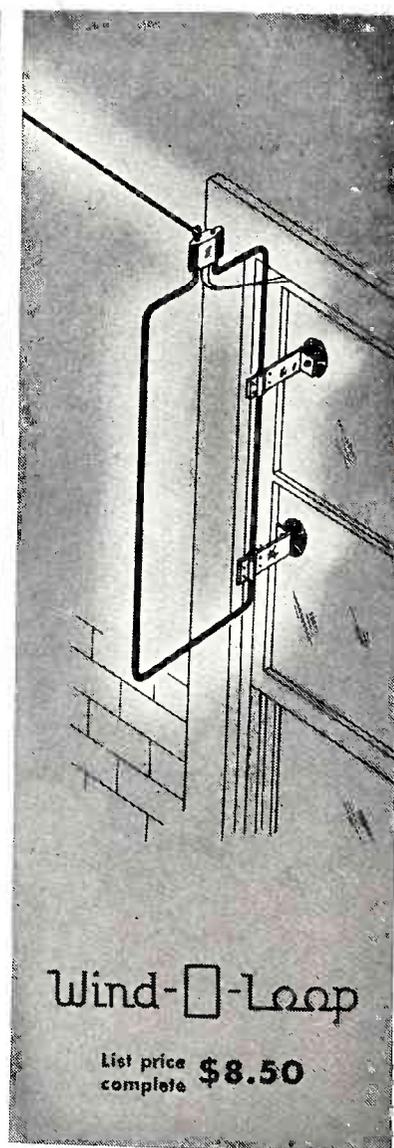
Selective directivity without
mechanical rotation

List price
complete \$27.50



Di-Loop

List price
complete \$12.50



Wind-□-Loop

List price
complete \$8.50

1

BALANCED TONE ARM

... a perfectly balanced tone arm for either standard or Microgroove records.



2

TANDEM-TIP NEEDLE

... two needles in one. A Micro-ground tip for Microgroove records and a standard-ground tip for standard records. Needle is matched to cartridge for perfect reproduction.



3

VELOCITY-TRIP

... Record change operates on lateral motion. Tone arm travels freely in either direction... tracks "comfortably" in Microgroove or standard grooves.

These **3**

**OUTSTANDING SELLING
FEATURES ARE NOW
AVAILABLE IN**

NEW

**WEBSTER-CHICAGO
THREE-SPEED AUTOMATIC
RECORD CHANGERS**

**MODEL
356**

**THREE-SPEED FULLY AUTOMATIC
CHANGER**



The Model 356 is the deluxe record changer for custom installation or replacement.

- Plays a full one-inch stack of 7-, 10- or 12-inch records — 33 $\frac{1}{3}$, 45, or 78 rpm—automatically.
- Controls provide Speed Selector and Reject-Manual-Stop-Control for automatic or manual play.
- Record drop is gentle and quiet—cushioned spindle and heavy flock turntable preserves records.
- Operates on 105-120 Volt, 60 cycle AC. 50 cycle adapter available.
- Dimensions: Base plate 14" x 14", Height above main plate 5 $\frac{5}{8}$ ", Below main plate 3 $\frac{1}{8}$ ".

Also Available—Model 256 (Dual-Speed), Model 156 (Single-Speed)

**MODEL
346**

**THREE-SPEED FULLY AUTOMATIC
CHANGER**



The Model 346, compact in size will fit any radio. It is an ideal replacement unit.

- Plays a full one-inch stack of 7-, 10- or 12-inch records — 33 $\frac{1}{3}$, 45, or 78 rpm—automatically.
- Controls provide Speed Selector and Reject-Manual-Stop-Control for automatic or manual play.
- A heavy flock turntable cushions the gentle record drop.
- Operates on 105-120 Volt, 60 cycle AC. 50 cycle adapter available.
- Dimensions: Base plate 12" x 12 $\frac{1}{8}$ ", Height above main plate 4 $\frac{5}{8}$ ", Below main plate 3 $\frac{1}{8}$ ".

Also Available—Model 246 (Dual-Speed), Model 146 (Single-Speed)

CALL YOUR WEBSTER-CHICAGO DISTRIBUTOR—TODAY



WEBSTER-CHICAGO

CHICAGO 39, ILLINOIS

World-Famous
Capehart Quality
at Popular Prices
Turns Television Prospects into
Good Customers
for You!

Here's the way to draw the *best* kind of customers into your store... to build loyal clientele... to lay the foundation for profitable business for many years to come.

No need to describe to you the catch-as-catch-can character of the television business today. You're well acquainted with market conditions for television receivers in your particular locality.

But we would like to show you how the Capehart line can be your "anchor" in to-

day's shifting trade trends. And we'd like to show you what we have to offer currently and tell you of our plans for the future.

The Capehart name, of course, has always commanded your attention and interest. Now, with I T & T sponsorship, it assumes new importance—and sales value.

Get in touch with your nearest Capehart distributor. Or, if you are a distributor, call on us direct. There are still a few choice franchises available.



Capehart-Farnsworth

CORPORATION

Fort Wayne, Indiana

RADIO & TELEVISION RETAILING

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

Established in 1922
as ELECTRICAL RETAILING

O. H. CALDWELL, Editorial Director



M. CLEMENTS, Publisher

SNOWBALL IN JULY—Back in June we planned the front cover of this August issue; ordered the engravings. Then when the July issue was being made up, imagine our surprise to find that on page 55 those smart Columbia Records advertising men had beat us to the gun with a snowball theme of their own! But we think we have an additional 4-way business message for you in those growing ratios from August to December, (see cover) as retail sales snowball "from now till Xmas!"

WITH THE APPEARANCE IN MILWAUKEE newspapers of a steady flow of "trade-in" and "price reduction" offers during the last few months in refrigerator advertising, Better Home Appliance Co., came up with an ad offering "the trade deal to end all trade deals." This ad, appearing in the Milwaukee Journal offered up to \$100 cash allowance following appraisal of anything, including "your old cat," "your old shoes," and "your old horse, with or without teeth."

SALESMAN WHO RECENTLY MADE A survey of high-income homes in his territory tells us that he was amazed to find that most of such servant-staffed residences were equipped with ancient, broken-down radios and electrical appliances, which wouldn't be acceptable in the lowest-income homes in his trading area.

AS PREDICTED BY US SOME time ago, one of the major record companies is officially committed to a watch-and-wait policy so far as the new disc playing speed situation is concerned. Firm continues to press and push its 78RPM platters.

HOW A \$56,000 INVESTMENT by financial backers has zoomed to a value of \$7,560,000 in eleven years is recounted in "Mr. Television," the story of Dr. Allen B. Du Mont, president of Allen B. Du Mont Laboratories, Inc., in a recent issue of *Colliers* magazine.

Status of TV

Six new television stations are expected on the air this month bringing the total up to 79: KECA, Los Angeles, KRON-TV, San Francisco, WLAV-TV, Grand Rapids, Mich., KOVB, Tulsa, Oklahoma, KBTW, Dallas, Texas, and WOC-TV, Davenport, Iowa. The last four named are new "television cities."

U. S. PERSONAL INCOME AT ALL TIME HIGH according to the latest Dun and Bradstreet figures. Disposable personal income (income remaining after taxes) in billions of dollars is double what it was in 1939, and 20% above 1943-44, the high point of the war effort. This should help to scotch rumors that "there isn't as much money around as there used to be." The green stuff is there, but the retailer will have to work a little harder to get it out of the mattress and into the cash register.

TV MANUFACTURERS TRYING TO figure out what's ahead. One of the things of utmost importance to guess right on is whether the home will eventually have an entertainment center for video, or whether there'll be receivers scattered about the house as radios are today.



MANUFACTURERS IN A DITHER trying to keep up with rapidly changing TV set prices. The joke at a recent gathering of TV executives was to the effect that one maker, when asked how much a certain model of his was priced at, consulted his wristwatch before answering.

BIG RESPONSE TO DEALER ADS offering used, reconditioned products these days, particularly in industrial towns and cities. During the war, and immediately thereafter, when all products were scarce, such ads brought phenomenal results. A short time ago when merchandise became readily available, there was a slump in sales of used radios and appliances. The present acceptance of such products reflects the tightened pocketbook; the fear of unemployment.

TRANS-VUE CORPORATION HAS announced a new method of amplification for its TV units, whereby each remote control viewing unit will have its own separate 10-watt distortion-free high fidelity amplification system.

What's Ahead!—in Radio,

IF BUSINESS IS ACTUALLY AS bad as many paint it, the end of Regulation "W", the credit-controlling act would have seen a wild scramble to get those "nothing down, years to pay" messages across to the public. Credit is certainly an inducement to buy these days, with a great many consumers *voluntarily* suggesting substantial down payments. Apparently, few sales of radio and electrical appliance products can be traced directly to extravagantly advertised low credit terms.

TOO MANY "ORDER-TAKERS" in phono record departments, according to one successful merchandiser, who urges his fellow retailers to hire salespeople, not clerks. "They must sell instruments now," he says.

SEVERAL PROMINENT MANUFACTURERS traveling "shoppers" in drives to protect their merchandise list-prices. Shoppers report instances of price-cutting as evidence to be used as basis for suits or as reasons for cutting off the source of supply to the offending dealer.

EASTERN DEALER FOLLOWING UP A TV prospect was advised over the phone that a set had been bought elsewhere because the purchaser had obtained a substantial price "break." Asking some questions, the merchant learned that the customer had bought a set that had recently been reduced in price by the manufacturer, and that the "saving" had been no more or less than the officially lowered price.

POLICE USE TELEVISION to locate missing persons and wanted criminals in San Francisco, demonstrating but one of the many ways the usefulness of the visual medium is being expanded. S.F.P.D. programs over station KPIX each week describe several persons in turn while their photos are flashed on the screen. There have been several instances wherein the police have contacted persons telecast on past programs, and the method is expected to grow even more useful as TV set "circulation" increases.

AS PART OF AN AGGRESSIVE and carefully planned program to intensify selling effort through its distributors and retailers, Landers, Frary & Clark has formed the "Universal Portable Electric Appliance Division," headed by R. M. Oliver, general merchandising manager, who describes Universal's program as "big, aggressive and optimistic."

THE MAN IN WALL STREET may be a little short of spending money right now, but The Man in the Street, meaning Mr. General Public, still has plenty of folding money, and will spend it in stores making genuine sales efforts. To prove that the public is well able to buy these days, the dealer needs to quit trying to analyze the national financial picture, viewing instead numbers of homely barometers outside his own

doorstep. For instance: Local bank deposits; new cars rolling along the roads; peak vacation travel; mileage being racked up by taxicabs; low-grade, cheap foods going begging; crowded eating and drinking places; upped allowances given the small fry, and the good "play equipment," bikes, etc., they own today. Potentially, this is a great market for the retailer, but it needs to be worked hard to overcome increasing sales resistance, which *should not be confused with inability to buy!*

APPLIANCE MAKERS ADVISE THAT recent drops in prices have been made possible by reduced costs and availability of most raw materials. Prices away down from last year's gray market heyday.

ALL TOO MANY RADIOS AND APPLIANCES sold from open displays at cut prices these days because customers insist such merchandise is shop-worn or used. Smart dealers bypass such practice by making sure they have duplicate products in original packages.

"THE TRUTH ABOUT ELECTRICAL APPLIANCE PRICES" was the timely heading used by Hot-point in newspaper advertisements in 108 key cities. High-cost-of-living-minded consumers were told that at today's prices they are getting the greatest dollar-for-dollar values the appliance industry has ever offered in all its history.

"HOOPER"-RATING TECHNIQUE to boost radio service business?—One of our readers suggests it might be a good idea for the radio merchant to hire a woman to call persons in the area asking the familiar "are-you-listening-to-your-radio?" question, then adding, "is the reception good? If not, let Blank's Radio experts put the receiver in perfect condition for you." Plan could work for TV, too.

TO AID ITS WHOLESALERS AND DEALERS in training salesmen, Philco Corporation has produced three motion pictures featuring tested selling techniques as applied to refrigerators, home freezers and single-room air conditioners.

LOW-PRICED HOME ORGAN is made possible by the "Organo," an invention of the Lowrey Organ Division of the Central Commercial Company of Chicago. Organo fits onto any piano—upright, spinet or grand, without damaging the piano. Organ tones are generated electronically when the piano keys are played. The device will play a full 60 notes, with several different "voices," retails for \$695.00.

2,710,000 TV SETS CAN be sold in 1949, in the opinion of Frank Mansfield, director of sales research for Sylvania Electric Products, Inc.

Appliances, Records and Television

CHICAGO'S NATIONAL TELEVISION and Electrical Living Show commences September 30; ends October 9. Chicago newspapers are planning special editions to mark the big event.

TV DEALERS WARNED NOT TO DISPLAY MAGNIFIERS in store windows, where they may catch the direct rays of the sun. A definite fire hazard is created due to the tremendous light-concentrating ability of these lenses, and several fires have already been reported.

HOSPITAL TV—Patients in the New Rochelle (N. Y.) Hospital can rent a television set for \$2 per day or \$10 per week. Fourteen 7-inch Sentinel receivers are available, mounted on bed-level tables with silent rubber rollers. Service man from Hosp-Tel, Inc., checks sets four days each week, to keep all in order.

ELECTRIC COOKING WILL OUTSELL competitive fuels within five years, Leonard C. Truesdell, vice-president of marketing, Hotpoint, Inc., said before a meeting of the Electric League of Western Pennsylvania at Pittsburgh.

PRODUCT SALES TRENDS. Slow-up in sales of glass coffeemakers and replacement parts said to be worrying manufacturers. . . . Demand for steam irons continuing good. . . . Prices being slashed on 78 RPM players. . . . Portable radios moving well. . . . Sewing machine market continues to be healthy. . . . With replacement potential still sky-high, poor salesmanship blamed for unsatisfactory refrigerator business. . . . Competition among TV antenna makers is really something, with new firms coming into the picture daily. . . . Buying pattern on TV quite definite—Folk want the biggest pix at the lowest possible price. . . . Expectation to pay on part of today's consumer reflected in trend toward voluntary larger down-payments than ever before.

THE NEW 75-PASSENGER "CLIPPER AMERICA," latest addition to the fleet of Pan American World Airways, is equipped with a complete Kellogg intercom system to increase operational efficiency during projected landplane 8½-hour flights between San Francisco and Honolulu.

THE LIFE EXPECTANCY OF the most popular types of fluorescent lamps made by Westinghouse has been lengthened to 7,500 hours, according to Eugene W. Beggs, company engineer. Used in kitchens, the lamps will average 5 years of burning.

SERVING HOT OR ICED COFFEE TO prospective customers a good way to up sales of coffee-makers, according to Landers, Fray & Clark who report some of their dealers practice this technique most successfully in selling the new Universal Coffeematic.



HEAR ABOUT THE PHONO RECORD PLAYER manufacturer who had a nightmare? He dreamed that a platter maker was about to bring out cylindrical discs for consumer entertainment use.

SOME SOUTHERN DEALERS bringing the radios and appliances to the newly-electrified farm home via truck; leaving certain products on trial bases for a week or so.

PALMER MANUFACTURING CORPORATION, Phoenix, Arizona, has purchased the Pacific and Superior Heating Divisions of the Naco Mfg. Corp., Los Angeles, a subsidiary of the Grace Steamship Lines. The Palmer firm will manufacture heating equipment from the same dies, patterns and tooling developed by Naco.

NOW-WE'VE-SEEN-EVERYTHING-DEPARTMENT. "Marvel Man" Don Haynes, Ashland, Oregon, plans to spend 14 months sealed inside an automobile, according to General Electric. Planning to visit major cities, Haynes is using a GE electric blanket to keep him warm.

FUTURE EVENTS OF INTEREST TO READERS

AUG. 1-6: Western Summer Market, Western Merchandise Mart, San Francisco.

AUG. 30-SEPT. 1: West Coast Electronics Manufacturers Association 1949 Electronic Exhibit, 1949 IRE Western Regional Convention Civic Center, San Francisco.

Sept. 11-17: National Home Week.

Sept. 11-Oct. 10: Chicagoland Home and Home Furnishings Festival.

SEPT. 26-28: 1949 National Electronics Conference, Edgewater Beach Hotel, Chicago.

SEPT. 30-OCT. 9: National Television & Electrical Living Show, Chicago Coliseum, Chicago.

NOV. 14-18: National Electrical Manufacturers Association, Chalfonte-Haddon Hall, Atlantic City, N. J.

NOV. 14-18: 6th All-Industry Air Conditioning & Refrigeration Exposition, Atlantic City, N. J.

DEC. 4-7: The American Society of Refrigerating Engineers, 45th Annual Meet, Edgewater Beach Hotel, Chicago

It's the biggest

**RCA VICTOR
Eye Witness
Television —**

IN A CABINET OF DISTINCTION

It's the 9PC41

Through this luxurious RCA Victor instrument . . . housed in a beautiful cabinet of 18th century design that's a lovely addition to any home . . . your customers see their favorite football games on a screen nearly the size of a newspaper page.

To preserve the authenticity of the traditional design, the screen can be lowered into the top of the cabinet when the set is not in use.

The 9PC41, like all RCA Victor instruments, has fast turnover because it offers your customers highest possible quality at a fair price. Sell the entire RCA Victor line for more satisfied customers . . . greater profits!



ONLY RCA VICTOR



HAS THE "GOLDEN THROAT"

RCA VICTOR



DIVISION OF RADIO CORPORATION OF AMERICA

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!*

Push the 9PC41 for football!



Your customers get a seat on the 50-yard line with this great 300 square inch (15" x 20") viewing screen . . . the biggest with RCA Victor Eye Witness Television. Screen locks in vertical position for most advantageous television viewing.



SHARPEST BLACK-AND-WHITE CONTRAST EVER IN PROJECTION TELEVISION—

It's RCA Victor's all-silicate-face picture tube that does it. And pictures are electronically locked in tune by RCA Victor's improved Eye Witness Picture Synchronizer. Glorious "Golden Throat" tone brings the full excitement of the game right into your customer's home.



SPLENDID 18TH CENTURY TRADITIONAL CABINET—

The lovely cabinet of the 9PC41 portrays all the splendor of the 18th Century traditional design. The great 300 square inch screen can be lowered into it when the set is not in use. Available in fine mahogany, rich walnut, or modern blond finish.



PLUS a demonstration clincher!

With Model 9PC41 you can offer your customers a remote control unit at no additional charge. This 3" x 4" unit, finished to match the cabinet, permits adjustment of the Contrast and Brilliance Control from the viewer's armchair. It has a 25-foot extension cord. An impressive demonstration point to help you sell!



**ONLY RCA VICTOR
MAKES THE VICTROLA**

"Victrola"—T. M. Reg. U. S. Pat. Off.

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

PUSH—to Keep the Sales

From Here on Business Will Be Better—MUCH BETTER for the Man Who Helps It Along TODAY!

• As pointed out in last month's editorial in RADIO & TELEVISION RETAILING, the law of averages will insure an increase in business from here on, reaching its peak in December. Information that such "automatic" increase is at hand is encouraging news to the retailer who has been part and parcel of the seasonal slump, now almost at an end.

However, knowledge that the end of the slump is in sight is no reason for any dealer to sit back and take it easy.

The harder the merchant plugs for more sales right now the bigger and better his business will be today—and in the good months ahead.

To make money in this market, two things are desperately needed. First, we need *better salesmanship*, and next, we need *speeded-up sales effort*.

A realistic view of the present market

salesmen who lack incentive and initiative.

Today's salesman needs to worry about those walk-outs and lost sales, and to stop the sort of slipshod thinking that permits him to believe that sufficient other sales will be dropped in his lap to make up for the numbers he lets slip through his hands.

Follow-Up Important

For some time we've been banging away at the subject of follow-ups. We have pointed out that too few merchants today are calling on prospects who've visited the store or made inquiry on the telephone. In too many stores, "walk-outs" are promptly forgotten, and in too many instances salespeople are making no effort to obtain names of store visitors.

Over most of the country, store traffic

has fallen off considerably during the past few months, but in spite of this condition, a great many merchants are making no effort to obtain sales outside of their stores. "Everything comes to him who waits" seems to be the slogan in all too many places of business.

In those stores—and that goes for most of them — where business has slowed down to a snail's pace, the time for action is at hand. *We must go out after the business!* We need to worry about those walk-outs and lost sales. And to back up such worrying with a determined effort to increase volume through hard, intelligent work.

One of the first steps to take in getting more business is to find more buyers for more products. Out in the field the potential is still very large. Of prime prospective importance are the residents in the dealer's trading area. He needs to get out to see these people. He should contact residents through use of the telephone; via direct-mail and through newspaper advertising.

The passerby is a prospect, too, and for him, as well as for regular customers who pass the store, the dealer should keep show-windows attractive and inviting. Other sources of additional business include non-competitive fellow-merchants, professional people, local factories, schools and public buildings.

In spite of the fact that the dealer's business volume will "automatically" climb from here on, such increase will

These Are Your POTENTIAL CUSTOMERS!

"Walk-Outs."—Be sure to follow them up.

ALL local residents—Call on them personally, call them on the telephone, "talk" to them via direct-mail and newspaper advertising.

Passersby—Make your show-windows attract them.

Fellow-Merchants (non-competitors)—Sell them radios, TV, intercoms, sound equipment, water coolers, fans, light bulbs, air-conditioners, vacuum cleaners, etc.

Professional men—Equipment such as listed above.

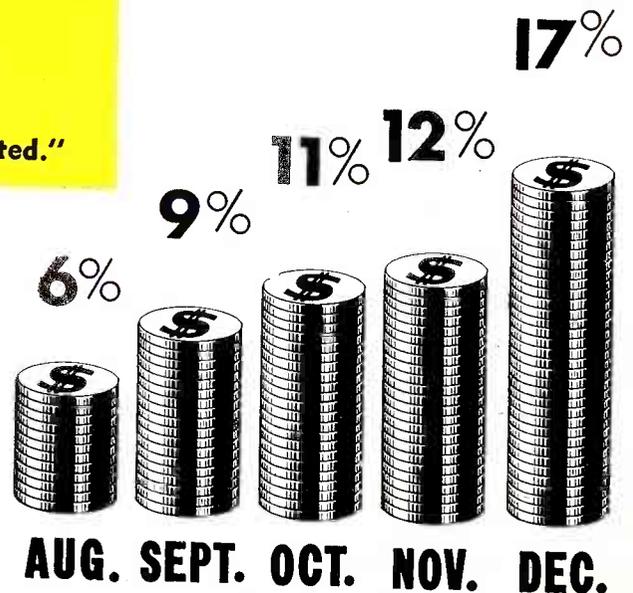
Factories, plants—Wide variety of products needed.

Schools, Public Buildings—Can be sold if properly "cultivated."

may be obtained by any veteran dealer who will ask himself what sales results the horde of hungry door-bell pushers of the Depression era could get in the field today. He has the answer readily at hand. Those salesmen who worked like beavers in and out of stores in the days when sales were so few and far between would, by any comparison, consider this to be a lush market.

Much of our present-day sales inertia can be laid to poor salesmanship, either by individuals who are not at all fitted to do a good job, or by potentially good

Figures represent percentage of total year's business done each month shown, based on retail records covering many years in the radio and appliance business. Recent experience shows television to be as seasonal as radio, with Christmas business running 14 to 17%.



Ball Rolling!

not always be sufficiently great to be considered even satisfactory. In view of the possibility that even such coming increase will not be large enough to represent profit, the dealer should attack the potential sales from many angles, particularly any that he has heretofore neglected.

The battle to get more sales isn't an easy one today. In addition to being on the tail-edge of a seasonal slump, several other factors are present as obstacles. For instance, buying gener-



To Snap Out of the Sales Slump:

Weigh your entire business operation

Reform and improve quickly as possible

Realize how great potential market actually is

Step up sales effort intelligently

Keep salesmanship at highest possible level

aspects of the present market, the bright side is also visible as the dealer sees himself over the hump of the slump, and on the way toward greater sales volume. In addition to the "automatic" increase assuredly ahead, business right now—today, is, as we've frequently pointed out editorially, far better than it ever was before, with the exception of a short period immediately after the war. Sales are comparatively easy to get; money is more prevalent, and people are more home-improvement-minded than they ever were.

Can Increase Sales

The bright side of the market is wide open for the optimist who has imagination and a genuine desire and expectation to work for what he gets. When the go-getter possesses the weapons needed to back up his action, he can increase sales in this market, and even in a much poorer one.

In striving to improve his salesmanship and pep up his sales effort, no

merchant can hope to succeed unless he backs his sales set-up with the right sort of merchandise, competitively priced, and with a store that's attractive to customers. And, of the utmost importance, maintains a service department that turns out good work and makes friends of customers.

In order to keep the sales ball rolling, every merchant needs to take a fresh look now and then at his entire organization. Further, if he finds things "wanting" after such "weighing" of his establishment, he needs to make indicated reforms and improvements—but fast!

Only with an efficient operation can he hope to go on an all-out successful sales campaign.

Action is the order of the day. Let's all resolve to put our shoulders to the wheel, to sell actively, intelligently and diligently in order to do a profitable business during the present slow period and to make even more sales in the good months ahead.

ally has slowed down. Due to the widespread publicity associated with the recent round of price reductions, numbers of consumers have decided to "wait" for expected further decreases. Exaggerated reports on the unemployment picture have made many a person hesitate to make any but the most urgent purchase. Price-cutting, on the increase, presents an ever-present headache for the list-price-minded dealer.

However, in spite of the many gloomy



FM RADIO ON THE

**As of August, 49—4 Million FM Sets in Use! 750 FM Stations on Air!—
40% Increase in FM Audience Over '48! Goal for 1950—5 Million More
Home Units, PLUS FM in Video Sets, and in Communications, Etc.**

● The increasing appearance of radio set models for "FM only" signifies the arrival of that branch of the radio business as a full-fledged medium, no longer in the experimental stage, no longer hampered by a lack of broadcasting stations or confusion over FCC requirements and allotments. Unlike TV, which must wait several years before there will be a sufficient number of stations to blanket the nation, FM now has over 720 broadcasters serving a potential audience of more than 100,000,000 persons. Within the reach of every class of buyer, FM offers limitless sales possibilities. Today, the dealer can sell receivers for FM only as low as \$30 and \$40, with some AM-FM sets under \$50. And yet the average price of FM sets is sufficiently higher than straight AM sets to be attractive to the dealer who makes the effort to sell a "complete radio with FM."

Audience Swelling

Approximately 2 million FM receptors were added to the FM audience in 1948, bringing the total to well over 3 million. Among radio-phono combinations, to cite one example, sets with FM outnumbered those without FM by 4 to 3. Another factor in the FM picture is the fact that nearly half of the TV models produced include FM radio. The total FM sales picture for last year was as follows:

Table AM-FM sets	500,000
Table FM sets	100,000
Table AM-FM-Phono sets	15,000
AM-FM consoles	50,000
AM-FM-Phono consoles	905,000
TV sets with FM included	430,000

TOTAL 2,000,000

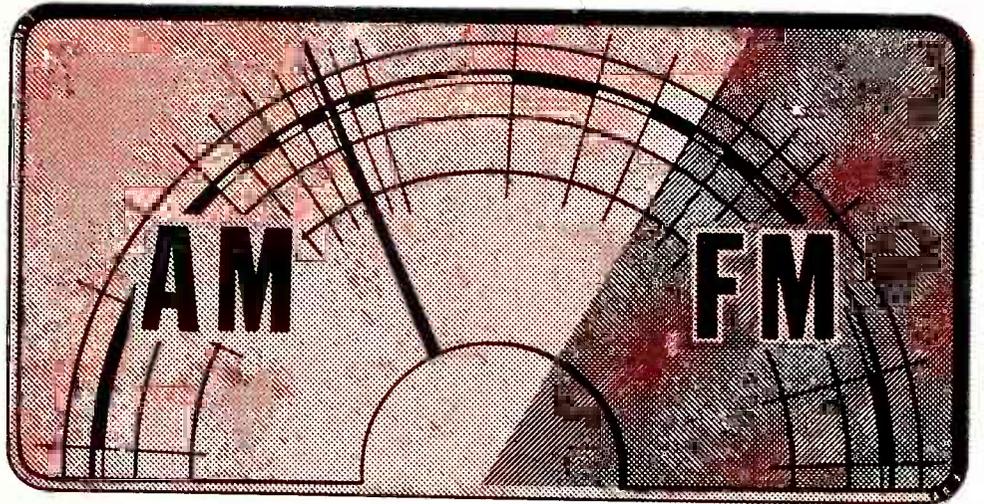
The average retail price of FM sets sold during 1948 was \$166. It is interesting to note that the largest number of units sold were the most expensive type: AM-FM-phono consoles . . . this in a year when so-called "big ticket" non-TV consoles were supposed to be hard to move. The actual dollar sales of FM sets, 20% of the total volume of the whole industry, exceeded the combined sales of battery and auto sets, and was 70% as large as the retail bill for straight AM radios, although there were 6 times as many of the latter type sold.

Another potent factor in FM is programming. Whereas TV must wait to build up an audience before advertisers

will bankroll high-budget shows, FM benefits by the duplication of AM programs, already well established in pub-

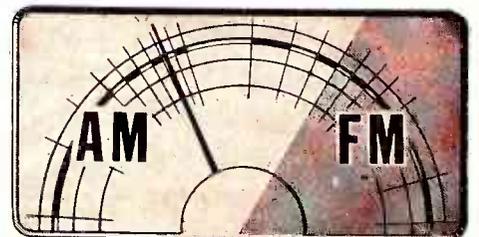
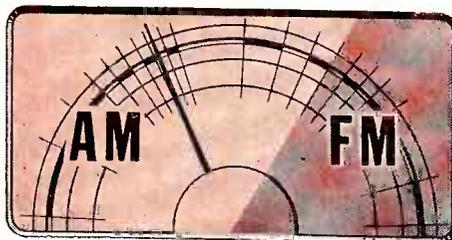
lic acceptance. Almost anywhere in the U. S., dealers can point to FM as being "ready" with station coverage, good

Sell a COMPLETE RADIO With FM!



Don't Short-Change Your Customers!

Show Them How Many Programs
They're Missing With Straight AM—
Prove This Point to Make the Sale!



Sell FM's Better Tone —
Its Remarkable Static-Free Operation

MARCH!

programs, and sets in all price ranges.

Needless to say, the top sales features of FM are noise and interference free reception plus high fidelity transmission. But an additional feature in many localities is that there are some stations and programs available *in addition* to what is available on and duplicated from AM. Over 450 cities in 43 states have FM, and in many of these cities there are more FM programs available than AM!

Large FM Coverage

Thus FM, already full-grown, is constantly growing larger. From the point of view of set manufacture, the production of straight AM sets is on the decline, while AM-FM and straight FM is increasing. From the broadcasting point of view, with well over 700 stations in operation, many more applications for new FM stations are pending before the FCC. As an example of the coverage of FM, better than 90% of the 27 states east of the Mississippi are virtually blanketed by FM broadcasters, many in areas not previously served by good quality AM, as a map elsewhere in this issue reveals. From the public point of view, more and more people are becoming aware of the features of FM reception—especially when AM-FM radios they own or have listened to reveal the superiority of FM during periods of static (especially storms) and interference (especially at night, when AM stations carry farther).

Improved Receivers

Manufacturers of FM sets are continually improving their receivers as to quality, while developing techniques to bring the prices down to the mass market. Particularly on the agenda for the past year was the sensitivity of sets, or their ability to receive weak signals. Improved sensitivity in metropolitan areas means a widening of the area in which reception may be had without any external antenna; while increased sensitivity in rural areas means better reception at greater distances from the stations. "Drift" of FM tuning has also been combatted by the development of components "temperature compensated" to minimize drift after "warm-up."

Recognizing the growing importance of FM, more local newspapers are print-

ing complete FM programs as a public service, together with FM station call letters and frequencies. In cities where this has not yet become the practice, cooperation between set distributors, dealers, and broadcasters with the newspaper publishers will probably attain that end.

Also important in publicizing FM has been the growing practice of broadcasters who duplicate their programs to announce that the program is "on AM and FM." In some instances, long programs (such as baseball programs) are carried *completely* on FM.

Insofar as the most effective way to sell FM is by demonstration, and the best place to conduct a demonstration is in the customer's home, it may prove profitable in some areas for the dealer or the dealer's salesman to carry a table-type FM receiver with him on night calls to well-known customers. Often such calls result in extra sales to customers who do not customarily visit the store often, and who for one reason or another had not previously been receptive to FM.

One manufacturer is now putting into use a device which will enable his distributor's salesman to demonstrate home FM sets from automobiles. Not only does this permit demonstration in distant places with increased facility, but also it offers a ready comparison be-

tween the auto radio (AM) and the FM receiver.

With demonstration in the field emphasized, it goes without saying that demonstration in the store is a must to sell FM. As mentioned in previous articles, a ready-made source of noise in the store, capable of being turned on and off at will, is a very effective proof of the noise-free characteristics.

Sell Appropriate Type

In selling FM sets, the dealer should strive to correlate the models he sells with the reception problems of his community. In checking different models, it will be found that some work better in distant spots, some work best close to the stations, some work better where there are many stations to be separated in crowded portions of the dial. Sensitivity and selectivity often are directly related to the price of the sets. It would be unwise for the dealer in a distant city to try to demonstrate and sell models which were made principally to sell in the metropolitan areas of the broadcasting stations.

With FM acceptance by the public growing, product manufacture improving, and broadcasting reaching wider areas with better programming, alert dealers see additional profits in selling a complete radio with FM.



Tell 'Em and Sell 'Em — That FM TONE is Better —
that FM is STATIC-FREE — that ALL NETWORK Programs
are Broadcast over FM — that the SOUND on TELEVISION IS FM!

TV Set Rentals Boost Sales

St. Louis Dealer Finds 90% of Receivers Leased Are Retained by Customers



About 15,000 people pass here daily so Cordes lets them know about his rental system via a large banner. Plan is used to stimulate sales of TV receivers.

• Renting television sets at \$10.50 per week has proven the ideal method of selling the hesitant type of prospect, according to Ed Cordes, president of Cordes Electric Company, at Union and Natural Bridge in St. Louis, Missouri.

Cordes, who has constantly introduced one stunt after another in appliance and video merchandising in the St. Louis area, started out on his new rental plan this Spring, and has achieved a consistently sensational sales record ever since. "Like other dealers, we have constantly run up against the problem of homeowners who are more than half-way interested in acquiring a television receiver, but who are not sure whether the cost is worth the entertainment returned," Cordes said. "No amount of showroom demonstration, we found, was sufficient to make such on-the-fence prospects sign up for delivery of the set. When the set is demonstrated in the home, however, a quite different situation arises. The housewife, the children, and other members of the family, immediately clamor to retain it—and with the entire family adding

pressure to our sales efforts, the chances are that the sale is made."

Free overnight demonstrations, however, were not the solution, Cordes found, after experimenting. For one thing, the high cost of transportation, pulling in the sets, and the fact that the usual prospect wants some other model than the one demonstrated in his home, militated against maintaining this practice. Therefore, the St. Louis dealer determined to set up a rental plan, whereby rental payments would compensate for the cost of distributing sets, and provide an extra spur to sales, in the fact that the renter is entitled to apply his rental payments against purchase price of the unit.

A 10-inch screen set is offered to any homeowner at rentals of \$10.50 per week. The offer has been widely publicized, both by newspaper advertising, streamer billboards on the store front, and through telephone calls to the interested prospect, who, for some reason or other, has not been sold in the past. "We keep an active file of records on each prospect who displayed interest, but who did not buy at the time," Cordes said. "This fits in perfectly with this type of promotion. A lot of customers who refuse to buy either on lump sum or time-payment plans are interested in the rental system, and thus, all of the missionary work done (Continued on page 73)



Above, Cordes shows the lineup of TV sets offered on the rental plan, a successful operation. Below, a salesman from the Cordes firm explains the operation of a set to a family group in St. Louis. Portable antennas are used on the rented sets, to be replaced by a permanent installation after the sale is made. Rental fee is \$10.50 per week, applied to purchase price if customer buys set. Dealer Cordes sends out about 5 sets per day under this plan.



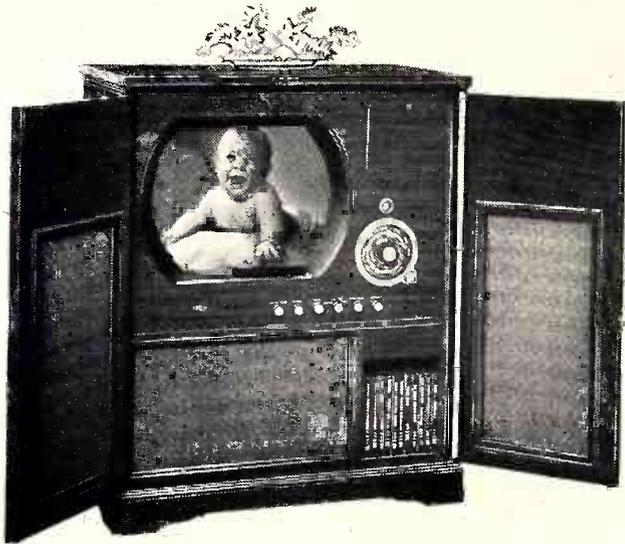
Du Mont

IS FIRST AGAIN

with the

203 square inch

life-size picture tube



From the same organization that developed the cathode ray tube from a laboratory curiosity and made electronic television commercially practical — now comes this bigger and better picture tube.

THE NEW DU MONT BRADFORD

THE LIFE-SIZE PICTURE TUBE, because of its shorter neck and shorter beam throw, gives a sharper focus and a brighter, more detailed picture than ever before. This is only one of the important new Du Mont developments in the Bradford which include...

DISTINGUISHED CABINET. The shorter tube and advanced chassis design permit giant picture in a gracefully proportioned cabinet only 34 $\frac{1}{8}$ " wide, 40 $\frac{1}{2}$ " high, 24 $\frac{3}{4}$ " deep.

NEW DOUBLE SENSITIVITY. Opens up a new television market in outlying areas which never before could enjoy television, and gives better performance everywhere, because of the exclusive Du Mont circuit which provides clear, steady pictures with a signal strength only half of that formerly needed. And

this Du Mont circuit also prevents roll-over.

NARROW-BAND SYNC-AMPLIFIER. Exclusive Du Mont feature which cuts interference to a minimum, for clearer, steadier pictures.

NEW LINE VOLTAGE STABILIZING TRANSFORMER. Insures against fading due to variations in power line voltage.

COOL-RUNNING. Operating temperatures are 20% to 30% lower than other makes, because of Du Mont's extra-sized parts; which means these extra-sized parts will last longer, and cause you far fewer service calls.

FM RADIO AND AUTOMATIC PLAYER. Rich full bodied tone on television, FM radio, and the new 45 RPM records.

DU MONT *first with the finest in television*

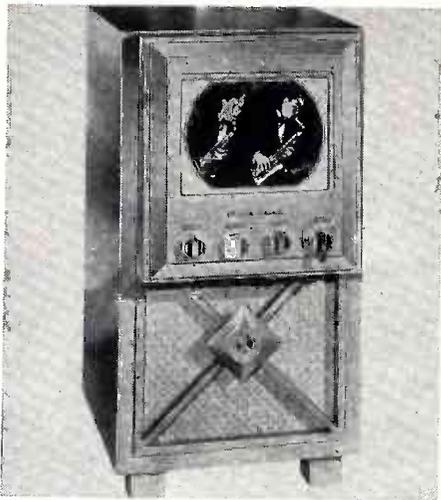
COPYRIGHT 1949, ALLEN B. DU MONT LABORATORIES, INC.

Allen B. Du Mont Laboratories, Inc. General Television Sales Offices and Station WABD, 515 Madison Avenue, New York 22, N. Y.

New Television Receivers

Admiral 12½" TV CONSOLE

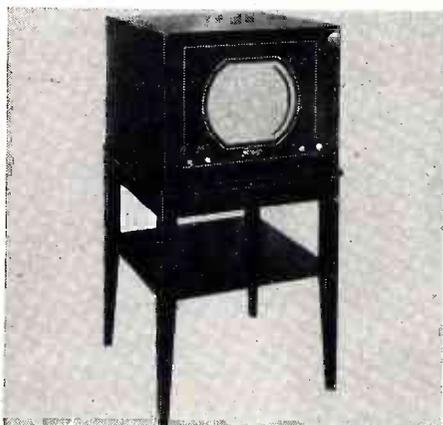
Model 24C15 television console with 12½-inch tube, to retail at \$299.95, features a new full-vision screen and a new and improved chassis. Among other features, the



new chassis employs "automatic gain control" which reduces station selection to a single control knob. Another new feature is a "Tele-Glo" reminder light. When a station goes off the air, the screen continues to glow, a reminder that the set is still on. Also being featured is the model 25A16 16-inch console priced at \$445.00. Admiral Corp., 3800 Cortland St., Chicago 47, Ill.—RADIO & TELEVISION RETAILING.

Telequip TV SETS

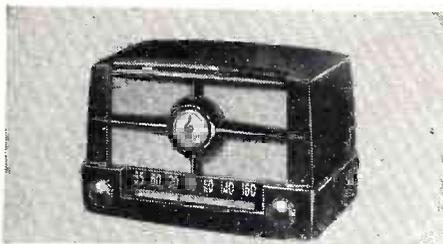
Six models have been announced, including 10-, 12½- and 16-inch table sets and 10-, 12½- and 16-inch consoles. Sets feature simplified tuning and high sensitiv-



ity, the maker states, and are said to operate in most locations without an outdoor antenna. Prices range from \$199.95 for the 10-inch table set to \$349.95 for the 16-inch console. Bisque blonde cabinets \$10 extra. Telequip Radio Co., 1901 S. Washtenaw Ave., Chicago, Ill.—RADIO & TELEVISION RETAILING.

Emerson 1950 TELEVISION LINE

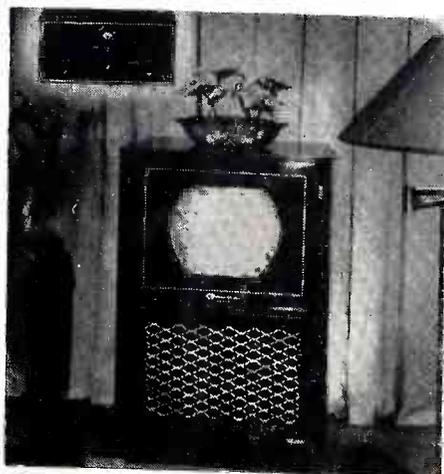
New 1950 models, including twelve television receivers, range in price from \$14.95 for a table model radio to \$600 for television-phonoradio combinations with large picture tubes. Featured are the 61 sq. inch screen console model 638 in a mahogany cabinet for \$249.50; a four-in-one table model receiver (the model 621) with TV, FM-AM, and an adapter unit for plugging in record player to retail for \$269.50; the five-way Tele-Phonoradio model 622 for \$369.50, with a 61 sq. inch picture screen, FM-AM, radio, and two record changers which play 78 R.P.M. records and the new 45 R.P.M. records; and a 16-inch tube table model in a mahogany cabinet with 140 sq. inch screen, model 631, retailing for \$399.50. The company announced that the AC-DC table model 587 (shown) will now retail for



\$14.95, making it the lowest priced radio receiver in the line. Emerson Radio & Phonograph Corp., 111 Eighth Ave., New York 11, N. Y.—RADIO & TELEVISION RETAILING.

I.T.I. 16" HOME TV SETS

The new model "Century 326" incorporates all the features of I.T.I. commercial equipment, including simplified tuning, multiple unit installation, and no distance



limitation between the remote control and picture units in addition to a direct-view picture utilizing 130 sq. inches of the cathode-ray tube. Eastern list price of the walnut and mahogany, both Swedish modern and period style, is \$745. Industrial Television, Inc., 359 Lexington Ave., Clifton, N. J.—RADIO & TELEVISION RETAILING.

Garod 16" TV SET

The Newport, model 1546, is a new 16-inch direct view television received with



140 sq. inch screen, housed in a mahogany cabinet, to retail at \$349.95. The set features a new continuous tuner and slide-rule dial permitting hairline tuning. The bleached mahogany version, "The Havana" model 1547 retails at \$369.95. Garod Electronics Corp., 70 Washington St., Brooklyn 1, N. Y.—RADIO & TELEVISION RETAILING.

Trav-ler TV SETS

The 10-inch tube console with 16 sq. inch picture retails at \$229.95; while the 12½-inch tube console (90 sq. inch picture) retails at \$279.95. Both are in mahogany. Blond oak is slightly higher. Sets feature Push-the-Button tuning. Trav-ler Radio Corp., 571- W. Jackson Blvd., Chicago 6, Ill.—RADIO & TELEVISION RETAILING.

Bace TV SETS

Now in production are two models (a table model and a console) of a com-



pletely new line. Each model has 16-inch tube size, providing 159 square inch picture. Set specifications are as follows: 26 tubes, 4 rectifier tubes, 16-inch Zetka all-glass cathode ray tube. The table model will retail for \$525, and the console for \$625, with the usual dealer discount. Bace Television Corp., South Hackensack, N. J.—RADIO & TELEVISION RETAILING.

A *Bendix* TELEVISION

Direct-to-Dealer **VALUE**

Unmatched at Any Summer Market

Plus Top Discounts in the Industry!

\$199⁹⁵

**BIG 61 SQUARE INCH
PICTURE**

BUILT-IN ANTENNA

**MAHOGANY WOOD
CABINET**

**PRODUCT OF
BENDIX AVIATION
CORPORATION**



Here's dramatic new proof that our money-saving direct-to-dealer selling plan really pays off for you and your customers. A big-name, full-size television set at this price is sensational all by itself. Add the fact that it carries a substantial discount—and is

yours exclusively in your community—and you have a combination unequalled in the television world. Just show it and you'll sell it because in price, size, quality and performance it is made-to-order for 9 homes out of 10.

HIGHLIGHTS OF THE FINEST PROFIT PLAN IN THE INDUSTRY—*Exclusive dealership . . . direct factory-to-dealer franchise . . . rush shipments from nearby warehouses . . . exceptional discounts . . . freight prepaid to destination . . . national advertising.*

For details, write Edward C. Bonia, General Sales Manager, BENDIX RADIO TELEVISION AND BROADCAST RECEIVER DIVISION of



BALTIMORE 4, MARYLAND



New Radio, TV, Combinations

G.E. PORTABLE RADIOS

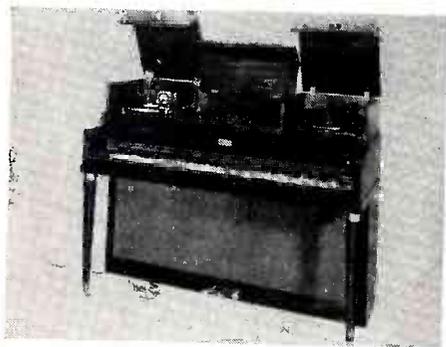
Two new lightweight portable radios, in maroon plastic cabinets, weigh less than nine pounds each, including batteries which have a playing life of about 100



hours. Model 141, which operates on an AB battery pack, lists at \$19.95 in the east. Model 143, which operates on AC, DC, or battery lists at \$29.95 in the east. Both portables are equipped with built-in beam-a-scope antennas and four-inch speakers. General Electric Co., Syracuse, N. Y.—RADIO & TELEVISION RETAILING

Trio-Art PIANO-RADIO COMBINATION

This instrument combines a piano, a phonograph, a radio, and a PA system in one cabinet. The piano is a spinet which may be played as a simple piano, or the sound may be amplified if desired. The recorder changer is a 78 RPM type which



plays 10- and 12-inch records intermixed. A speed control makes it possible to correct the pitch of the phonograph to suit the piano. A "knee swell lever" makes it possible to adjust the volume of the radio or phonograph so they won't drown out the piano, if both are being played at once. The recorder can record the piano without using a microphone. It will also record from radio or phonograph. A mike is provided for recording voice, and to utilize the amplifier as a PA system. The radio provides both AM and FM. Trio-Art Piano Co., Inc., S.E. Corner 20th and Market Sts., Philadelphia 3, Penna.—RADIO & TELEVISION RETAILING.

Tele-Tone 12" TV

The new set features 90 sq. inches of picture on a rectangular screen and will retail for \$269.95. It is said to have a super-sensitive tuning circuit for better long distance operation and the popular "picture



lock" feature which insures that the sound is tuned in simultaneously with the image on the screen. The cabinet is in mahogany with gold knobs and trim. Tele-Tone Radio Corp., 540 W. 58th St., New York 19, N. Y.—RADIO & TELEVISION RETAILING.

Mars 16" TV CONSOLE

The LaSalle, with sixteen inch flat face glass tube which has an unconditional one year warranty, is the newest of the Mars line of receivers. The LaSalle is priced at \$575.00. This model, measuring 40 inches high, 25 inches wide, and 23 inches deep features three quarter panel doors, 32 tubes and 10-inch speaker Mars Television, Inc., 29-05 - 40th Rd., L. I. C. 1, N. Y.—RADIO & TELEVISION RETAILING.

G.E. 12½" TV CONSOLE

The new instrument (model 818), featuring a 12½-inch "Daylight" picture tube in addition to FM-AM radio and automatic phonograph for long-playing and standard records, will list for \$499.95 in the east. Set has 25 tubes plus four rectifiers and picture tube. The firm also announced new prices on the following models: Two 10-inch table models reduced \$20 each to new list prices of \$259.95 in mahogany cabinet (model 806) and \$269.95 in blond cabinet (model 807); two 12½-inch table models reduced \$40 each to new list prices of \$329.95 in mahogany cabinet (model 821) and \$339.95 in blond cabinet (model 821-B); and two 12½-inch consoles reduced \$30 each to new list prices of \$369.95 in mahogany cabinet (model 817) and \$379.95 in blond cabinet (model 817-B). General Electric Co., Syracuse, N. Y.—RADIO & TELEVISION RETAILING.

Garrard RECORD CHANGER

A new, completely automatic, three-speed changer is said to play all types of records, regardless of diameter or size of spindle hole. The interchangeable head in the tone arm provides for insertion of either standard or microgroove cartridges, crystal or magnetic. Garrard Sales Corp., 315 Broadway, New York, N. Y.—RADIO & TELEVISION RETAILING.

Stromberg TV RECEIVER

Stromberg-Carlson's new Manhattan, model TC 10H, a table receiver, has a 10-inch picture tube without the conventional mask framing the image. At the push of a button the center interest of the picture is enlarged to take in the entire face of the tube. Return to the normal sized screen is effected in the same way. The Manhattan will be priced at \$279.50 plus excise tax and installation. Stromberg-Carlson Co., Rochester 3, N. Y.—RADIO & TELEVISION RETAILING.

Trans-Vue HOME TV SETS

Trans-Vue is producing three models for home use to be known as Trans-Vue Cine line. The Cine line will include models 145, 145B, 90X, 90XFM, and 90XFBM. Cine 145 and 145B are consolettes with 31 tubes.



Both are complete with AM and FM radio and phonograph plug-in receptacle for any automatic record changer. The Cine 90X is a 25-tube table set, and the Cine 90XFM and 90XFBM are table sets with independent FM tuning. Trans-Vue Corp., 1139 S. Wabash Ave., Chicago 5, Ill.—RADIO & TELEVISION RETAILING.

Meck 12½" TV

A new television set with 12½-inch picture tube retails at \$249. Incorporated in the new model is automatic frequency control for horizontal synchronization, to lock in the picture against most normal noise bursts. The receiver has seventeen tubes, plus two rectifiers and the picture tube. John Meck Industries, Inc., Plymouth, Ind.—RADIO & TELEVISION RETAILING.

Additional Merchandise
of Interest to Dealers
Elsewhere in Issue.

An RCA Merchandising First...



You GIVE AWAY this toy truck with every RCA-VS022T Farm Pack

Each standard-size RCA Farm Pack is now shipped in a container that any child can easily assemble into a handsome and serviceable toy truck.

All the details children look for are there... head-lights, fenders, bumpers, license plates—wheels that fold out of the bottom! Solid lines indicate where to cut—dotted lines where to fold. It's as simple as that!

This toy truck makes the RCA-VS022T Farm Pack a doubly attractive package for the whole family. And, without additional cost!

Order a generous supply of RCA-VS022T's from your nearest RCA Battery Distributor today. The RCA Toy Truck presents a sales opportunity you can't afford to pass up!



And another RCA First in Counter Merchandising...

the Carry Kit Package of eight RCA-VS036 sealed-in-steel "A" batteries that stimulates larger unit-of-sale purchases. Increase *your* share of the big portable "A" business by ordering an ample supply today.

ALWAYS KEEP IN TOUCH WITH YOUR RCA DISTRIBUTOR

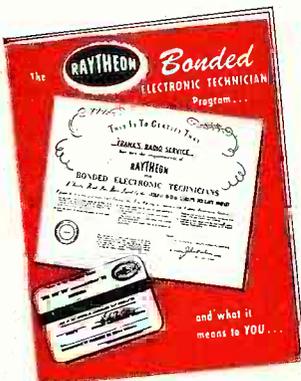


RADIO CORPORATION of AMERICA

HARRISON, N. J.



Sales Stimulators Like These Are Pulling in Profits for **RAYTHEON Bonded ELECTRONIC TECHNICIANS**



ASK YOUR RAYTHEON TUBE DISTRIBUTOR for this presentation. It gives you the complete "Bonded" story and shows you why you can't afford to pass up this free Raytheon "dividend".

Wherever Service Dealers are riding the Raytheon "Bond" Wagon, volume and profit are riding high, too. The bigger and better RAYTHEON Bonded ELECTRONIC TECHNICIAN Program has a complete line of brand new displays, decals, mats, mailing pieces, shop and sales aids specially designed to create customer confidence and stimulate sales. Most of these hard-hitting sales tools are yours for the asking — if you can qualify as a RAYTHEON Bonded Technician. The Bond costs you nothing — but it pays big dividends.

Better ask your RAYTHEON TUBE DISTRIBUTOR whether you can ride the "BOND" Wagon to bigger business.

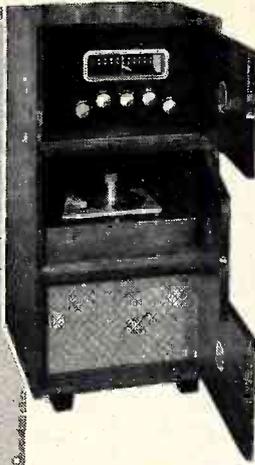
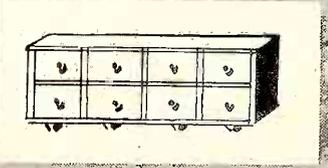
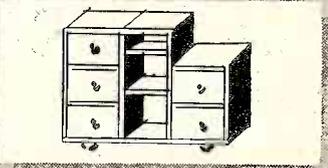
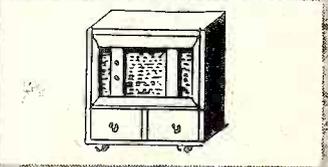
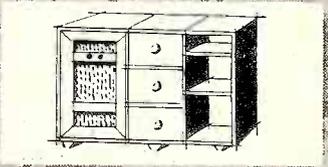
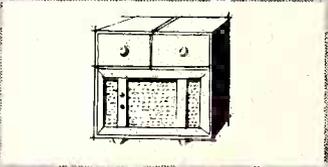
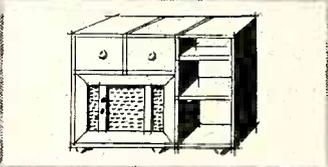
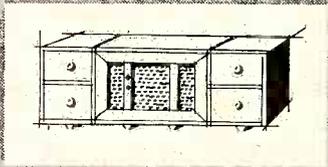
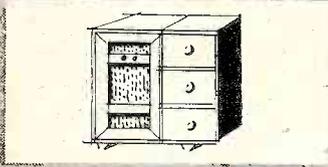
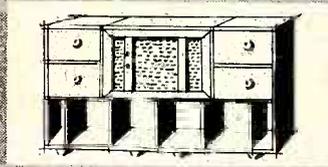


The Raytheon Bantal Tube simplifies your tube stock without loss of sales. Eight fast-moving Bantals replace sixteen equivalent GT and metal types. A new and better tube at no extra cost! Ask your Raytheon Distributor for Raytheon Bantal Tubes.

RAYTHEON
MANUFACTURING COMPANY
 Radio Receiving Tube Division

NEWTON, MASS. • CHICAGO, ILL. • ATLANTA, GA. • LOS ANGELES, CAL.

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

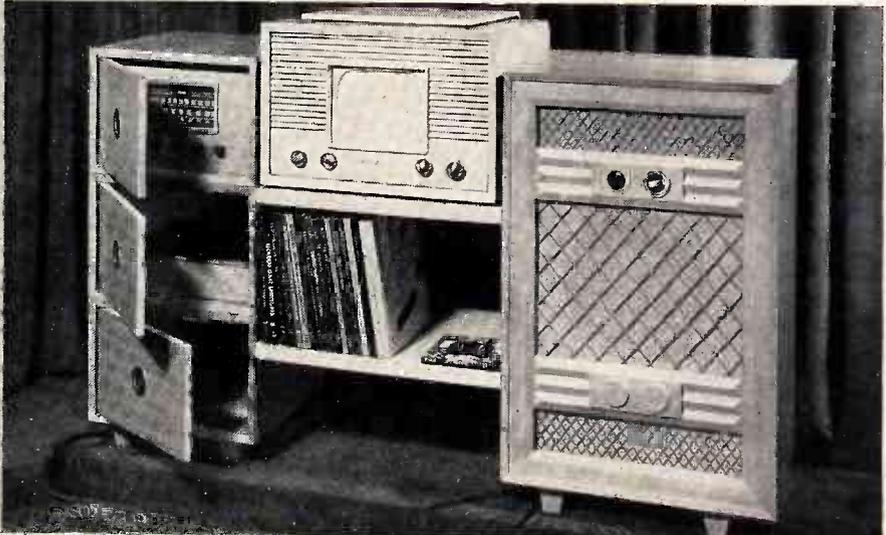


Jensen CUSTOMODE

CUSTOMODE is the answer to the ever expanding requirements of audio-video equipment. Today you may install a tuner, an amplifier and a record changer with your loudspeaker. Tomorrow you can add a TV receiver, a pick-up for micro-groove records and a record cabinet. The illustrations show a few of the hundreds of possible arrangements for Home Entertainment Centers.

Designed by leading furniture stylists and acoustic engineers around a JENSEN 15-inch loudspeaker in a Bass Reflex Cabinet—the very ultimate in high-fidelity sound reproduction—CUSTOMODE is as functional as it is beautiful. Its “building block” versatility enables you to create your own layouts as you wish, when you wish.

Write today for literature and scale cut-outs. Jensen Manufacturing Company, Division of the Muter Company, 6625 South Laramie Avenue, Chicago 38, Illinois. In Canada: Copper Wire Products, Ltd., 351 Carlaw Ave., Toronto

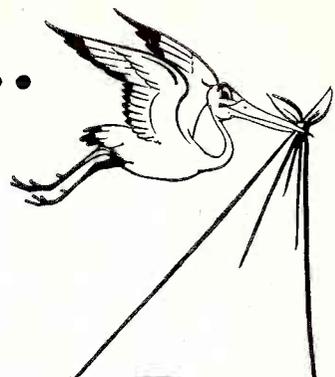


Shown above is Shelf which provides for inclusion of TV receiver or record albums in a CUSTOMODE ensemble.

New baby in a proud family...

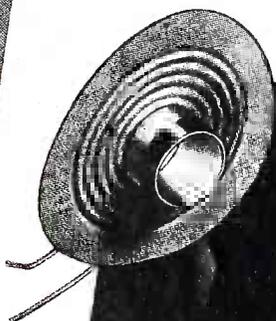
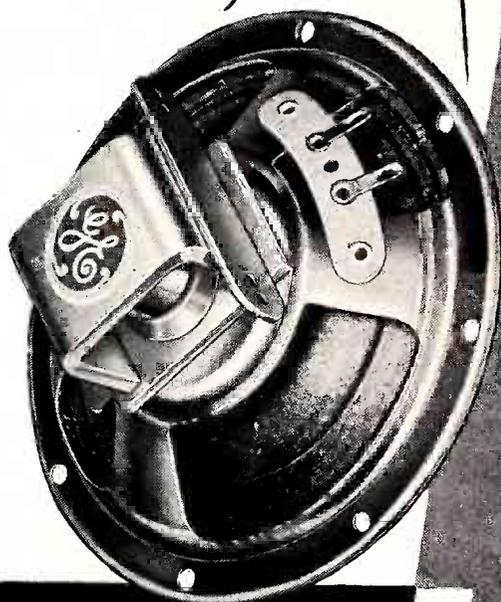


5" ROUND PM LOUDSPEAKER



THERE'S always something new and better in the G-E Speaker Line—Now it's the G-E 5" Round—*specifically designed for service replacement!*

Naturally it has the quality you expect of a General Electric Speaker—sturdy all-weld construction, rock-steady G-E Alnico 5 magnet—plenty of power, sensitivity, fidelity! Give your customers the best—that G.E. gives you! See your G-E parts distributor and stock up today.



Of course it has the famous G-E Aluminum Foil Base Coil! Not subject to warping resulting from high humidity. Provides much higher power handling capacity. P. S. All G-E Speakers have this Metal Base Voice Coil—don't forget that!

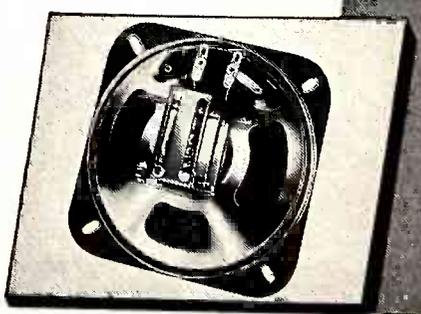
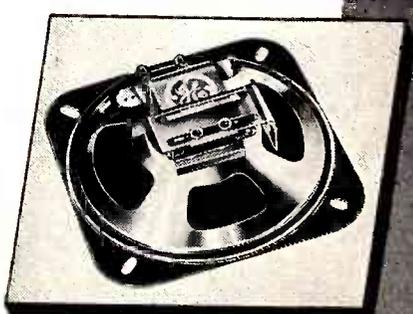
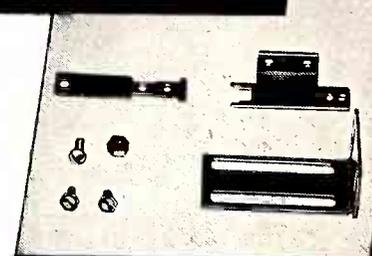
FREE—with all 4", 5" and 5 1/4" G-E Speakers!

Chassis Mounting Brackets

Save time, money and materials for the hard-working serviceman!

Well, now, here's the story. With the serviceman in mind, G. E. has cooked up these neat little mounting kits to save your temper and please your customers. They're adjustable—up, down or

sideways, for simplified mounting of speakers in small working areas. Less work for you—and a cleaner job for that important fellow—your customer. The brackets are FREE with every 4", 5" and 5 1/4" G-E speaker you get from your G-E distributor or jobber. *General Electric Company, Parts Section, Electronics Park, Syracuse, New York.*



You can put your confidence in—

GENERAL  ELECTRIC

8 NEW IRC RESISTOR AND CONTROL ASSORTMENTS

... all in sturdy metal

Realistically Priced Starting At

\$4.50

DEALER
NET COST

NEW RESIST-O-KIT

Latest addition to IRC's big family of metal kits. Pocket-size case ideal for service calls. 10 compartments, resistors can't mix. Ranges stamped on resistors. 2 assortments: 45 half watt or 30 one watt resistors—popular ranges, widely found in television.



METAL RESIST-O-CABINET

Perfect way to buy and stock resistors. 4 drawers with 28 range identified compartments. 3 fast-moving assortments: 100 half watt, 83 one watt, or Combination Assortment of 91 resistors (includes close tolerance IRC Precistors).



VOLUME CONTROL CABINET

Stacked with 18 new IRC type Q Controls plus switches and special shafts. Handles over 90% of all AM, FM and TV control replacements. Compartments individually marked. 3 drawers are provided for stocking switches, shafts and spare parts.



BASIC KIT

Wide variety resistor stock for all daily requirements. Covers 1/2 watts to heavy duty power resistors in selected ranges. Available with Serviceman's Special Assortment—heavy duty resistors omitted leaving space for small tools and parts, 8 new type Q Controls included.



Here's a full family of 8 IRC kits and cabinets tailored to your individual requirements. Each of these new resistor and control assortments comes to you in a beautiful all-metal cabinet at absolutely no extra cost—you pay only the regular price of the merchandise.

You'll want several of these attractive kits. They provide an efficient way to stock parts, add to the appearance of your shop—and save your time in unnecessary buying trips. All ranges have been carefully selected after a detailed analysis of AM, FM and TV requirements.

See these new kits at your IRC Distributor's, or write today for free catalog bulletin. International Resistance Co., 401 N. Broad St., Philadelphia 8, Pa. In Canada: International Resistance Co., Ltd., Toronto, Licensee.



**INTERNATIONAL
RESISTANCE CO.**

Whenever the Circuit Says ~~~





Setting the Pace...

**in the seven-inch field
Webster-Chicago Model 77**

... Plays Eight 7-Inch Records Automatically — Either 33 $\frac{1}{3}$ or 45 RPM

Typical of Webster-Chicago quality engineering, the Model 77 Record Changer incorporates all of the finest features of automatic record changer design. It provides quick, fool-proof operation and quality reproduction with a minimum of delicate record groove wear.

There's plenty of "eye appeal," too, in this smartly styled unit. It's compact in size—an ideal installation or replacement unit for any radio or amplifier.

Just look at all these features:

- Plays up to eight 33 $\frac{1}{3}$ or 45 rpm records automatically.
- 3 second change "cycle"—"from music to music" ... fastest on the market.

- Velocity-Trip—no lateral pressure on delicate record grooves, assures quick fool-proof record change—low record wear.
- Single Tone Arm—smooth controlled tone arm performance properly balanced for either record.
- Needle matched to cartridge for superb tracking and better reproduction—5 to 7 gram needle pressure.
- Fool-proof spindle record release with ingenious rubber record retaining shoulder that will not damage the records.
- Positive, easily selected speed control.
- Reject mechanism features "Memory Delay"—positive acting, never fails.

DIMENSIONS: Base Plate: 10 $\frac{1}{8}$ " x 7 $\frac{1}{16}$ ", Height above base plate 3 $\frac{1}{2}$ ", Depth below base plate 3 $\frac{3}{8}$ ".

... here's a formula that really adds up...

**THE FAMOUS
WEBSTER-CHICAGO NAME**

The name Webster-Chicago has long been identified with quality products in the public's mind.

**DEPENDABLE WEBSTER-
CHICAGO QUALITY**

Every WEBSTER-CHICAGO product stresses quality materials and manufacture.

**CONSISTENT WEBSTER-
CHICAGO PROMOTION**

Backed by effective literature, display material and a liberal cooperative advertising policy.

It all adds up — MORE SALES AND PROFITS — for You



WEBSTER-CHICAGO

CHICAGO 39, ILLINOIS

RECORDS

Section of **RADIO & TELEVISION RETAILING**

Top Sales-Making Records

AUTRY, GENE: "My Empty Heart"—"I Wish I Had Stayed Over Yonder" Columbia 20591; 2-258

Two ballads in the typical pattern that has proven popular with Autry, his listeners, and dealers.

BENEKE, TEX: "Lavender Coffin"—"A Kiss and a Rose" RCA Victor 47-2937; 20-3476

"Coffin" has been getting a good play . . . a "different" type of tune; reverse "Kiss and a Rose" a lovely ballad which is given the old Glenn Miller treatment.

BOTHWELL, JOHNNY: "Bolero Balinese"—"Scotch Plaid" National 9074

"Bolero Balinese" a bolero-bop record, with an unusual vocal by Ilean Martin; "Scotch Plaid" also has Ilean Martin doing the vocal with Bothwell on the alto-sax.

CARLISLE, RUSS: "Roly-O-Rolling on the Rolly Coaster"—"The Golden Sands of Hawaii" Coral 60081

Russ Carlisle definitely in the swing of things with this novelty tuned to summer carnivals, etc. Listeners can actually hear coaster going down-grade; lickety-split music.

CARSON, MINDY: "One More Time"—"Twelve O'Clock and All Is Well" RCA Victor 47-2950; 20-3480

Mindy Carson debuts on RCA with this record . . . she has a sweet, natural voice, instinctive sense of phrasing.

CLARK, BUDDY: "Songs of Romance," Columbia C-187; CL-6054

"I Wonder What's Become of Sally?," "Girl of My Dreams," "I Wanna Be Loved" a few of the titles included in this collection of ballads popular in years past. Clark's renditions appealing.

CLINTON, LARRY: "You Told a Lie"—"Sicilian Tarantella" RCA Victor 47-2925; 20-3461

Larry Clinton re-appears on the RCA label with an orch. featuring bright brass work and catchy rhythms. "Tarantella" side is familiar Italian folk song, done with an exciting modern arrangement; looks good.

COOLEY, SPADE: "Don't Call Me Sweetheart Anymore"—"Arizona Waltz" RCA Victor 47-2962; 20-3496

"Sweetheart" another sad saga of broken-hearted love; "Waltz," in a nostalgic mood, combines nice rustic strings and smooth song styling of Becky Barfield.

DAY, DENNIS: "Hand Holdin' Music"—"I Only Want What's A-Comin' to Me" RCA Victor 47-2957; 20-3491

"Hand Holdin' Music" getting lots of publicity, revealing Day in a heartwarming and humorous style of rustic rhythm. Flipover a hayseed background tune.

DAY, DORIS: "Blame My Absent Minded Heart"—"Now That I Need You" Columbia 38507; 1-251

"Absent-Minded Heart" from the songstress' new film, "It's A Great Feeling." "Need You," from "Red, Hot and Blue," has some outstanding guitar and vibework in addition to Doris' chanting.

DURANTE, JIMMY: "It's My Nose's Birthday"—"Fugitive from Esquire" MGM 30207

Two novelty waxings in the familiar Durante manner . . . always good for a laugh, and a sale!

GARRETT, BETTY—PARKS, LARRY: "Reckon I'm In Love"—"Side By Side" MGM 10467

Mr. and Mrs. Larry Parks together for the first time on wax combine smoothly for these two numbers.

HARRIS, PHIL: "Thank the Man Upstairs"—"I Wish I Were a Goldfish" RCA Victor 47-2938; 20-3477

"Man Upstairs" done nicely in a semi-serious vein. "Goldfish" side shows off the more familiar humorous Harris, with plenty of spirit and fast talk.

HAWKINS, ERSKINE: "Rose Room"—"Tell It to Me" RCA Victor 47-2951; 20-3490

Popular standard "Rose Room" given mellow treatment highlighted by outstanding clarinet and keyboard work; the other side a typical blues ditty.

DORSEY, TOMMY: "Pussy Willow"—"Dream of You" RCA Victor 47-2958; 20-3492

"Pussy Willow" an instrumental slated to rate with some other T. D. classics; coupling features a nice trumpet intro, with Jack Duffy on the vocal.

JOHNSON, BUDDY: "Did You See Jackie Robinson Hit That Ball"—"Down Yonder" Decca 26675

"Jackie Robinson" side has wide pop appeal—particularly with baseball season going full swing.

ECKSTINE, BILLY: "I Love You"—"Good-Bye" MGM 10472

"The Great Mr. B.," Billy Eckstine

does two tunes from "Miss Liberty." "I Love You" ballad gets tender phrasing; "Goodbye" done as a dramatic vocal.

FORREST, HELEN: "Homework"—"You Can Have Him" MGM 10473

From "Miss Liberty" two more songs that the country will be hearing more and more of.

JURGENS, DICK: "Twenty-Four Hours of Sunshine"—"Who Do You Know In Heaven" Columbia 38530; 1-283

Two new songs in the bright Jurgens manner . . . will help boost the orch leader's following.

HOWARD, EDDY: "Room Full of Roses"—"Yes, Yes, In Your Eyes" Mercury 5296 (Plastic)

Eddy and the trio handle the vocals on both numbers, coming up with another pair of top-sides.

KAYE, SAMMY: "The Four Winds and the Seven Seas"—"Out of Love" RCA Victor 47-2923; 20-3459

"Four Winds" a dreamy ballad that is a definite winner—Tony Alamo does the haunting lyrics, with echo chamber adding special instrumental effects.

LAINE, FRANKIE: "My Own, My Only, My All"—"Now That I Need You" Mercury 5311

With Carl Fischer's orchestra, Laine latches on to another top twosome.

LUND, ART: "Sleepy Hollow"—"My Own, My Only, My All" MGM 10481

"Sleepy Hollow" a pretty ballad presented in an easy-to-take manner; backing a new movie tune from "My Friend Irma."

"MARY MARTIN SINGS FOR YOU," Columbia MM-843

Eight memorable songs by Gershwin, Rogers, Berlin, Schwartz, and Youmans included in the line-up of musical comedy hits. Miss Martin's appeal heightened by her "South Pacific" success should make this album a good follow-up seller.

MILLS BROTHERS: "Someday You'll Want Me to Want You"—"On a Chinese Honeymoon" Decca 24694

A new Mills Bros. record that'll please. "Someday" gets renewed push as a result of this version.

MOONEY, ART: "Yum Yummy-Yummy Yum-Yum"—"Canadian Capers" MGM 10446

(Continued on page 48)

Top Sales-Makers of Current



(Continued from page 47)

"Yum Yummy-Yummy" dedicated to the jelly apple . . . at the summer carnivals. Flip the "Capers" oldie done up in a popular Mooney production number style.

MORGAN, RUSS: "That's My Weakness Now"—"Laughing Trombone Polka" Decca 24692

Up-and-coming band leader, Russ Morgan bears close watching by dealers. Polka side good — with this type of rhythm tune going very well.

PRIMA, LOUIS: "For Mari-Yootch"—"Five Feet Two, Eyes of Blue" RCA Victor 47-2960; 20-3494

"Mari-Yootch" another one of Prima's Italian dialect novelties. "Five Feet Two" old-time favorite with modern trimmings, also a good song-selling number.

PAGE, PATTI: "Cabaret"—"Whispering" Mercury
"Cabaret" new romantic ballad, slated for big things.

ROGERS, ROY: "That Palomino Pal O' Mine"—"Home on the Range" RCA Victor 48-0074; 21-0077

Sons of the Pioneers share vocal honors with the "King of the Cowboys" on this familiar sagebrush coupling.

SHAY, DOROTHY: "Pappy's Predicament"—"Another Notch on Father's Shotgun" Columbia 38508; 1-252

Two novelty tunes typical of the material that made the Shay gal so popular.

Columbia

The much awaited "Miss Liberty" recordings by the original cast promises to be another sensational Columbia seller. Shown are Ethel Griffies and Eddie Albert in action on the stage.

Decca

Fred Waring, who had the privilege of introducing the Irving Berlin score on the radio for the first time, has recorded the eight hit tunes from the show for the Decca label.

Coral

Milt Hearth has switched from the Decca roster to Coral. Look for his "Alt Wien" to be another hit.

SELECTIONS FROM Musical Production

MISS LIBERTY

Music and Lyrics by
IRVING BERLIN

FRED WARING
AND HIS PENNSYLVANIANS
Glee Club, Soloists and Orchestra

Just One Way To Say I LOVE YOU
A LITTLE FISH IN A BIG POND
LET'S TAKE AN OLD-FASHIONED WALK
THE POLICEMEN'S BALL
HOMEWORK
YOU CAN HAVE HIM
PARIS WAKES UP AND SMILES
GIVE ME YOUR TIRED, YOUR POOR

DECCA RECORDS

DECCA ALBUM
A-717



Record Crop

SHORE, DINAH—DAY, DORIS: "You Can Have Him"—"Homework" Columbia 38514; 1-261

Another first in artist combinations on more "Miss Liberty" tunes. Dinah does a solo on "Homework" for some solid vocalizing.

SINATRA, FRANK — DAY, DORIS: "Let's Take An Old-Fashioned Walk"—"I Love You" Columbia 38513; 1-260

For the first time these two popular Columbia artists combine their talents on two of the show-stopping numbers from "Miss Liberty."

SHORE, DINAH — CLARK, BUDDY: "Little Fish in a Big Pond"—"Paris Wakes Up and Smiles" Columbia 38515

More "Miss Liberty" tunes that the public will be buying. The Shore-Clark renditions are tops.

THE THREE SUNS: "In A Shady Nook by a Babbling Brook"—"Lovers' Gold" RCA Victor 47-2964; 20-3503
"Babbling Brook" looks big for the trio; a deft ballad which gets sparkling handling; "Lovers' Gold" popular tune given nice arrangement.

STONE, HARVEY: "G. I. Lament" MGM 10470

Disc-debut of comedian Harvey Stone. "Lament" a clever patter piece about the "typical" adventures of a "typical" serviceman.

VAUGHAN, SARAH: "Tonight I Shall Sleep"—"While You Are Gone" Columbia 38512; 1-257

The Vaughan gal has been getting good box-office returns on recent personal appearances. This pairing of a sweet and low tune, and a torchy number should get good results in the stores.



RCA Victor

Robert Merrill's special single release of "Green-Eyed Dragon" and "Mah Lindy Lou" (10-1474; 49-0435) should pull plenty big for dealers.



Harmony

Records, new 49¢ label manufactured by Columbia records and utilizing Columbia artists, but distributed through independent Wright Record Corp., Meriden, Conn., features Jeannette Davis, left, and Jerry Wayne, right, on initial release.

Israel

Music Foundation album on unbreakable vinylite, designed to encourage and develop world-wide interest in Israeli music.

Capitol

Mel Torme's "Again" (15428) is still riding high on the hit parade.



MGM "Silver Anniversary" set issued to celebrate Metro-Goldwyn-Mayer's 25th year in the motion-picture business.



Latest Home Recording Devices

Wilcox-Gay TAPE-DISC RECORDER

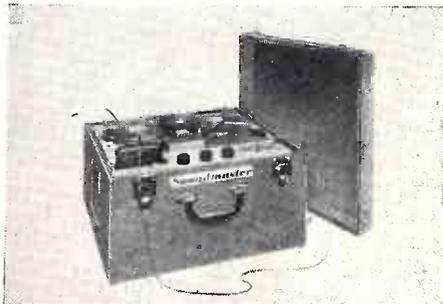
Recordio Model 9C10 is a portable combination tape and disc recorder which makes it possible to record from tape to disc, from disc to tape, and from microphone or radio to either tape or disc. One hour recording



time on each reel of tape is provided by two-track recording system. Equipment includes microphone, 9 by 6 inch speaker, recording volume indicator, and plug for external amplifier where desired. The unit weighs 27 pounds, and will list for about \$187.50. Wilcox-Gay Corp., Charlotte, Michigan.—RADIO & TELEVISION RETAILING.

Pelco TAPE RECORDER

"Soundmaster" model #44 is said to be



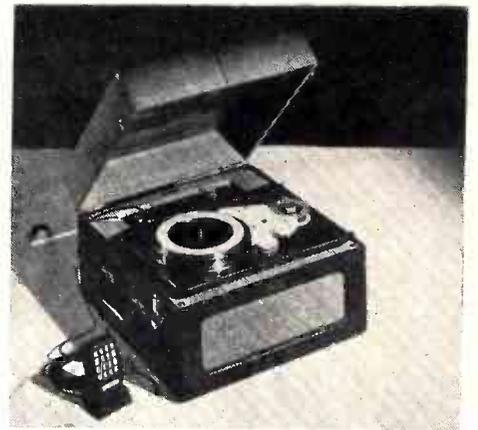
Pathe to Show TV Sets

The line of Pathe television sets nationally previewed at the Blackstone, Chicago, July 5, will also be shown in New York at the Music Show. The sets are manufactured by Pathe Television Corp., 5302-98 Second Ave., Brooklyn, N. Y. Harley R. Wall is the vice-president in charge of sales.

New Polishing Cloth

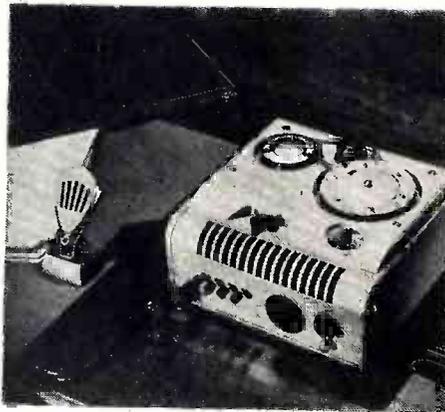
Cadie Chemical Products, Inc., 549 W. 132nd St., New York 27, has announced a new chemically treated polishing cloth, recommended for use on TV and radio cabinets. The cloth retails at \$1.00.

suitable for either home or professional use, and provides one hour recording time on a reel. The portable leatherette case measures 17 by 16 by 10 inches, and the complete unit weighs 38 pounds. Three input channels are provided, for microphone, radio, and phonograph, and an output jack for phones or external speaker is included. List price of the unit with microphone is \$149.50. Pelco Industries, 629 Second Ave., New York 16, N. Y.—RADIO & TELEVISION RETAILING.



Webster WIRE RECORDER

Model 18 is a low-priced wire recorder said to be especially suitable for office dictation. The unit is portable, and weighs



less than 20 pounds. Self-contained speaker is provided, although ear-phones may be used with this unit. Price east of the Rockies is \$135.00. Webster-Chicago Corp., 5610 W. Bloomingdale Ave., Chicago 39, Ill.—RADIO & TELEVISION RETAILING.

Televar WIRE RECORDER

Model RE-17 is a portable wire recorder which is said to feature unusually high amplification of microphone signals to the recorder, as well as high amplification of

sound on playback. Measuring 9 by 14 3/4 by 14 3/4 inches, this model carries retail price of \$149.95. Audar, Inc., Argos, Indiana.—RADIO & TELEVISION RETAILING.

Bell TAPE RECORDER

Record-o-fone is a portable tape recorder in simulated leather carrying case which provides one hour of recording time on one reel of tape. Unit utilizes four tubes, has a power output of 2 watts, and weighs ap-



proximately 29 pounds. Model RT-50 without radio lists for \$159.50, and model RT-50R with radio is \$189.50. Bell Sound Systems, Inc., 555 Marion Road, Columbus 7, Ohio.—RADIO & TELEVISION RETAILING.

Rep for Manning-Bowman

The Clyde Allen Company has announced that it will represent in the northern California territory, the Manning-Bowman Company of Meriden, Connecticut, in addition to Titan Manufacturing Company, of Buffalo, N. Y., and Inter-Matic Time Switches, of Chicago. The new headquarters office and showroom of The Clyde Allen Company will be located on the Fourth Floor of Western Merchandise Mart, San Francisco.

Olympic Consumer Guide

Olympic Radio & Television, Inc., Long Island City, N. Y., is planning to issue a television buying guide to as-

sist consumers in selecting a TV receiver. Material to be included in the guide, which will be available to the public through dealers, was outlined at a recent press gathering at the Olympic factory.

Industrial Names N. J. Jobber

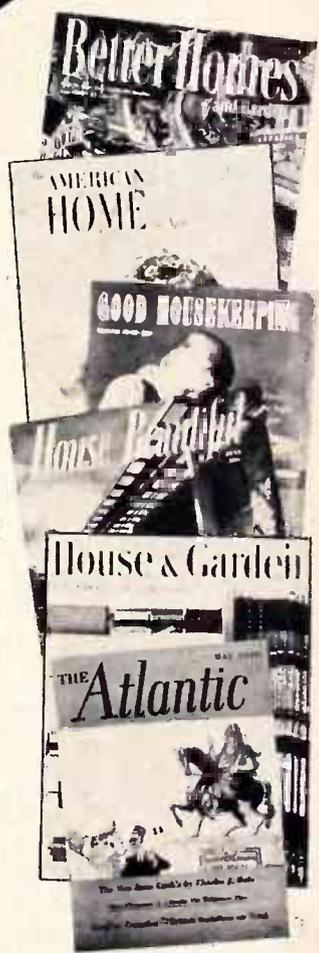
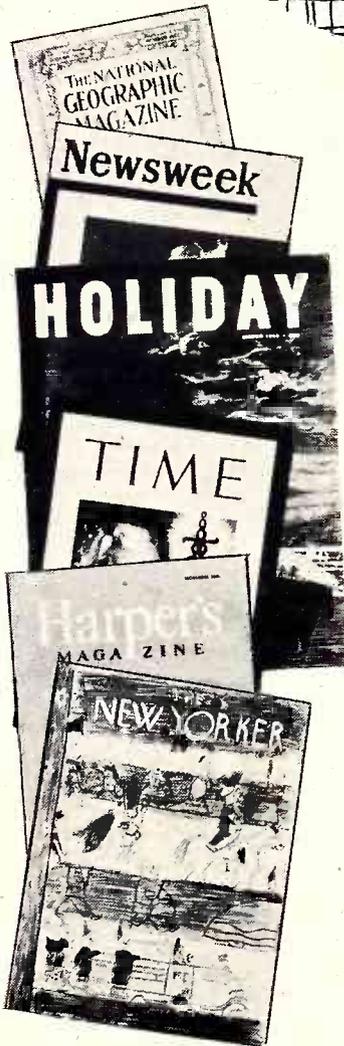
Industrial Television, Inc., has appointed the Penn-Jersey Tele Company, of 146-A Broadway, Paterson, N. J., its distributor for the northern New Jersey area. Until the time of this appointment, Penn-Jersey Tele Company was franchised distributor for eastern Pennsylvania and South Jersey.

GET BEHIND COLUMBIA'S
GIGANTIC SEPTEMBER
"PUSH"!



12
NATIONAL
MAGAZINES
42 MILLION
READERS

GREAT
LP
CATALOG
PROMOTIONS



Swing into the new selling season with the big nation-wide caravan of LP advertising, merchandising and promotion! Put your stocks in order. Check your inventories. Keep your shelves full. Be sure to be ready for the upsurge of consumer buying set off by the new campaign designed to maintain LP as the fastest growing, fastest selling record catalog in the business.

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

COLUMBIA RECORDS

LONG PLAYING

3 GREAT NEW TITONES

meet changing pickup needs!

NOW a full line of Titone's amazing ceramic pick ups—made by famous Sonotone! All with these great basic features: Full frequency (response from 50 to 10,000 cycles.) Bell-like supertone makes new or old players thrilling. Climate-proof, moisture-proof, fungus-proof! Lightest pressure saves needle wear, revives worn records. NO needle talk! NO crystals, magnets, filaments to fail. NO pre-amplifiers. Performs perfectly for years!

3 NEWEST! TITONE MICROGROOVE PICKUP

For all 45 and 33 $\frac{1}{3}$ rpm players. Highest compliance and 5 to 6 grams needle pressure give minimum wear on record and needle! Aluminum case—1-mil permanent sapphire needle.

Order # W 7530 \$7.95 list

2 NEWER! TITONE 3-MIL PICKUP

New superlight aluminum pickup complements famous original Titone pickup below. 15 grams needle pressure gives unparalleled reproduction, lowest wear!

Order # W 7540 \$7.95 list

1 NEW! ORIGINAL CERAMIC TITONE

Within a few scant months in widest use from coast to coast! Plays at 20 grams needle pressure. Used instead of the newer aluminum Titone above for changers requiring over 15 grams pressure to "flip" records.

Order # 7500 \$7.50 list

NO TONE LIKE TITONE



Call your Jobber or write to SONOTONE, Box 5, Elmsford, N. Y.

Record News Notes

RCA Victor is cooperating with the building concern erecting Lockwood Village apartment projects in Roselle, N. J., planning mass-installation of phonograph equipment and special record storage facilities. The 310 apartments are furnished with built-in RCA Victor 45 RPM phonographs, shelves for record libraries, and a planned setting for a television receiver, grouped in a "Musicorner" of each apartment.

The return of the Bluebird label to dealers' stores this month is designed to open a new market, according to Paul Barkmeier, head of the RCA Victor Record Department. Popular, hit tunes are to be featured in the series, which sell for 46c plus tax. The first release was issued on non-breakable material. The records are 10-inch, 78 rpm discs. Albums consisting of four records, sell for \$2.69 plus tax.

Record buyers will be interested in the new Columbia cross reference 72-page LP catalog, listing every Masterworks, Popular, Children's, and Folk Music LP record released through August, 1949, as well as all available 7-inch Microgroove records. RCA Victor has also published a new 45 rpm record catalog including a listing of all available 45 rpm records up to and including August.

According to a report made by Paul E. Southard, vice-president in charge of merchandising, Columbia Records, the success of the Columbia LP record has exceeded the most optimistic expectations. "In the brief year that the LP records have been available to the public, between 750,000 and 1,000,000 families have secured equipment to play them," Mr. Southard pointed out. "This same group has purchased more than 3,500,000 LP records—the equivalent of 17,500,000 conventional records."

Production is underway by Columbia Records of a new label, "Harmony," retailing for 45 cents plus tax. The Wright Record Corp., Meriden, Conn., is exclusive distributor of the records.

Capitol Records announced that its Telefunken classical catalog will be produced on long playing 33 $\frac{1}{3}$ rpm records. Capitol does not plan to issue its popular records on 33 $\frac{1}{3}$, but will continue to concentrate on 78 and 45 rpm for this type of music.

Donald Gabor, president of Continental Records, has left for Europe to serve as a consulting engineer in setting up record factories in Sweden and Austria. Continental is currently "experimenting" with a very low-priced 45 rpm disc.

Permo, Inc., Chicago, has announced a Fidelitone "45" replacement needle designed for use in the 45 rpm system.

Appointments

W. C. Johnson, vice-president in charge of sales for Admiral Corporation, has announced the promotion of E. R. Glauber to the position of Mid-Eastern regional sales manager.

Gardiner G. Greene, president, The Workshop Associates, Newton Highlands, Mass., has appointed J. Y. Schoonmaker, Dallas, Texas, as sales rep in the southwestern area.

RCA Victor Reaching New 45 Player Discs

New 45 RPM instrument and record merchandise, scheduled for Fall release, and plans for more intensive promotion and merchandising of the 45 RPM system were disclosed before meetings of RCA Victor's national home instrument and record sales forces in Philadelphia. The new instruments featuring the 45 RPM system will be available for the heavy Fall selling season, according to Henry G. Baker, general manager of the Home Instrument Department.

RCA Victor's plans to intensify its efforts on the 45 RPM system were announced following a review of the company's campaign to launch the new system. In a keynote talk to the field sales representatives, Paul Barkmeier, general manager of the RCA Victor Record Department, declared that the system could now be considered established in the phonograph industry and that it had been enthusiastically received by dealers.

Describing the industry-wide nature of the new system, Barkmeier pointed out that over 50 manufacturers of sets, record player attachments, adapters, and changers are now making 45 RPM equipment. Two major record manufacturers and several smaller companies are pressing 45 RPM discs, he added.

"This," he declared, "is proof positive that manufacturers as well as the customer have accepted the 45 system."

RCA Victor's increased catalogue available on 45 RPM records was cited by Barkmeier as another indication of the company's expanded operations on the system. Today the 45 catalogue totals close to 900 different musical selections, with classical numbering more than 300. The initial catalogue totaled 450 different selections, including 125 classical, he said.

All new releases, he added, are being duplicated on 45 RPM discs.

New TV Receivers

Three new TV sets being made by John Meck Industries, Inc. 16-inch model will retail at \$279; 12-inch at \$219, and a ten-inch set at \$179.

In addition to its new "Bradford" model, equipped with the Du Mont 19" tube, Allen B. Du Mont Laboratories, Inc., has brought out three new TV receivers, designed to produce sharper direct-view pictures; better fringe reception. The line consists of 12 $\frac{1}{2}$ " table model, a 12 $\frac{1}{2}$ " console and a 15" console.

Stewart-Warner 12" TV Set

The new receiver, model 9100-F, has a picture area of 85 sq. inches. Features of the set include turret tuner with fine tuning adjustment. List price of the new model is \$325. Stewart Warner Corp., 1826 Diversey Pkwy., Chicago 14, Ill.



More "45" profits Coming up on RED SEAL!

BRILLIANT
LINE-UP FOR
SEPTEMBER!



ALL ON
78 RPM TOO!

SIR THOMAS BEECHAM, BART.

Royal Philharmonic Orchestra: *Tapiola*, Op. 112 (Symphonic Poem)—Sibelius. DM-1311, \$2.50. WDM-1311 (45 rpm) \$2.20.

JUSSI BJOERLING

Siciliana: O Lola (from *Cavalleria Rusticana*)—Mascagni; *Donna, Non Vivi Mai* (Manon Lescaut: Act I)—Puccini. 10-1477, \$1.00. 49-0475 (45 rpm) 95¢.

SERGE KOUSSEVITZKY

Boston Symphony Orchestra: *Symphony No. 5, In C Minor*, Op. 67—Beethoven. DM-1313, \$6.00. WDM-1313 (45 rpm) \$4.30. *The Flying Dutchman: Overture*—Wagner. 12-0958, \$1.25. 49-0473 (45 rpm) 95¢.

WANDA LANDOWSKA

1. *Sonata In D* (Longo-Ricardi 461); 2. *Sonata In B-Flat* (Longo 497); 3. *Sonata In F Minor* (Longo 382); 4. *Sonata In F* (Longo Supplement 20)—Scarlatti. 12-0964, \$1.25. 49-0476 (45 rpm) 95¢.

WILLIAM PRIMROSE

The Swan—Saint-Saëns; *Caprice*—Boris Myronoff. 10-1476, \$1.00. 49-0474 (45 rpm) 95¢.

FABIEN SEVITZKY

Indianapolis Symphony Orchestra: *Symphony No. 73, In D "The Hunt"*—Haydn; *Vecchio Minuetto*—Sgambati. DM-1312, \$4.75. WDM-1312 (45 rpm) \$3.35.

All prices are suggested list, subject to change without notice, exclusive of local taxes. Prices of single records do not include Federal Excise tax. DM albums also available in manual sequence, \$1 extra.

THE WORLD'S GREATEST ARTISTS ARE ON

RCA VICTOR Records

"GET IN THERE AND SWING"



You'll sacrifice a lot of potential profit if you don't make a strong play for the time-payment business that becomes increasingly important with each passing month.

But don't go after it haphazardly. Inexperience or inefficiency in granting credits can work damage two ways. Too tight a policy results in turning down some good risks. Too easy a policy leads to collection problems and possible losses.

Your Commercial Credit representative can help you with financing plans and services that avoid the pitfalls, promote sales and protect the profits. Make a date with him. Find out what he has to offer you.

COMMERCIAL CREDIT CORPORATION

A Subsidiary of
Commercial Credit Company, Baltimore • Capital and Surplus \$100,000,000

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

ELECTRICAL APPLIANCES

Section of **RADIO & TELEVISION RETAILING**

Good Service Built Modern Store

Satisfied Customers Provide Steady Volume in Attractive Ann Arbor Establishment

• The H. P. Johnson Company, now in its fifteenth year, is a modern radio and appliance store in the University of Michigan town of Ann Arbor. Located at 209 So. Fourth Street, the establishment has grown from a small radio business to a completely remodeled radio-appliance store.

During the entire war period, the firm operated a greatly expanded service department for the maintenance of radios and electrical home appliances. The reputation the organization built in keeping customers happy during the trying times is of utmost value in selling new products today.

Expanded Floor Space

Through the consistent use of newspaper and radio advertising, with effective in-store displays, and much customer-recommended business, the firm recently found it necessary to expand its floor space in order to accommodate the extra volume it had attained through such effective merchandising methods. The store adjacent to its original location was purchased, providing 5,000 sq. feet. The cost for remodeling was in excess of \$20,000.



Gleaming white goods are shown to good advantage under ideal lighting conditions. Bright floor covering helps set off displays. Many famous makes are sold at Johnson's.



▲ Customer's-eye view of a section of the radio-TV department in this modern store where good service is an effective business-bringer. Note orderly display set-up.

▼ Proprietor Johnson, at right, demonstrating a TV set to customers. All models are hooked up, ready to operate at peak performance.



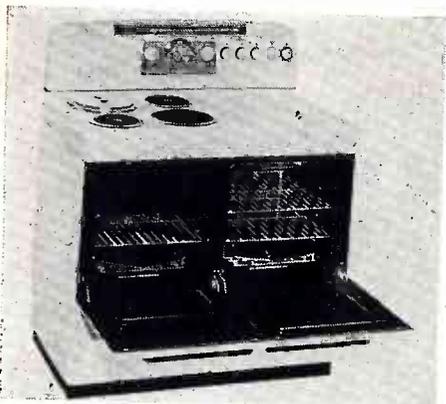
The best there is in service has built up a big following for this store. Here, a salesman returns a repaired toaster to a customer.



New Electrical

Crosley RANGES, REFRIGERATOR

Line of ranges introduced to retail from \$159.95 to \$329.95; new model 7 cu. ft. refrigerator, EMA 7, that provides horizontal freezer compartment, with deluxe features, to retail from \$239.95 also introduced. Electric range model DE-139, shown,



priced at \$329.95 is designed for economy and cool, clean, efficient cooking, is equipped with two king-size balanced heat ovens, exclusive self-adjusting heat sealed oven doors; backguard with built-in fluorescent lamp, three super-fast surface cooking units, double duty deep well cooker, automatic clock timer, electrical appliance outlets, interior oven light. Range AE 119, priced at \$159.95, is designed for apartment house installation, is equipped with waist-high broiler, three-heat surface cooking units; measures 21½ inches wide. Model SE 119 range has three rod type surface cooking units, deep-well cooker, waist-high broiler, over-sized heat oven; sells for \$189.95. Electric range model DE 129 sells for \$297.95 features oversized heat oven, backguard with fluorescent lamp, three surface cooking units, deep well cooker that is convertible to surface unit, automatic clock timer, electrical appliance outlets, interior oven light. Range model SE-199 retails for \$239.95; SE-139 for \$269.95; DE-119 for \$279.95. Crosley Div., Avco Mfg. Corp., Cincinnati, O.—RADIO & TELEVISION RETAILING.

GE MIXER

Re-designed portable electric mixer weighs 3½ pounds without base, and occupies less space than previous models. Three beaters provide triple-whipping action for variety of tasks. Placing of the motor in a horizontal position has given the appliance new low lines; streamlined gray handle; white enamel finish; mixing speed selection is made through multi-speed selector dial. Cleaning simplified by elimination of center shaft between the blades. Built-in light illuminates entire mixing bowl when appliance is in use. Complete with 5-quart mixing bowl, second smaller bowl and juice extractor mixer is fair traded at \$34.95. General Electric Co., 1285 Boston Ave., Bridgeport 2, Conn.—RADIO & TELEVISION RETAILING.

Gibson FREEZERS

Freezer model HF-1090, 10 cu. ft. horizontal home freezer, shown, has a suggested

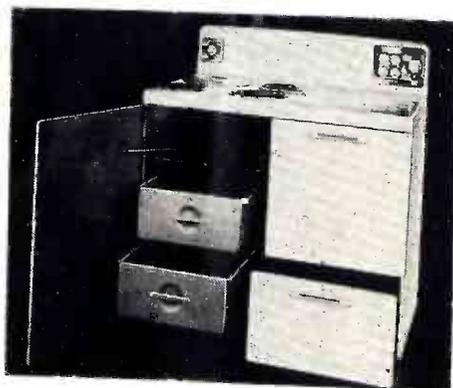


list of \$349.95, will store more than 350 pounds of food. Four baskets rest on continuous slides can be easily removed to give access to the bulk storage area below, which is capable of storing and fast-freezing over 175 pounds of food. Features: Smooth rounded contour; modern lines; chrome handle; lid mounted on counter-balanced hinges easily raised; automatic inside light; hermetically sealed 1/6 h.p. unit; four-inch thick insulation.

Model HF-719 cu. ft. upright home freezer model capable of storing over 250 pounds of food; freezes and stores food. Features: Extra cold; shelves provide easy and selective accessibility to its contents; tilt bin for storage space for packaging materials. Gibson Refrigerator Co., Greenville, Mich.—RADIO & TELEVISION RETAILING.

Universal STOR-O-CABINET

Electric range line features three full-size storage drawers providing plus utility space of two additional drawers, roller mounted, and smooth sliding. Also featured



are: Tru-Bake oven; push button positive automatic preheat cut out and temperature control; super heat monotube thrift units; economy cooker; Tel-a-Switch panel with signalite; continuous signal Minit Minder. Landers, Frary & Clark, New Britain, Conn.—RADIO & TELEVISION RETAILING.

Westinghouse KITCHEN VENTILATOR

Kitchen ventilating fan can be operated as a window exhaust fan or taken out of window panel and used as a portable circulating fan. Unit consists of a 10-inch fan and a steel window panel adjustable for different window widths. Designed primarily for apartment or house-renter who does



not desire permanent installation. Fan has three specially-designed Micarta plastic blades. Equipped with three feet for operation as a portable circulating fan. Unit is finished in chrome and beige. Operated by snap switch. Retail price is \$29.95. Westinghouse Electric Appliance Div., East Springfield, Mass.—RADIO & TELEVISION RETAILING.

Sunkist JUICIT

Deluxe Juicit model includes new oscillating strainer which reams and shreds orange and shakes down all available juice. Entire unit is easily kept clean. In-

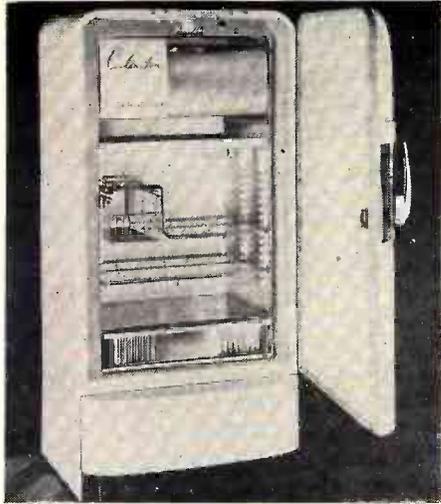


side mechanism protected by a housing made of "beetle plastic." Priced at \$19.95. Chicago Electric Mfg. Co., 6333 W. 65th St., Chicago 38, Ill.—RADIO & TELEVISION RETAILING.

Home Appliances

Coolerator REFRIGERATOR

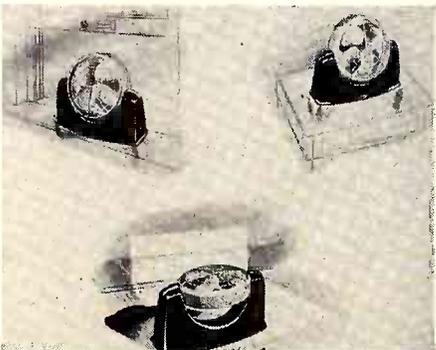
Deluxe 8 cu. ft. refrigerator; Select-O-Shelf model 9RD80 retails at a national list of \$299.95. Features: New type of shelving



which permits homemaker to have more than half dozen different arrangements with shelves to cope with special space problems; handy drawer type snack basket. New arrangement offers more than 17 sq. ft. of shelf space. Refrigerator has four zones of controlled cold; across-the-top freezer compartment provides storage for more than 40 lbs. of frozen foods; Chill-R-Ator shelf for quick chilling; Flavor-Saver compartment and Crisp-O-Lator comprise the two remaining cold zones. The Coolerator Co., Duluth, Minn.—RADIO & TELEVISION RETAILING.

Fresh'nd-Aire PLASTIC UNITS

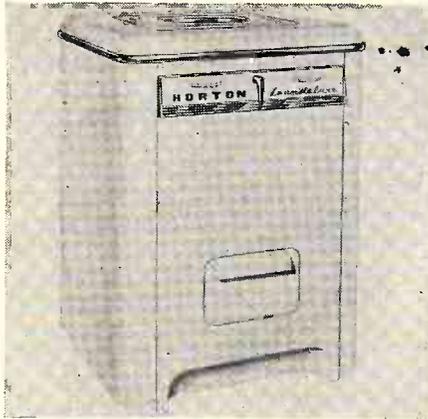
New line of home model air circulators features use of plastics, resulting in a highly styled, light weight, versatile series



of units. The mahogany finished, all-plastic base is broad and stable; cabinet-type style base. Units are easily cleaned. Housing of the circulator itself is mounted so as to permit a 90 degree finger tip control of the air flow. Line consists of two home units, model 90—shown—and 120 retailing for \$32.50 and \$42.50, respectively. Fresh'nd-Aire Corp.—Cory Corp., Chicago 1.—RADIO & TELEVISION RETAILING.

Horton AUTOMATIC WASHER

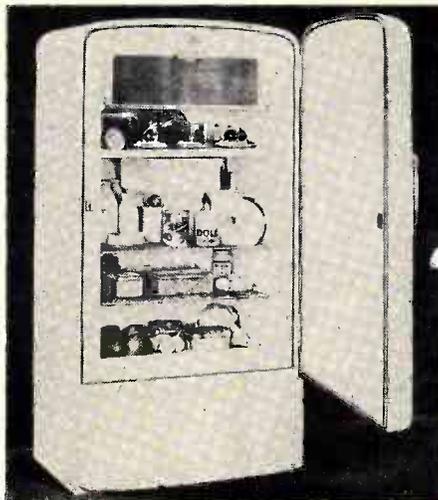
Automatic washer model 490 features: 10-lb. capacity; exclusive double tumbling washing action (cylinder reverses every thirty seconds); three rinses with two double-tumble activated deep water rinses;



four-minute dripless dry spin; lint trap; utilizes 15 gallons hot water (maximum), 28 gallons water in all; completely automatic; top loading door. Cabinet is 36 inches high, 24½ inches wide; 24½ inches deep. Horton Mfg. Co., Ft. Wayne 1, Ind.—RADIO & TELEVISION RETAILING.

Gibson REFRIGERATORS

Model A-809, 8 cu. ft. model, shown; refrigerator features full-width freezing compartment and full-width crisping zone; re-

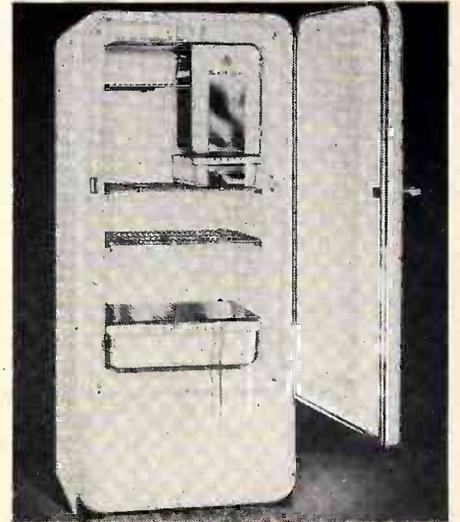


tails for \$229.95. Other features include: Three full shelves; sliding vegetable crisper; modern design porcelain interior; sealed mechanism; automatic light. Dimensions: 62 inches high, 31 inches wide; 27 1/16 inches deep.

Deluxe model D-849 sells for \$269.95 provides full-width glass front Freez'r locker, full-width acid-resisting Fresh'ner shelf, full-width Dew Temp vegetable crisper, and tilt bin for dry crisp storage. Some dimensions as model A-809. Gibson Refrigerator Co., Greenville, Mich.—RADIO & TELEVISION RETAILING.

Norge REFRIGERATOR

Six cu. ft. refrigerator, model SR-64, equipped with exclusive Norge Self-D-



Froster system, retails for approximately \$209.95. Cabinet is of one-piece wrap-around construction with a new storage capacity of 6.08 cu. ft. The side freezer holds up to 17 lbs. of frozen foods; crisper extends full width of food compartment. Norge Division, Borg-Warner Corp., Detroit 26, Mich.—RADIO & TELEVISION RETAILING.

Swivelier GYRO-LITE

Recessed lighting unit for ceiling, floor or wall installations, accommodates 140-watt par-38 or 75-watt R-30 lamps; adjusts to any position; combines features and advantages of conventional recessed fixture with universally adjustable torpedo type spotlight. Swivelier Co., Inc., 30 Irving Place, New York 3, N. Y.—RADIO & TELEVISION RETAILING.

Picturetime ELECTRIC CLOCK

Useful for children, clock has 12 frames (1¼ inches diameter) around the dial which hold unusual children's cutouts, prints or snapshots. Manufacturers stress use of clock in teaching kiddies to tell time. Clock has sweep second hand, and is self-starting. Case and stand are all metal; face made of durable plastic materials. Made in pink, blue or ivory, height is 8¼ inches, diameter 8¼ inches, width 3½ inches. Priced at \$7.95 plus 20% tax. Dow-Gunther Co., 245 Fifth Ave., New York 16, N. Y.—RADIO & TELEVISION RETAILING.

More Merchandise
of Interest to Dealers
Elsewhere in Issue

Another radio service dealer thanks Sylvania Campaigns for big rise in business



"THE FIRST DAY'S PROFIT FROM THE MAILING PAID FOR THE ENTIRE THREE MONTHS SERVICE!"

HERE'S YOUR OPPORTUNITY!

Increase your Business with Sylvania's Fall Campaign—**READY NOW!**

Sylvania's September, October, November, and December campaigns are available now. Here's what you receive:

- 4 Postal Card Mailings — one for each month.
- 4 Window Displays — one for each month.
- 4 Window Streamers — one for each month.
- 8 Newspaper Ad Mats — two for each month.
- Radio Spot Announcements—several for each month.
- 8- and 12-inch decals for window, door and truck.

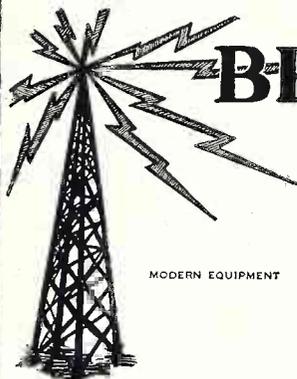
Tied up directly with Sylvania's national advertising, these campaigns will boost your business. You pay only the postage on the cards you mail. Sylvania gives you everything else free. Write for full details immediately, or see your Sylvania distributor.

SYLVANIA ELECTRIC

RADIO TUBES; CATHODE RAY TUBES; ELECTRONIC DEVICES; FLUORESCENT LAMPS, FIXTURES, WIRING DEVICES, SIGN TUBING; LIGHT BULBS; PHOTOLAMPS

Sylvania Electric Products Inc.
Advertising Department R-2108
Emporium, Pa.
Gentlemen: Please send me full details on your September, October, November, and December Service Dealer Campaigns.

Name.....
Company.....
Address.....
City..... Zone.....
State.....



BENNY'S

RADIO SHOP

CHIEF KEEPER-UPPER OF YOUR RADIO

411 ARCADIA AVE.

ARCADIA, FLORIDA



MODERN EQUIPMENT

EFFICIENT AND RELIABLE

March 9, 1949

Hammond-Morgan, Inc.
9 South Terry Street
Orlando, Florida

Gentlemen:

Last month your representative showed me his display matter on the Sylvania Direct Mail Advertising campaign for February, March and April.

I placed an order for the series of direct mail cards and received them about two weeks later.

I mailed the first group of cards out on the morning of February 26th about 8 o'clock. Before 2 PM I had a call for service as the result of the mailing!!! Later the same afternoon I had a couple come in to look over new radios. They had received my card regarding repairs and decided that instead of having their set repaired, they would come in and see what I had in new radios. They are at this time about decided on buying a set retailing for \$99.95 plus an FM antenna installation.

I have read the statements of other servicemen over the country about their business increasing 30% and upward as the result of this Sylvania advertising, but I believe the results I have obtained are above anything I have yet heard about. The first day I had made enough profit from the mailing to pay for the entire three months service, and the prospects are that the other two months mailings will bring other business.

I thought perhaps you would be interested in the results I had with this series, and I can tell you now that I hope to increase my mailing list on the next series, and I think I will stick to this form of advertising as long as it is available at such a very low cost.

Yours very truly,

BENNY'S RADIO SHOP

B. McGehee

B. McGehee

R
A
D
I
O

E
X
P
E
R
T

T
R
A
I
N
E
D

B
Y

N
A
T
I
O
N
A
L

R
A
D
I
O

I
N
S
T
I
T
U
T
E

PUBLIC ADDRESS SYSTEMS

BEST REPAIR SERVICE ON ANY MAKE OR MODEL RADIO

HOME RECORDING APPARATUS

SERVICE & SOUND

Section of **RADIO & TELEVISION RETAILING**

Audio Frequency Response

Part I: How to Make Measurements and Interpret the Results

• One of the most controversial subjects in our field is the one which is concerned with what constitutes good sound reproduction; and probably the most frequently discussed criteria for sound reproducing equipment is frequency response. It is not the purpose of this article to render a decision as to what "good" frequency response is, although a few observations on that subject will be made. The subject is rather the mechanics of frequency response measurements, and an explanation of some of the terms used.

A graph of the output amplitude of a piece of equipment at different frequencies is not the only measure of its merit but it is an important one, and the customary starting point in the evaluation of equipment. From the standpoint of the sound technician, a satisfied listener is the optimum condition toward which to strive. Listeners' tastes differ, and the ideal situation for the technician is to have a demonstration system which starts with a flat response and which can be varied at will to produce uniform alterations in a predictable manner. Then it is possible to check the customer's preference against known standards, and prescribe equipment for his use which is likely to give satisfaction. It will also be possible to check a number of components and to catalogue them according to their characteristics so that a component may be quickly selected which will produce a certain desired result when used in conjunction with certain other known components.

Check Test Gear

In checking audio components, the first thing which the tester must check is his own equipment. An audio oscillator, for instance, does not necessarily put out the same amplitude at different frequencies; nor will it necessarily produce the same results when fed directly into different input impedances. The oscillator for best results should always see its rated output impedance

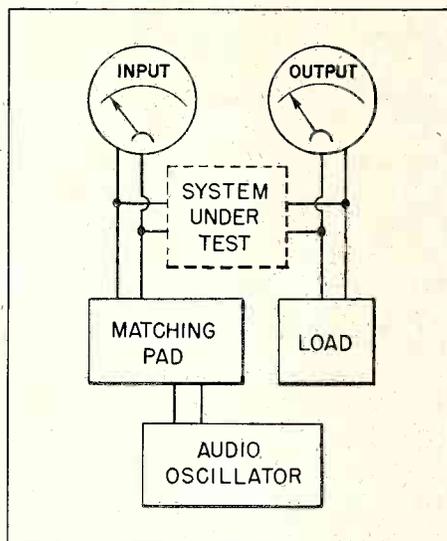


Figure 1

in the equipment it is feeding. Its amplitude at different frequencies should be checked across a resistive load of the proper value, and if it is not linear, the proper attenuator settings for constant amplitude should be noted and attached to the equipment for easy reference. If the audio signal source has its own output meter, this step may be omitted.

Various types of meters may be used for frequency response checks, bearing two facts in mind: First, measurements should be made across the rated load of the piece of equipment being checked, and second, the response of the meter throughout the audio range must be known to the user.

An output meter utilizing a copper-oxide rectifier is quite adequate for gain measurements and alignment work because measurements are being made at a single frequency. But in frequency response measurements, such rectifiers may be considered as a capacitive reactance which decreases with frequency. In addition, non-electronic meters may have a loading effect on the circuit, depending on the ratio of the meter multi-

pliers used to the circuit resistance. Vacuum tube voltmeters have the advantage of a high input impedance which is relatively uniform over all ranges. Even VTVM's, however, should preferably be checked for response against an oscillator response known to be constant at all audio frequencies.

A block diagram for measurements of AF response is shown in fig. 1. The input meter shown may be part of the audio oscillator as mentioned above, or it can represent a set of measurements previously taken to determine the proper settings for constant output.

Results in DB

A set of voltage readings will be obtained which are best converted into db for easy comparison with other standards.

The term "db" is used in audio frequency measurements for two reasons: First, because voltage or power gains in a system may run into the thousands or even millions, and db make briefer notations possible; and second because notations in db are thought to be more indicative of how changes in level sound to our ears. For instance, a power of 1 watt is 30 db and 2 watts is 33 db. The power is doubled, but the difference to our ears would not seem of that magnitude. In order to double the apparent volume in our ears, it would be necessary to raise the power to 40 db (10 watts).

Although "db" merely express a ratio, db levels may stand for some particular power when a reference point for "0 db" is stated. In electrical db, the usual standard is .001 watt (.775 volts in 600 ohms) for 0 db. The ratio of .001 to 1 watt, for instance is 1000:1. We find in our tables that this power ratio corresponds to 30 db. "DBM" is another expression used to signify db above a reference level of 1 milliwatt. "VU" measurements correspond exactly to DBM except that DBM is used with measurements of steady, sine-wave

(Continued on page 76)

TV ANTENNAS

Many New Types Provide Interesting Solutions to Specific Problems

● Since the simple dipole antenna has already been sufficiently discussed in texts, we may, with a couple of introductory remarks on it in passing, jump off into a discussion of attempts to overcome its shortcomings. The dipole is a half-wave antenna at some particular frequency (determined by its length) and exhibits its well-known characteristic impedance and horizontal radiation pattern chiefly at that frequency. Furthermore, its characteristics are in theory those of its operation in "free space," or in other words, high enough to be unaffected by reflection or absorption from the ground or objects on the ground. This height can be roughly estimated at six to eight wave lengths, which for an antenna cut to channel 2 would be around 100 to 125 feet.

A TV antenna should not only be able to pass a wide-band signal (6 mc) but it should be able where necessary to cover a number of channels greatly separated in the frequency spectrum. In addition, in order to simplify orientation, it would be desirable that the direction for maximum signal pickup would be the same for all channels.

Simple dipole antennas, however, when cut for a low-band, do not operate very well on high-band channels. Their impedance changes, and their radiation pattern develops side-lobes—they may no longer be oriented at 90 degrees from the direction of the signal. In addition, their effectiveness on high-band channels depends on whether the length of the antenna is an exact multiple (or close to it) of a half-wave length of the desired high channel station . . . and in addition, whether it is an even or an odd multiple.

Need For Different Types

It is obvious that no single antenna will meet the requirements of every situation. In an extreme fringe location, broad-band characteristics may be sacrificed to obtain high gain, maximum directivity, and rejection of noise and interference. As a matter of fact, these three factors usually go hand-in-hand in a multi-element parasitic array such as would be suitable in a fringe area. In a normal signal area, these three elements might be unnecessary; and if there were several stations in the area, broad-banding and not-too-sharp directivity could be the criteria. In a high signal metropolitan area, good front-to-back ratio and sharp directivity might again be required to eliminate ghosts and interfering signals.

Although a flat response over the entire TV frequency spectrum is not

usually considered necessary in a multi-element fringe area antenna, an attempt must be made to overcome the natural effects of a multi-element parasitic array. These effects are two: 1) the impedance of the antenna goes down with the addition of elements to such a low figure that matching the transmission line becomes a problem, and 2) the response of the antenna becomes so sharp that side-bands will be attenuated.

One technique which is used both to counteract the sharp response of stacked arrays and to broaden the response of normal range single bay antennas is to increase the diameter of the dipole. This has the effect of increasing the self-capacitance of the

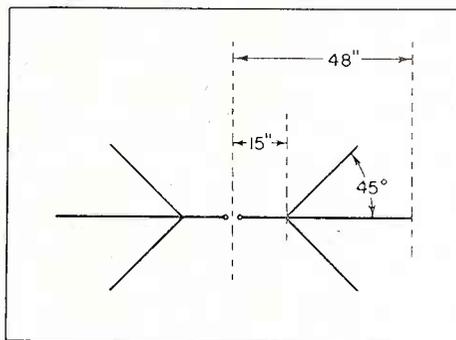


Figure 1

antenna and reducing the inductance so that the resonance curve is broadened. The effect may be achieved by actually using a thicker piece of tubing for the dipole, or by adding another element in the vertical plane, parallel connected. The added element may appear as a vertically stacked dipole, as a folded dipole, as a so-called "conical" antenna (crossed dipoles), as a "fan" antenna, and in many other forms. Since the dipoles are parallel connected, we have in effect increased the surface area of the dipole.

A relatively new technique to obtain better all-band results with a single antenna is shown in figure 1. The basic element here is a simple straight dipole cut for a low-channel (for instance, Channel 3). At a distance from its center equal to a quarter-wave for a high channel (for example, 16 inches for Channel 7) attach V-shaped arms making an angle of 45 degrees with the dipole. These form an electrical discontinuity, and as a result the high band (7-13) frequencies tend not to flow beyond these points. The result is a simplified all-channel dipole. In addition to improving signal pickup on high channels, the V-attachments tend to facilitate orientations by making a single forward lobe pattern out of the side-lobes which are usually obtained

on high channels by an antenna which is longer than a half-wave length for those channels.

It should be noted that these "V's" are in the vertical plane, and are not what is usually referred to as a "V" antenna. The usual V-antenna consists of crossed dipoles in the horizontal plane making a double "V". Such an antenna tends to concentrate the radiation pattern within the included angle of the V's, so that it is oriented from the ends instead of the middle. A simple "V" may be composed by bending a straight, folded, or conical dipole slightly forward. The effect is the same, namely to concentrate the response within the "V." This is particularly useful on an all-channel antenna, to eliminate the side-lobe response on high channels.

Another new type of antenna is the circular antenna, which is a circle in the vertical plane (like a wheel). One commercial model of this type is about 7 feet in diameter, and in circumference it is 3 full wave-lengths of the mean frequency of the whole TV spectrum (about 135 mc). The four rods which connect this circle to the mast are driven elements and, combined with the circle, form a cone or dish shaped antenna which is said to have relatively uniform high gain over the whole band, wide angle of acceptance (that is, may be oriented to pick up two stations separated by as much as 40 degrees of the compass) and a low front-to-back ratio.

Element Phasing Kinds

Bi-directional response combined with high front-to-back ratio is a feature offered by at least two manufacturers. In these antennas, both the front and rear dipoles are connected by down-leads to the set, where a switch phases these elements so that the direction of pick-up can be switched 180 degrees, with strong cancellation from the opposite direction.

A phasing device is utilized in still another type, in which two dipoles are crossed at right angles to each other. A continuous phasing control, rather than a switch type, is said to provide variation of directional response through 360 degrees without physical orientation of the antenna.

These techniques which have been mentioned above are but a few of the many which are being developed in a constant effort to increase the types of antennas available: first, to provide antennas for specific reception problems, and second, to provide versatile antennas suitable for almost any type of reception problem.

*Especially Designed
... Ideally Suited*
for
**ROTATOR
INSTALLATIONS**

MODEL LZ X - 2

Radiart TV Antennas

- Better All Ways*
- Easy To Install
 - Sturdy and Dependable
 - Matchless Performance
 - For All Channels

MODEL
85X

In step with the fast moving TV scene... Radiart engineers have developed to perfection two popular types of antennas especially suited for rotator installations. The LAZY X "conical" type all channel array, when double-stacked is superior for fringe areas... works as well as a conventional double high and double low array... but has these advantages of being more sturdy... easier to install and is less expensive.

The "strate-line" model 85X is a Hi-Lo antenna mounted on a common "boom". Ideal for strong signal areas where stations on both high and low channels are received from different directions because of its high front acceptance. And, it is easily installed.



IT'S RIGHT WHEN IT'S RADIART!

THE RADIART CORPORATION
CLEVELAND 2, OHIO



Manufacturers of the Famous Red Seal Vibrators

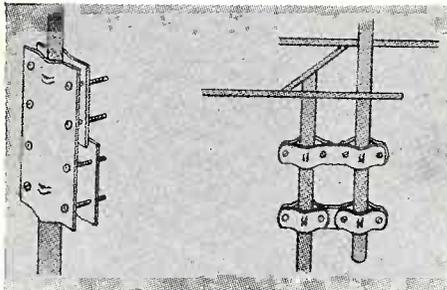
WATCH FOR
the Radiart
TELE-ROTOR
WITH COMPASS CONTROL

Television Technician

Section of RADIO & TELEVISION RETAILING

Metalace ANTENNA ACCESSORIES

Model MJ-2, mast joiner listing at 90c, provides method of joining masts of equal or unequal diameter ($\frac{3}{4}$ in. to $2\frac{1}{2}$ in.) for adding Hi-Frequency to existing installation.



Model ME-8, mast extender listing at \$1.45, permits adding extension to a mast, accommodating same diameters as MJ-2. Metalace Corp., 2101 Grand Concourse, New York 53, N. Y.—RADIO & TELEVISION RETAILING.

Tricraft TV ANTENNA

The new model 1000 antenna with multiple reflector features very narrow beam width, and is said to be all wave, and unidirectional. Comes complete with all hardware and 65 ft. 300 Ohm twin-lead wire and complete instructions. List price \$36.95. Tricraft Products Co., 1535 N. Ashland Ave., Chicago 22, Ill.—RADIO & TELEVISION RETAILING.

Sprague MOLDED TV CAPACITORS

A new series of high-voltage paper-dielectric capacitors, oil-impregnated and encased in molded phenolic housings, rated at 6,000 and 10,000 volts d-c working, are known as Sprague Type TVM Telecaps. They are intended specifically for television receivers and cathode-ray equipment, where capacitors must operate at temperatures as high as 185° F. Sprague Products Co., North Adams, Mass.—RADIO & TELEVISION RETAILING.

Gonset TV ANTENNA

The Gonset all channel TV antenna, model WW, is designed to obtain substantially uniform response on all channels, while at the same time maintaining the pattern alignment in one direction. The mechanical design features quick assembly by means of a single bolt. A reflector kit is available as an accessory. The Gonset Company, 72 E. Tujunga Ave., Burbank, Calif.—RADIO & TELEVISION RETAILING.

Transvision TV ANTENNAS

The "flip-up" antenna is pre-assembled and opens up like an umbrella for quick installation. Upper and lower bands are pre-wired together, so that only connection to lead-in need be made. Said to be of rugged construction, the antenna carries a net price of \$6.95 complete with rotatable base, 7 ft. mast, guy ring and guy wire. Transvision, Inc., New Rochelle, N. Y.—RADIO & TELEVISION RETAILING.

Brach MOUNT FOR TV ANTENNAS

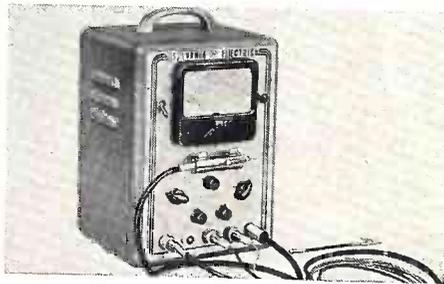
The Brach Universal Antenna Base Mount may be installed vertically, horizontally, or at any angle, and tilted to bring the mast into an upright position, thus permitting any roof, wall or siding to be used as a foundation for the antenna array. Rotation of the antenna to a full 360 degrees may be accomplished after the mount has been secured. L. S. Brach Mfg. Corp., Newark, N. J.—RADIO & TELEVISION RETAILING.

Westinghouse TV ANTENNA

A new television antenna featuring interchangeable components adaptable to all types of receiving arrays and designed for simplicity and ease of installation has been introduced, called the Stratovision television antenna. The antenna components are designed to permit the erection of a simple antenna in strong signal areas or a complex, high-gain array in low signal areas. Heights range up to 45 feet. Westinghouse Electric Corp., 306 Fourth Ave., Pittsburgh 30, Pa.—RADIO & TELEVISION RETAILING.

Sylvania VTVM

Polymeter Type 221 features flat response in voltage measurements from 20 cycles to 300 megacycles, utilizing a subminiature tube in the rf probe for high input impedance and low input capacitance. AC and DC volts may be read to 1000 volts in 6



ranges, rf volts to 300 in 2 ranges, 6 ranges of ohms, and 7 current ranges up to 10 amperes. A multiplier probe is available to extend voltage range to 10,000 volts. Sylvania Electric Products, 500 Fifth Ave., New York 18, N. Y.—RADIO & TELEVISION RETAILING.

Reiner HIGH VOLTAGE PROBE

Measurement of high voltages in television sets, X-ray machines and other high voltage apparatus can be made with the new Reiner HVM super probe together with any vacuum tube voltmeter the operator possesses. This improved design makes that portion of the probe relatively cold where it is gripped by the hand. The long slenderized hot portion of the probe is separated from the handle by heavy duty labyrinth barriers. The multipliers extend the range of vacuum tube voltmeters times 100. The new Super Probes are rated for use up to 30,000 volts. Reiner Electronics Co., Inc., 152 W. 25th St., New York 1, N. Y.—RADIO & TELEVISION RETAILING.

Oak Ridge INDOOR ANTENNA

Antenna for indoor TV operation consists of molded mahogany base with adjustable nickel plated elements with orienting control knobs. Antenna is said to be "tip-proof," and is provided with 12 feet of lead-in. Oak Ridge Antennas, 239 East 127th St., New York 35, N. Y.—RADIO & TELEVISION RETAILING.



Antenna is said to be "tip-proof," and is provided with 12 feet of lead-in. Oak Ridge Antennas, 239 East 127th St., New York 35, N. Y.—RADIO & TELEVISION RETAILING.

Hytron TV TUBES

New horizontal deflection amplifier tube types 6BQ6GT and 25BQ6GT are designed to make possible lower cost deflection circuits. Both are beam pentodes with plate lead brought out to top cap, and are identical except for heater voltages. In size the tubes are about the equivalent of the 6K8GT, or in other words considerably smaller than the 6BG6. Hytron Radio & Electronics Corp., Salem, Mass.—RADIO & TELEVISION RETAILING.

Delson WINDOW ANTENNA

A new Jiffy-Tenna, the model B62, is a high and low band 72 and 300 ohm window type antenna. The model B62 mounts in windows, closets, attic or similar space. No tools are needed. Each antenna is independently adjustable, and can be used with 72 ohm line or 300 ohm line. Auxiliary extension bars are available to accommodate windows up to 66" in width. Telescoping dipole bars are said to make it possible to eliminate ghosts by phasing adjustments. Delson Manufacturing Co., 126-11th Ave., New York 11, N. Y.—RADIO & TELEVISION RETAILING.

Workshop TV ACCESSORIES

A TV distribution system has been developed to permit the operation of several receivers from one antenna system. System consists of a centrally located master array of antennas individually arranged to furnish good signals on all channels, with "Quadra-coax" cable leading from the antenna to various distribution boxes providing for connection to up to 20 receivers. No electronic amplification is involved. For more information write Workshop Associates, Inc., 66 Needham St., Newton Highlands 61, Mass.—RADIO & TELEVISION RETAILING.

Arvin Realigns Field Merchandising Force

Arvin Division of Noblitt-Sparks Industries, Inc., Columbus, Ind., is intensifying its efforts to give ampler coverage to sales outlets and to work more closely with distributor and dealer personnel through a widespread re-alignment of its field force, Gordon T. Ritter, director of Arvin sales has announced.

Re-assignment of six veteran district managers to more compact territories where they will be better able to concentrate their activities, advancement of a former assistant to territorial management and appointment of a new assistant district manager for the California district have been effected, Mr. Ritter said.

Robert Smith, dean of the Arvin sales force, will henceforth center his efforts in the Baltimore, Washington, Richmond, and Philadelphia sector while Warren Pringle will concentrate on metropolitan New York and New Jersey areas.

Leslie W. Graham has been temporarily assigned to the New England territory replacing David Black who will now handle the mid-Tennessee, Alabama, and Florida territory with headquarters at Montgomery, Ala. John Wayne will now supervise the Michigan territory for Arvin with George St. John taking over the Ohio and West Virginia area.

Galen "Dutch" Friese, formerly an assistant in the southwest, is the new mid-south district manager and will handle western Tennessee, Mississippi, Arkansas and Louisiana from his headquarters at Memphis. Earl Rogers has been appointed as an assistant to James L. Hofer, western district manager, and will make his headquarters at Berkeley, Calif.

Designs Mattison TV Sets

Robert Heller, Inc., one of America's foremost industrial designers, has been commissioned by the Mattison Television and Radio Corporation of New York to design a new line of home and commercial television receivers.

The newest Mattison television models will be ready for early Fall showing and will feature large direct-view screen at a new low price.

Snyder Antennas Reduced

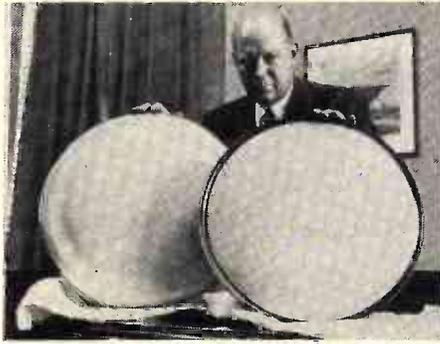
Effective immediately, the prices on its entire line of television aerials have been greatly reduced by Snyder Manufacturing Co., of Philadelphia, it was announced by Dick Morris, company sales manager. The price reductions, Mr. Morris said, have been enabled through greatly increased production and proportionate savings in material cost. At the same time, it was pointed out, the same high standards of quality have been retained.

Industry News

Kelley Joins Sylvania

Wilfred L. Kelley, formerly equipment engineer for the Western Electric Company, has joined the distributor sales department of the Radio Division of Sylvania Electric Products Inc., according to an announcement by H. H. Rainier, distributor sales manager.

New DuMont TV Tube



Dr. Allen B. Du Mont, president, Allen B. Du Mont Laboratories, Inc., compares the old 20" cathode-ray tube (left) with new short-necked metal 19" Du Mont television tube, introduced in the firm's Bradford console model. The new tube is only 21½" long.

Deters with Hytron

George M. Deters has joined the sales department of the Hytron Radio & Electronics Corporation. He will make his headquarters in the Hytron Chicago office, 4000 West North Ave., and will serve radio manufacturing accounts in the Midwest. Mr. Deters has had wide experience with radio manufacturers and for the past three years has been with the Crosley division of AVCO.

Rep for Webster Electric

J. G. (Jess) Haskell has been appointed as a field representative of the merchandise sales, sound division, of the Webster Electric Co., Racine, Wisconsin. Haskell is well known in the electrical industry, having served as replacement sales manager for Tuttle and Kift and as service manager of the appliance division of General Electric Supply.

NEDA National Officers Pose for the Cameraman



Left to right: Aaron Lippman, national treasurer; W. D. Jenkins, chairman of the board; A. W. Greeson, Jr., acting second vice-president; Louis M. Hatry, president; Arthur C. Stallman, first vice-president; Lealis L. Hale, national secretary.

New Admiral Jobber

W. C. Johnson, vice-president in charge of sales of Admiral Corporation, Chicago, has announced the appointment of Republic Electric Company, 1126 South Lafayette Blvd., South Bend, Indiana, as distributor for all Admiral radio, radio-phonographs, television sets, electric ranges and refrigerators in the South Bend area.

Named by Gibson

Announcement of the appointment of Dorothy Clure, well-known home economist, to head its home economics department has been made by Gibson Refrigerator Company's general sales manager, J. L. Johnson.

Hoover Reduces Prices

The Hoover Company, manufacturer of vacuum cleaners, has reduced the price of its newest model, the light weight Model 115, from \$59.95 to \$54.95. The company is also making a special offer of this model at \$49.95 plus the user's old cleaner, no matter what its make. The cleaning tools for Model 115 are \$12.50 extra.

New Rep for Taco

Technical Appliance Corp., Sherburne, N. Y., pioneer manufacturers of TV, FM and AM antennas and antenna systems, announce the appointment of B. C. Landis as sales representative. Mr. Landis' business address is Corn Exchange Bank Building, 81-11 Roosevelt Ave., Jackson Heights, N. Y. Long known to the trade, he will cover Metropolitan New York, Westchester County, Long Island, northern New Jersey.

Appoints J. M. Mathes

Ellery W. Stone, president of Capehart-Farnsworth Corp., newly formed wholly-owned subsidiary of International Telephone and Telegraph Corp., has announced the appointment of J. M. Mathes, Inc., to handle all advertising for the new corporation. Capehart-Farnsworth Corporation will manufacture a complete line of television receivers and radio-phonograph combinations.

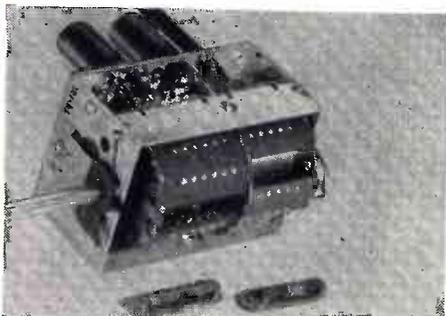
New Aids for Servicemen

Feiler INSTRUMENT KITS

Feiler "Stethoscope" test instruments are now available in kit form. For example, the five-inch cathode-ray stethoscope has a list price of \$89.95, factory built. The same instrument, in kit form, costs \$46.50; pocket stethoscope TS-5 in kit form is \$20.45. For complete information, write Feiler Engineering Co., 945 George St., Chicago 14, Ill.—RADIO & TELEVISION RETAILING.

REPLACEMENT TV TUNER

"The Standard Tuner," model TV-101, is now available for the replacement market. It features interchangeability of channel inductors, an oscillator adjustment screw for each channel, and one control shaft for fine



tuning and channel selection. "The Standard Tuner" is available to the serviceman through his local jobber or by writing to the Standard Coil Products Company, Inc., 2329 N. Pulaski Rd., Chicago 39, Ill., or 2901 E. Slauson Ave., Huntington Park, Calif.—RADIO & TELEVISION RETAILING.

E M C POCKET VOLOMETER

This new pocket volometer, featuring a 3-inch sq. meter (1 millimeter 2% accurate) and 3 AC current ranges, is a lightweight 1,000 ohms-per-volt meter. Specifications include 5 AC and 5 DC voltage ranges, 4 DC and 3 AC current ranges, is a light-weight ranges. Retail price is \$13.90. Electronic Measurements Corp., 423 Broome St., New York 13, N. Y.—RADIO & TELEVISION RETAILING.

Jerrold MUL-TV ANTENNA SYSTEM

The Jerrold Mul-TV system is said to permit use of an unlimited number of television receivers operating simultaneously without interaction. Only one antenna array is necessary, and all the receivers are fed from one RG 59 Coaxial cable. A small antenna distribution outlet box is required for every apartment, and will handle two receivers. For low signal areas, noisy signal areas, or installations requiring long coax cable leads, Jerrold has designed a Master Amplifier System. The new amplifier system consists of plug-in amplifiers for each desired channel. Jerrold Electronics Corp., 121 N. Broad St., Philadelphia 7, Pa.—RADIO & TELEVISION RETAILING.

Kester SOLDER

The new "Resin-Five" Core Solder is said to be faster and easier to use than any other solder of the rosin-core type. It is non-corrosive and non-conductive, and easily solders such metals as zinc, brass,



nickel-plate, copper, and ferrous alloys. "Resin-Five" Core Solder is supplied in the usual diameters of .092 inch (3/32 inch) and .062 inch on 1-, 5-, and 20-lb. spools. Kester Solder Company, 4201 Wrightwood Ave., Chicago 39, Ill.—RADIO & TELEVISION RETAILING.

T.E.C. TV MULTICOUPLER

The Multicoupler is designed to permit the operation of up to eight TV receivers from one antenna. It is said to provide a high degree of isolation between sets and not appreciably diminish the signal re-



ceived by any one receiver. Utilizing eight type 6AK5 tubes, the Multicoupler lists for under \$100. Television Equipment Corp., 238 William St., New York 7, N. Y.—RADIO & TELEVISION RETAILING.

RTMC MAST AND GUY CLAMPS

These clamps are designed to fit into masts from 15/16 to 1 1/8 inches in diameter to hold standoff insulators or guy wire. The clamps may be used with any threaded standoff, and are made of stainless steel. List price is 10¢ each. Radio Tube Merchandising Co., 508 Clifford St., Flint, Michigan.—RADIO & TELEVISION RETAILING.

Wabash INDOOR TV ANTENNA

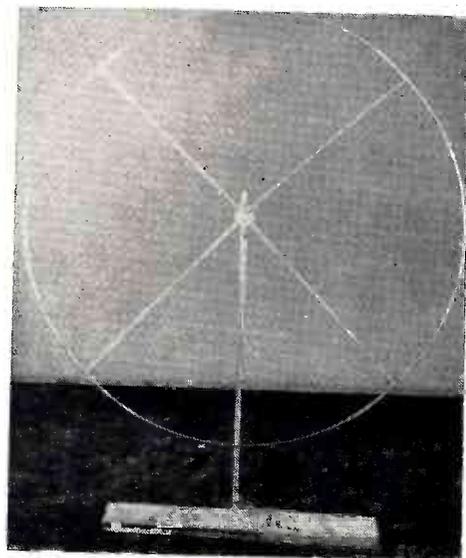
The "Hide-A-Way" antenna is an indoor TV antenna designed to be concealed beneath a carpet or rug. It is made of galvanized spring steel, and comprises a high and low band dipole of flat construction which are oriented for best reception and then tacked in place under the rug. List price is \$4.95. Wabash Mfg. Co., 2300-18 S. Western Ave., Chicago, Ill.—RADIO & TELEVISION RETAILING.

Oak Ridge ANTENNAS

The Oak Ridge all-new-six line features a snap lock device that enables users to completely assemble the all-new-six line without using a single tool. All elements are one-half inch tempered aluminum. The cross arm utilizes a "U" bolt assembly enabling the user to mount the antenna on any mast up to inch and a half O.D. The antenna can be purchased with either a six- or ten-foot mast, or if requested without a mast. Oak Ridge Antennas, 239 E. 127th St., New York 35, N. Y.—RADIO & TELEVISION RETAILING.

Welin TV ANTENNA

The new antenna, called the Welin Circle X, is circular in design and is said to eliminate the two separate antennas currently employed for high and low ends of the television band. The antenna has high receptive strength from front and back and



covers a wide angle of reception, the maker states. The Welin Circle X antenna will retail for \$25. An indoor antenna, much smaller in size, will eventually retail for between \$15 and \$20. The Welin Division, Perth Amboy, N. J., of Continental Copper & Steel Industries, Inc.—RADIO & TELEVISION RETAILING.

Industrial HI-VOLT METER

Model 520 is for electronic high voltage uses such as television, oscillographs, etc. The range is up to 30,000 volts. The High-Volt utilizes a neon-lamp indicator in place of the usual meter movement. Knob is turned until neon lamp extinguishes. Voltage is then read directly off scale where pointer rests. Test prod is 7 inches long, thus assuring plenty of reach to keep away from those "hot" leads. Model 520 draws less than 300 microamperes at full scale reading. Industrial Devices, Inc., Edgewater, N. J.—RADIO & TELEVISION RETAILING.

Sells TV Through Rental Plan

(Continued from page 36)

several months ago is now bearing fruit."

The rental units, all 10-inch receivers, are installed with a portable antenna, after the prospect has made out a "rental contract" which gives him the right to apply rental payments up to a certain amount on purchase of the equipment. By limiting the amount of rentals which may be applied to the purchase, Cordes has stimulated the customer to buy within the first few months.

Sales results have been outstanding since the beginning, the suburban St. Louis dealer reports. Cordes Electric Company recently purchased a blue Chevrolet panel delivery truck, which blazons the rental offer on both sides, entirely for delivery and setting up of rental equipment. At least 90% of the television sets placed out on a rental basis have been retained by the renter.

"We have been renting as high as five units per day since the plan began," Cordes said, "with the result that it has sometimes been difficult to keep enough stock on the floor for display."

Buy After Trying

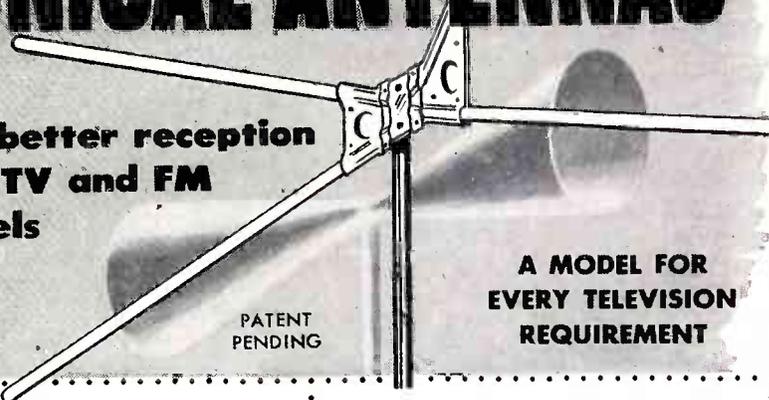
Many homeowners, Cordes has found, are still a bit dubious about the reliability of television receivers, particularly after seeing poorly-maintained, and improperly tuned sets in public places throughout the St. Louis area. Cordes takes care of this situation by teaching each new user how to tune the set for maximum brightness and faithful reproduction, which, of course, will do away with any uncertainty in the renter's mind, during his experience with the unit.

Even the fact that a television set is "pulled in" after a rental customer has decided to give it up doesn't feaze the St. Louis firm. "We have sold a lot of prospects merely by making a follow-up telephone call a week after we have picked up the receiver," Cordes said. "Invariably, we find that the prospect misses the machine, that his family is eager to obtain one permanently, etc. Offering him a lower-priced set if the cost is the consideration will usually result in a sale."

To date, the Cordes sales crew has done no house-to-house canvassing, with the offer of television rentals. However, such a project may be employed if the current deluge of requests, stimulated by the signs on the front of the store, on the truck and newspaper advertising, dies down. At the time this article was written, however, Cordes had more inquiries and requests over the telephone than he could handle. "With rentals paying the expense of home demonstration, and building up a liking for television entertainment in the home, this is a sure-fire proposition," he said.

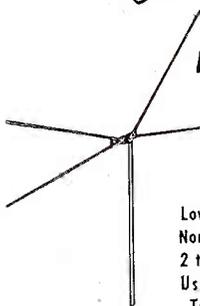
use *telrex* "V" BEAM CONICAL ANTENNAS

...for better reception on all TV and FM channels



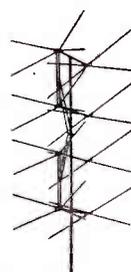
A MODEL FOR EVERY TELEVISION REQUIREMENT

TELREX MODEL 1X-BD



Bi-Directional Hi-Gain Conical "V" Beam
Broad Band Full Audio and Video Band Pass
Low Vertical Angle
Non-Varying Center Impedance 2 to 1 Front to Back Ratio
Uses 72, 150 or 300 Ohm Transmission Lines
Universal Mounting Clamp

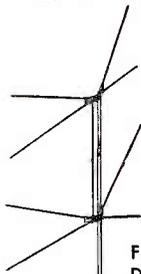
TELREX MODEL 8X-TV



4 Bay Conical "V" Beam
Broad Band Full Audio and Video Band Pass
Low Vertical Angle, Minimum Reflections
Maximum Signal to Noise Ratio 12 DB Front to Back Ratio, all Frequencies
150 Ohm Constant Center Impedance
Uses 72, 150 or 300 Ohm Transmission Lines
Universal Mounting Clamp

OVER 12 DB FRONT TO BACK RATIO—ALL FREQUENCIES
—NO HIGH FREQUENCY HEAD NEEDED WITH TELREX

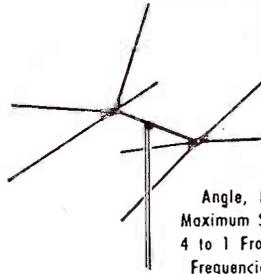
TELREX MODEL 2X-BD



Bi-Directional Stacked Conical "V" Beam
Low Vertical Angle
Extremely High Signal to Noise Ratio
Constant Center Impedance
Uses 72, 150 or 300 Ohm Transmission Lines
Universal Mounting Clamp

FOR THE ULTIMATE IN BI-DIRECTIONAL GAIN. USE TELREX MODEL 4X BD.

TELREX MODEL 2X-TV



Uni-Directional Conical "V" Beam
Broad Band—Full Audio and Video Band Pass
Low Vertical Angle, Minimum Reflections
Maximum Signal to Noise Ratio 4 to 1 Front to Back Ratio all Frequencies
Universal Mounting Clamps

BEFORE YOU LABEL ANY AREA IN YOUR LOCALITY REMOTE FOR TV — CHECK WITH TELREX!



ALL TELREX ELEMENTS ARE MADE OF LASTING DURAL

For best results in any TV area, use Telrex—the highest gain antenna with constant center impedance on all channels. Signals received at the antenna are carried to the set with negligible loss and no reflections or ghosts. Actual case records show Telrex antennas receiving satisfactorily 200 miles over land, 300 miles over all-water TV paths. Before you say "too remote", check with Telrex.

We'll give you an impartial, based-on-experience opinion—without obligation.

COPYRIGHTED 1949

telrex·INC

ASBURY PARK 2, NEW JERSEY

AMERICA'S OUTSTANDING TELEVISION BEAM

Heads Freezer Group

Howard R. Roberts, Whiting Corp., Chicago, was elected chairman of the Food Freezer Section of the Refrigeration Equipment Manufacturers Association at its meeting in Washington.

Other officers elected are J. W. Krall, Tyler Fixture Corp., vice-chairman, and C. H. Beane, Brewer-Titchener Corp., secretary. They will hold office until May 1, 1950.

To Represent Waring

David F. Tonnie has been appointed special representative for Waring Products Corp., and the Winsted Hardware Manufacturing Co., according to an announcement made by James P. McIlhenny, vice-president in charge of sales for both companies. Mr. Tonnie's territory includes the areas covered by their representatives stationed in Minneapolis, Kansas City, St. Louis, Dallas and New Orleans.

Blackstone Protects Prices

Price protection on all current models, in event of an authorized reduction in selling prices, has been granted its distributors by the Blackstone Corp. This policy was announced by J. M. Wicht, vice-president, in a telegram to distributors.

New "Harvester" Jobbers

International Harvester Company has announced the appointments of the following: Chapman & Wilhelm Co., Liberty Life Bldg., Charlotte, N. C., has been named distributor of International Harvester refrigerators and freezers for the states of North and South Carolina. This appointment will expand distribution of Harvester refrigeration equipment especially in the urban areas of the Carolinas. Lack's Wholesale Distributors, Inc., 1315 Baker St., Houston 2, Texas, as distributor for products in the Houston territory; and Electric Sales & Service Company, Atlanta, Ga., to handle distribution of the Harvester refrigeration line in the entire state of Georgia.

Lewyt TV Shorts Ready

Lewyt Corporation has prepared its first series of television shorts demonstrating the Lewyt vacuum cleaner and is making them available to its 7000 dealers on a cooperative basis, according to Donald B. Smith, advertising and sales promotion manager. Lewyt's entry into television as a sales medium was announced at its national sales conference for distributors at the Waldorf-Astoria. The television series, consisting of five 50-second and four 20-second films, was prepared by Audio Productions, New York City.

Niemann with Sylvania

Louis H. Niemann, formerly assistant purchasing agent for the Radio Division of the Philco Corporation, has joined the sales staff of Sylvania Electric Products Inc. as a special sales representative for application development of subminiature and planar triode electron tubes, according to an announcement by R. H. Bishop, vice-president in charge of sales.

Industrial Names Frye

Industrial Television, Inc., Clifton, N. J., has announced the appointment of James C. Frye II as factory representative in the Detroit, Chicago and Toledo area.

Jensen Buys Speaker Firm

Emerson Radio & Phonograph Corporation has announced approval of the sale by its wholly owned subsidiary, Radio Speakers, Inc., in Chicago, of substantially all of its fixed assets and inventory to Jensen Manufacturing Company, a subsidiary of The Muter Co., also in Chicago, on mutually satisfactory terms.

GE Issues "AcSellerator"

Sales promotion aids and ideas for General Electric radio and television dealers are attractively displayed in a new mailing piece "The AcSellerator," released by the company's Receiver Division at Electronics Park, Syracuse. Initial mailing of the 4-page paper is being made by GE distributors according to W. M. Skillman, manager of sales for the division.

Motorola Jobber Uses TV Time in Carolinas



Present at the signing of the first television contract in the two Carolinas in behalf of Carolina Appliance Company and WBTB are, front row left to right: Frank Stanton, treasurer of Carolina Appliance Company, Walter J. Klein, president of Walter J. Klein Company; second row, Charles Crutchfield, vice-president of Jefferson Standard Broadcasting Company; Keith Byerly, WBTB's sales manager, Thomas Glasgow, Sr., president of Carolina Appliance Company and Charles Swanson, television representative of the Motorola Company.

Heads Warren Mfg. Co.



Ben Friedman, president Warren Manufacturing Co., antenna makers, 120 Bradley St., New Haven, Conn., shown at the firm's headquarters.

Represents Insuline

B. L. Cahn, sales manager of Insuline Corporation of America, has announced the appointment of the John O. Olsen Co., as sales representatives to cover the West Virginia and western Pennsylvania areas. The Olsen Co. will put special emphasis on the promotion of Insuline's new "Challenger" line of television antennas and accessories as well as the new "Super Wasp" indoor television antenna.

New Philco Models

At its three-day convention in New York, Philco introduced a new line of TV sets, featuring built-in antennas, and a number of new radio receivers, and a 3-speed phono changer. Sessions were also devoted to the firm's refrigerators and room air conditioners.

Cosgrove Announces New RMA Committees

RMA President R. C. Cosgrove has announced appointment of RMA committee chairman for the new fiscal year 1949-50 and members of a new television committee which will be concerned with growing television problems such as FCC allocations, public information, and other matters.

Past President Max F. Balcom, vice-president of Sylvania Electric Products, Inc., Emporium, Pa., was named chairman of the RMA television committee.

Other members of the television committee are: Benjamin Abrams, president of Emerson Radio & Phonograph Co., New York; Dr. W. R. G. Baker, vice-president of General Electric Co., Syracuse, N. Y.; W. J. Barkley, executive vice-president of Collins Radio Co., Cedar Rapids, Ia.; H. C. Bonfig, vice-president of Zenith Radio Corp., Chicago; Dr. Allen B. Du Mont, president of Allen B. Du Mont Laboratories, Passaic, N. J.; J. B. Elliott, vice-president of RCA Victor Division, Camden, N. J.; Paul V. Galvin, president of Motorola, Inc., Chicago; W. J. Halligan, president of The Hallicrafters Co., Chicago; and L. F. Hardy, vice-president of Philco Corp., Philadelphia.

Because of increasing new legislation, particularly state and municipal, affecting television a new legislative committee has been appointed by President Cosgrove with RMA general counsel John W. Van Allen as chairman and Frederic J. Ball, attorney of the Crosley Division, Avco Manufacturing Corp. at Washington, as vice-chairman. The committee will cooperate with RMA division and committee chairmen in handling legislative interests.

Other appointments made by President Cosgrove include the following chairmen of RMA standing committees:

Advertising Committee (Set Division)—Chairman, Stanley H. Manson, of Stromberg-Carlson Co., Rochester, N. Y.; vice-chairman, L. E. Pettit, of General Electric Co., Syracuse, N. Y., both—reappointments.

Cathode Ray Safety Committee—Chairman, R. E. Carlson, of Tung-Sol Lamp Works, Inc., Newark, N. J., reappointed.

Credit Committee—Chairman, Wm. W. Paul, of Radio Condenser Co., Camden, N. J., reappointed Chairman. Also reappointed are vice-chairman of the Eastern Committee, G. E. Hallett, of Tung-Sol Lamp Works, Inc., Newark, N. J.; and vice-chairman of the Western Committee, H. N. Henrye Saller, of John E. Fast & Company, Chicago.

Excise Tax Committee—Director S. Insull, Jr., of Stewart-Warner Corp., Chicago, chairman, succeeding Director Joseph Gerl, of Sonora Radio & Television Corp., Chicago, who is retiring after two years' service. A. M. Freeman, of RCA Victor Division, will continue as vice-chairman.

Export Committee—V. S. Memeyeff, of Raytheon Manufacturing Co., Newton, Mass., chairman, and E. E. Loucks, of Zenith Radio Corp., Chicago, reappointed as vice-chairman. Chairman Memeyeff succeeds James E. Burke, of

Stewart-Warner Corporation, who retired after several years' service.

Industrial Relations Committee—Director G. W. Thompson, of Noblitt-Sparks Industries, Inc., Columbus, Ind., reappointed chairman, and R. T. Borth, of General Electric Co., Syracuse, N. Y., continued as vice-chairman. This committee plans another conference of industrial relations and personnel managers or RMA companies next fall.

Industry Statistics Committee—Frank W. Mansfield, of Sylvania Electric Products, Inc., New York, reappointed chairman.

Membership Committee—Director J. J. Kahn, of Standard Transformer Corp., Chicago, appointed chairman to succeed Thos. A. White, of Jensen Manufacturing Co., Chicago, who retired.

School Equipment Committee—A. K. Ward, of RCA Victor Division, Camden, N. J., appointed chairman, and H. G. Kobick, of Webster Electric Co., Racine, Wis., named vice-chairman. Chairman Ward succeeds Lee McCanne, of Stromberg-Carlson Co., who retired after several years' service.

Service Committee—A. T. Alexander, of Motorola, Inc., Chicago, reappointed chairman.

"Town Meetings" Committee—Chairman, R. C. Sprague, of Sprague Electric Co., North Adams, Mass.

Traffic Committee—Richard C. Colton, of RCA Victor Division, Camden, N. J., reappointed chairman, and W. L. Fogelson, of P. R. Mallory & Co., reappointed as vice-chairman.

PRICE
+
QUALITY
Sells

LYRIC



The Super-Value
SOUND LINE!

HERE'S THE COMPETITIVE VALUE YOU NEED

LYRIC has the double-barreled appeal it takes to sell in today's P. A. market: PRICE and QUALITY! You have both in this competitive new line. You can "talk turkey" on price. You're in the driver's seat when it comes to quality, because famous *Rauland* engineering and workmanship make the LYRIC line second to none for fine performance at low cost. You have every selling advantage with LYRIC: advanced design; more watts per dollar (honest ratings you can actually demonstrate); superior tonal fidelity; flexible application; smart looks; complete dependability. Step out ahead of competition—get the P. A. business with LYRIC! Ask for the full PRICE and QUALITY details on the complete LYRIC Sound Line today!

*30-WATT "LYRIC" LOW-COST AMPLIFIER

Meets 90% of all general P. A. applications. Covers 15,000 persons indoors, 40,000 square feet outdoors. Has 2 mike inputs; 1 phono input; mixing and fading on all three inputs; tone control; available with or without phono top—as amplifier only, or in complete portable, indoor, or utility systems. An unbeatable high quality P. A. value!

See your RAULAND-BORG Distributor for full information on LYRIC—the new COMPETITIVE VALUE P. A. Line. Get your profitable share of big volume sound business with the line that packs an unbeatable PRICE and QUALITY appeal.

Electroneering is our business

SOUND
EQUIPMENT

Rauland

INTER-
COMMUNICATION

RAULAND-BORG CORPORATION • 3523-L Addison St., Chicago 18, ILL.



**Single Bay
MODEL 114-005**

Complete with mast, swivel mounting plate, guy clamp, stand-off insulators and 75 ft. Amphenol 300 ohm Twin-Lead.

MODEL 114-009

Standard 114-005 TV antenna without Twin-Lead.

INLINE TV ANTENNAS

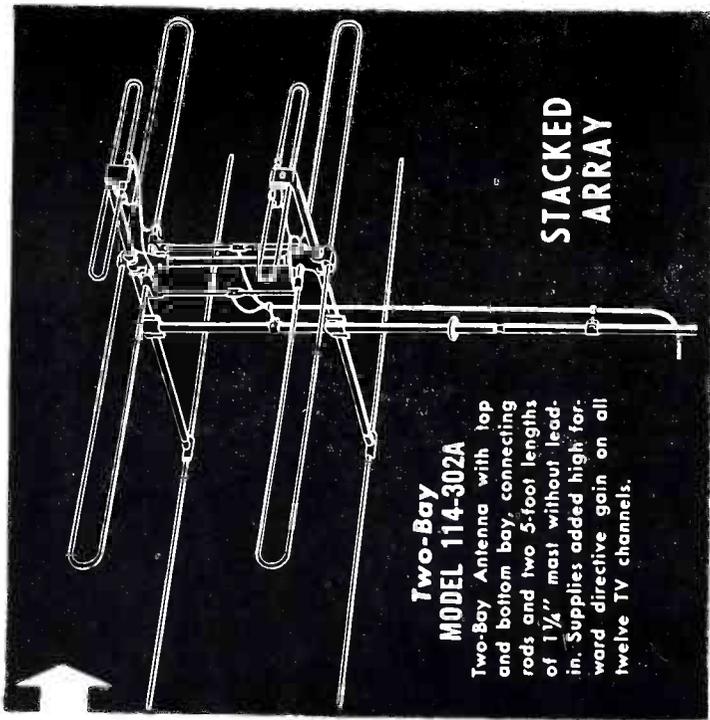
The best reception of picture and sound on ALL TV CHANNELS is directly dependent upon the mechanical and electrical construction of the antenna.

Amphenol has designed the Model 114-005 INLINE TV ANTENNA after years of study and research to meet the strict demands for optimum antenna performance . . . this antenna provides the best in high, uniform gain with clear, brilliant reception on all channels. The Model 114-302A TWO-BAY INLINE TV ANTENNA provides added high forward gain for TV sets in fringe areas.

Costly service calls due to antenna maintenance problems are eliminated with an Amphenol installation. The faithful, steady performance of Amphenol antennas is the solution for excellent picture reception through many years.

Amphenol Inline Antennas are manufactured under Patent No. 2,474,480.

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



**Two-Bay
MODEL 114-302A**

Two-Bay Antenna with top and bottom bay, connecting rods and two 5-foot lengths of 1 1/2" mast without lead-in. Supplies added high forward directive gain on all twelve TV channels.

**STACKED
ARRAY**

AF Response

(Continued from page 59)

tones, whereas VU is used with measurements of program material.

In a sample instance, we test an amplifier and find that the output from 100 cycles to 7500 cycles is a constant 4 volts except for a slight peak at 1000 cycles, where the output read 6 volts; below 100 cycles and above 7500 cycles, the output dropped down to 3 volts.

Converting these readings to ratios, and converting the (voltage) ratios into db, we find that the amplifier fulfills its catalogue description of "flat from 30-15,000 cycles plus or minus 2 db, since the ratio of 4:6 (1:1.5) is equivalent to plus 2 db, and the ratio of 4:3 (1:.75) is equivalent to -2 db.

The next installment of this series will continue the discussion of drawing and interpreting response curves, and will also discuss methods of RC equalization which may be used to obtain a desired response curve.

**Expect Andrea '49
Sales to Double '48**

Announcing that sales for the past quarter have exceeded the previous quarter by a comfortable margin, Frank A. D. Andrea, president of the Andrea Radio Corporation of New York, stated that he does not believe TV sales will assume the full seasonal nature of radio sales for three to five years. Mr. Andrea expects sales of his firm will more than double sales in 1948, due in no small part to the manufacturing and merchandising methods of the firm. While striving to manufacture a quality product with the best in components and workmanship, Andrea has also sought to steer clear of the price-cutting fracas by not making sets with picture tubes smaller than 12 1/2 inch. Mr. Andrea affirmed his belief that holding the number of models and model changes to a minimum will avoid confusion at the distributor and dealer level, make selling easier, and avoid clearances. The latest Andrea receivers incorporate both 15-inch glass and 16-inch metal picture tubes.

Ward Service Movie



The Ward Products Corp., division of the Gabriel Co., 1523 W. 45th St., Cleveland 3, O., has produced a five minute sound color movie which illustrates the ease and speed of installing Ward "Minute Man" antennas. Shown watching the movie are Bill Klein, executive vice-president; Julius Fine, sales manager; L. H. Finneburgh, chief engineer, and George McAllister, general manager of Ward.

Emerson Guarantees Its Television Prices

Emerson Radio & Phonograph Corporation has announced that it is guaranteeing prices of its TV sets. In the event that the firm reduces the list price of any set, merchants will receive cost price difference rebates on merchandise purchased up to thirty days prior to such reduction. In addition, dealers will also receive cost price difference rebates on sets sold to consumers during the thirty day period preceding list price reduction. President Benjamin Abram's explained that the dealer will be expected to pay the consumer the difference between higher and lower list prices out of rebates.

ESFETA Officers

The newly-elected officers of ESFETA (Empire State Federation of Electronic Technicians' Associations), New York state radio and TV service organization, are as follows: President, Max Liebowitz, of ARSNY, New York City; vice-president, Miss Margaret Snyder, RTG, Rochester, N. Y.; secretary, Wayne Shaw, Southern Tier Chapter, R. S. A., Binghamton; treasurer, Ben DeYoung, Central N. Y. R. T. G., Ithaca; sgt.-at-arms, Arthur J. Blakely, Radio-Television Servicemen's Ass'n of Corning, N. Y.

Addresses Servicemen

H. A. Bernreuter, vice-president and general manager of the Simpson Electric Co., of Chicago, was the principal speaker at the Philadelphia Radio Servicemen's Association meeting recently. The subject of Bernreuter's speech was "Testing Television Receivers."

RMA Recommends Safety Rules

RMA recommended safety rules concerning cathode ray tubes emphasize that picture tubes are not dangerous if handled properly. CRT should either be in the set, in a box, or destroyed safely if unusable. Servicers are warned not to leave CRT's laying around without protection during servicing. Customers are advised not to tinker with the set, not to attempt to clean the insides, and not to hover over a serviceman while he is working, especially if he is handling a picture tube. Scotching rumors concerning harmful ultra-violet radiation from cathode ray tubes, the RMA stated that such emissions are practically nonexistent.

Don't Skimp on TV Service Warns TISA

Television Installation and Service Association (TISA) of Chicago advises dealers to avoid price cuts based on lower installation and service policy cost. Stating that there is very little profit in such policies as is, TISA warns that pennies saved here can only result in improper service, dissatisfied customers.

Pay-As-You-See TV CLOCK

A metered clock to simplify time payments for TV sets has been developed. The clock appears conventional from the front, has meter and "bank" in the rear, which is locked. Monthly payments must be made in order to use TV set. Clock may be loaned to customer by dealer or sold with the set. Firm name is Pay-As-You-See Television, 936 N. Michigan Blvd., Chicago, Ill.—RADIO & TELEVISION RETAILING.

Privat-Ear POCKET RADIO

This tiny portable weighs less than six ounces. It is 2¼ inches wide by 5¼ inches long by 7/8 inches thick. The radio is equipped with a built-in telescopic antenna,

and reception is obtained through a small earphone with an ear plug attached which the user inserts into his ear. The receiver has self-contained batteries, and retails for \$19.95 including batteries. Electronic Systems Corp., 112 W. 18th St., Kansas City, Mo.—RADIO & TELEVISION RETAILING.

G.E. FM-AM TABLE SET

Model 218 features genuine Armstrong FM in addition to the standard AM band. Other features include: Two built-in antennas, one for AM, the other FM; six tubes and one selenium rectifier; 5¼-inch speaker. List price of \$49.95. General Electric Co., Syracuse, N. Y.—RADIO & TELEVISION RETAILING.

For Dependable Trouble-Free TV Servicing

REPLACE WITH **STANCOR** EXACT DUPLICATE TELEVISION TRANSFORMERS

Eliminate callbacks and dissatisfied customers—get a bigger share of the profitable television service business with Stancor *Exact Duplicate* Replacement Transformers. These units are *exact* physical and electrical duplicates of original equipment used in popular receivers—they're precisely what is needed for "new set" performance!

Don't take a chance with replacements that are "almost exact"; use Stancor *Exact Duplicate* Replacement Transformers. Representative types listed below.



HORIZONTAL DEFLECTION OUTPUT AND HV TRANSFORMER

Stancor Part No. A-8117. *Exact duplicate* of RCA type 211T1. For use with direct viewing kinescopes such as RCA types 7DP4 and 10BP4.



FILTER CHOKE

Stancor Part No. C-2326. *Exact duplicate* of filter choke used in RCA models 630TS, 630TCS and 8TS30 receivers.



PLATE AND FILAMENT TRANSFORMER

Stancor Part No. P-8157. *Exact duplicate* of Motorola part No. 25C484095 used in models VK106, VT105 and VT107.



HORIZONTAL BLOCKING-OSCILLATOR TRANSFORMER

Stancor Part No. A-8120. *Exact duplicate* of RCA type 208T1. Generates 15,750 cps. pulse required to drive grids of horizontal discharge tubes.



VERTICAL DEFLECTION OUTPUT TRANSFORMER

Stancor Part No. A-8115. *Exact duplicate* of RCA type 204T2. Used with kinescopes such as types 10BP4, 7DP4 and 5TP4.



DEFLECTION YOKE

Stancor Part No. DY-1. *Exact duplicate* of RCA type 201D1. Performance checked to close linearity limits.



JUST PUBLISHED! See your Stancor distributor or write direct for the new Stancor catalog, listing over 400 transformers, reactors and related components for radio and television replacement.

STANDARD TRANSFORMER CORPORATION
ELSTON, KEDZIE & ADDISON • CHICAGO 18, ILLINOIS

Magnetic Recorder Market Tops
\$50 Million Mark Annually

Chicago Dealer Sells 66 Units
From One 4 Column Ad

Get Your Share With This
**PROFIT-PROVEN
PENTRON LINE**

RADIO-PHONOGRAPH
PENTRON
Astra-Tonic
WIRE RECORDER
PUBLIC ADDRESS SYSTEM



All recorders
play or record con-
tinuously for 1 full hour.

List
\$199.50*
Complete
No. W 748
*Slightly higher
west of Rockies

4-IN-1 COMBINATION WIRE RECORDER • RADIO • PHONO

Fastest seller on the market . . . proof of profit definitely assured!
4 prospects instead of one. Precision-built for high-fidelity response,
dependable wide-range performance. Simple operation.

- Wire Recorder records, plays back own radio, phono, mike
- Superbet. Radio, highly selective, built-in antenna
- Record Player has tru-tracking arm and Astatic Cartridge
- P. A. System, medium gain
- Synchronized Timing Meter indexes all recordings
- 2-Way Automatic Shut-Off stops wire tangle, breakage



List
\$149.50*
Complete
No. W 449

WIRE RECORDER

Only recorder at this price with high-fidelity, dynamic range. Engineered for trouble-free operation.

- Wire Recorder records from mike or radio
- P. A. System, medium gain
- Synchronized Timing Meter
- 2-Way Automatic Shut-Off



List
\$179.50*
Complete
No. T 549

2-Channel TAPE RECORDER

Unmatched full-range tonal fidelity. Exclusive features unobtainable in other recorders at this low price.

- Tape Recorder, high gain P. A. system
- Fast Speed, forward and reverse. No rethreading
- Synchronized Timing Meter

All Fully Covered by Product Liability Insurance

FREE! TESTED SALES AIDS BUILD MORE LOCAL TRAFFIC
See Your Distributor or Write to

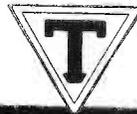
THE PENTRON CORP., 611 W. Division St., CHICAGO 10, ILL.



No pushing or pulling
of rods to adjust

- Low-priced
- Simply move knob to channel desired and you are "on the beam" — automatically electrically adjusted
- Under 2:1 standing wave ratio in all bands
- Small and compact — attractive appearance
- For portable units can be placed inside cover of set
- Individually boxed — packed 24 to a shipping carton — wt. 31 1/2 lbs. per carton

WRITE FOR YOUR COPY OF OUR NEW CATALOG!



Tricraft Products Co.

1533 North Ashland Ave., Chicago 22, Ill.

Manufacturers of complete line of Television, FM and AM antennas and accessories

WRITE FOR YOUR FREE COPY
NEW SOUTH RIVER CATALOG

Featuring Original Chimney Mount Antenna Base • Duo-Mount Antenna Base • Duo-Wall Brackets • Duo-18" Adjustable Wall Brackets • Duo-Pipe Mounts • Accessory Hardware • Adjustable Stand-Offs • Nail-ins with Wing Tips • Screw-type Insulators

SOUTH RIVER METAL PRODUCTS CO., INC.
Dept. RR, 17 Obert Street South River, N. J.

CLOSING DATES FOR

**RADIO-TELEVISION
RETAILING**

5th of preceding month for all ads requiring proofs, composition, foundry work, key changes, etc.

10th of preceding month for complete plates only—no setting.

1st of month—Publication Date.

Cancellations not accepted after 5th of preceding month.

CALDWELL-CLEMENTS, INC.

480 LEXINGTON AVENUE, NEW YORK 17

Admiral Opens in Seattle

W. C. Johnson, vice-president in charge of sales of Admiral Corporation has announced the establishment of Seattle Distributing Division, 558 First Avenue, South, Seattle, Washington, as distributor for all Admiral radio, radio-phonographs, television sets, electric ranges and refrigerators in the area. C. W. Strawn, manager of the newly established division was formerly vice-president of RCA-Victor Distributor Corp. and more recently manager of the Admiral Corporation Appliance Division, Chicago.

Tele-tone Official Urges Better Selling Job on TV

"The television industry must do a more intensive job of selling the customer if video is to make its way into more average U. S. homes," declared Morton M. Schwartz, general sales manager of Tele-tone Radio Corp., who has returned from an extended business tour of the south and west.

"Literally hundreds of people, representative of the consuming public, to whom I spoke in scores of cities were firmly of the opinion that television is a highly imperfect medium not to be seriously considered for several years," Mr. Schwartz stated. "In New York and a few other large metropolitan centers it is hard to understand the attitude, very prevalent elsewhere, that television is many years off, but I believe it is time that the industry took constructive steps to dispel this feeling," he said.

"The dealers and manufacturers have concentrated too much on selling 'price' rather than on selling entertainment," Mr. Schwartz continued. "People tend to buy what they think is a necessity and the majority of American consumers have not had video presented to them as an indispensable entertainment and information medium. The automobile is a typical example of American buying habits with respect to a product which the average consumer considers a necessity in his standard of living. "In fact," he said, "the television industry could take a valuable cue from the automotive business in regard to smart merchandising, effective promotion and a fine institutional approach to molding public opinion."

"One of the largest department stores in the south which I visited, tried a video set promotion which was extremely successful and then inexplicably dropped it. The store advertised free home demonstrations of television sets, and found that 90% of the sets put into homes on this basis were never removed and became final sales. But the promotion was done with only ten models and was then discontinued even though highly effective. The peak response to this promotional effort, however, is indicative of what can and should be done in merchandising television at the customer level."

New Gibson Wholesaler

J. L. Johnson, general sales manager of Gibson Refrigerator Co., has announced the appointment of the Midland Electric Co., Cleveland, Ohio, and Sacks Distributing Co., of Akron, Ohio, as wholesale distributors of Gibson products in their area.

W. F. Linville Appointed

W. F. Linville, former national sales director of Bendix Home Appliances, L.c., South Bend, Ind., has been appointed sales manager of the appliance and housewares division of the South

Texas Appliance Corporation, wholesale distributors of more than a score of nationally prominent appliance lines.

New Deepfreeze Jobbers

The Deepfreeze Division, Motor Products Corporation, North Chicago, Ill., home freezer manufacturer, announces the appointment of the following companies as distributors: Schneiderhahn's, Inc., 319 SW Fifth St., Des Moines, Iowa.; Vogel Distributors, Inc., Central at 22nd St., Ashland, Ky.; and Wichita Bldg. Material Co., Inc., 418 Commerce St., Wichita, Kansas.

This is it!

**A TELEVISION
BOOSTER THAT
REALLY DOES THE JOB**



THE ANCHOR TV-PRE-AMPLIFIER

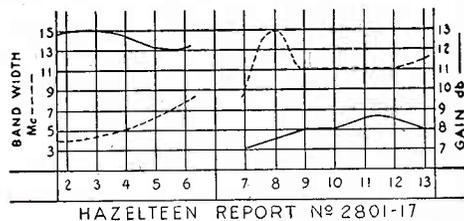
*Here's What Others Say!**

**"IT DOES HAVE MORE
USEABLE GAIN THAN
ANY OTHER 'BOOSTER'
I HAVE SEEN,
YIELDING SNOW-FREE
PICTURES UNDER THE
MOST DIFFICULT CON-
DITIONS."**

**JOHNSON & ELLIOTT
MONTICELLO, N. Y.**

**An unsolicited statement from an
independent service engineer.*

**NOT MERELY ANOTHER BOOSTER — ANCHOR
WILL POSITIVELY DO EVERYTHING AS
CLAIMED OR YOUR MONEY BACK**



**IT'S NEW — DIFFERENT
HAS AMAZING PERFORMANCE**

An ANCHOR TV-PRE-AMPLIFIER will out-perform any similar equipment in its class. Don't take anything less than the best—don't take anything less than ANCHOR.

Check These Features

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

Carefully, thoroughly engineered, ANCHOR TV-PRE-AMPLIFIER is a product of long research—it is compact, beautifully styled and precision built to give outstanding, trouble-free performance. When you install an ANCHOR TV-PRE-AMPLIFIER you give your customers the best. Don't wait—don't miss this—see your jobber today. LIST PRICE \$37.50

Dealer aids available — Write for Further Information



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

**AIRSPACED
TWIN-LEAD
for TV
LEAD-IN
EXTREMELY LOW-LOSS**



unaffected by
**HEAT SOOT
GREASE GRIME
RAIN**

300 OHM Tubular

Amphenol literally cut corners in producing the new, improved airspaced Twin-Lead cable especially designed for TV and FM reception. Because of tubular construction, the Amphenol 14-271 300 ohm Twin-Lead has lower wind resistance and greater strength than conventional flat Twin-Leads.

Thoroughly checked for strict uniformity to critical specifications, Amphenol 14-271 Twin-Lead has extremely low losses. Rain or dirt do not cause change in impedance as they are held outside of the concentrated field between the conductors, which are seven strands of #28 copper wire . . . dielectric in this area is largely air, an important additional feature where installation requires longer lengths of lead-in. Choose Amphenol for best results!

Nominal Characteristics of 14-271 Twin-Lead

Nominal Impedance	300 ohms
Velocity of Propagation	84%
Attenuation db/100 feet	30 mc — 1.0
	60 mc — 1.65
	100 mc — 2.35
	200 mc — 3.9
Patent Applied For	400 mc — 6.2
	Actual Size



Patent Applied For

Actual Size

AMPHENOL

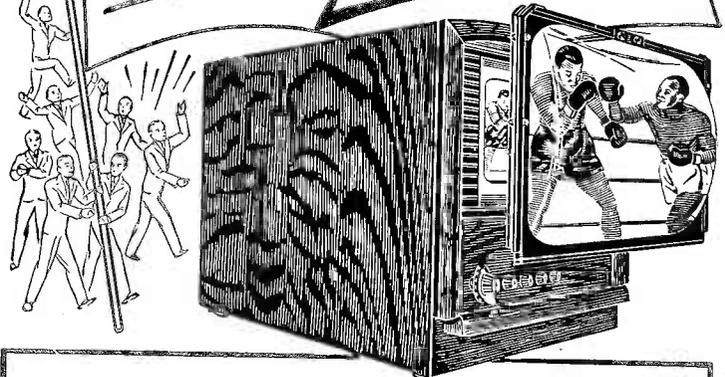
AMERICAN PHENOLIC CORPORATION

1830 SO. 54TH AVENUE
CHICAGO 50, ILLINOIS

VUE-SCOPE

TELEVISION MAGNIFYING LENS

MAGIC MOUNT



Write Today For

VUE-SCOPE'S

1949 MERCHANDISING PROGRAM

See Vue-Scope Before You Buy

CELOMAT CORP., 521 West 23rd St.,
New York 11, N. Y.

PREMAX

To Meet the Rapidly Growing
Demand, Premax Introduces

THE BASE-LOADED MOBILE "75" ANTENNA

Here is a new Mobile "75" Base-Loaded Antenna which vastly improves the radiation characteristics of this Antenna over other "whip" types. The importance of the 6 decibel gain is equivalent to quadrupling the transmitter power and greatly increases the effectiveness and range, both on transmission and reception—without involving any great expense for equipment.

This Antenna consists of an unusually long, space-wound, base-loaded inductor, topped by a special vertical whip. With this new Antenna many of the usual difficulties in the 75-meter band have been overcome, permitting wider operations.

Send for special Bulletin and prices.

PREMAX PRODUCTS

DIVISION CHISHOLM-RYDER CO., INC.

4906 HIGHLAND AVE., NIAGARA FALLS, N. Y.

New Catalogs, Manuals, Sales Aids

P. R. Mallory & Co.: The first "Television Service Encyclopedia" published by this firm is designed to give the serviceman a complete reference library of replacement parts information on TV sets, boosters, etc. Information on more than 100 TV sets is included. The encyclopedia is priced at 35¢. Also announced is a new Mallory parts catalog, number 549, covering all Mallory products: Capacitors, Mid-getrods, power supplies, etc. Copies are free at Mallory distributors. P. R. Mallory & Co., Inc., Indianapolis, Ind.

John F. Rider: A new organization has been formed known as the Electronic Research Publishing Co., Inc., of which John F. Rider is president, and which has taken over the publishing of the Electronic Engineering Master Index, a bibliography of engineering literature. Preparation of the cumulative 1947, 1948 and 1949 Electronic Engineering Master Index is in work. Already published is the new Rider Commercial Radio Operator's Q & A Manual, prepared by Milton Kaufman of the RCA Institutes. A section for hams is included in the 575 page book. John F. Rider, Publisher, Inc., 480 Canal St., New York 13, N. Y.

Sylvania Electric: A comprehensive TV receiver tube complement chart has been prepared for handy reference by radio and TV servicemen. It lists tube complement and types (including pix tube) found in 110 TV sets produced by 40 manufacturers. Copies may be had on request from the Advertising Dept., Sylvania Electric Products, Inc., Emporium, Penna.

Altec Lansing: The brochure entitled "Altec Speech and Music Reinforcement (P. A.) Systems" gives detailed engineering concepts and complete components for PA systems from 250 seat church to 90,000 seat stadium. Brochure may be had by writing Altec Lansing Corp., 161 Sixth Ave., New York 13, N. Y.

Aerovox Corp.: The Duranite Decoder Chart, printed in colors, shows the RMA color band coding for molded tubular capacitors, with corresponding numerical values of capacitance, tolerance, and voltage. All the user does is compare the color-coded tubular with the chart to read the value. The Decoder chart may be had from any Aerovox jobber. Aerovox Corp., New Bedford, Mass.

Webster Electric Co.: A new, unbreakable, moisture-proof container for the Webster Electric crystal cartridges is designed to facilitate handling and insure good condition of the cartridge on delivery. Transparent surface of the package makes model numbers easy to read. Webster Electric Company, Racine, Wisconsin.

Carter Rotary Power Units—Dynamo-motor Catalog #649 gives complete mechanical and electrical specifications on all Carter dynamotors, including the original Genemotor and Magmotor. Converter Catalog #349 covers the whole line of converters, with complete specifications. Address request for copies on company letterhead to Carter Motor Co., 2644 N. Maplewood Ave., Chicago, Ill.

U. S. Electrical Supply Co.—194-page catalog available to retail merchants without charge, lists a wide variety of household appliances selected from the lines of the most representative manufacturers. Photos and list prices are shown, so dealer may show the catalog to his customers. U. S. Electrical Supply Co., 55 Warren St., New York 7, N. Y.

4 BIG REASONS WHY WARREN ARE THE BEST BUY ANTENNAS

- 1—MANUFACTURERS — Direct to DEALERS.
- 2—LOWEST PRICES ever achieved for QUALITY Merchandise.
- 3—MASS PRODUCTION on a complete line of television antennas and accessories.
- 4—SMART MERCHANDISING and capable representatives in every area.

Contact your Nearest Outlet

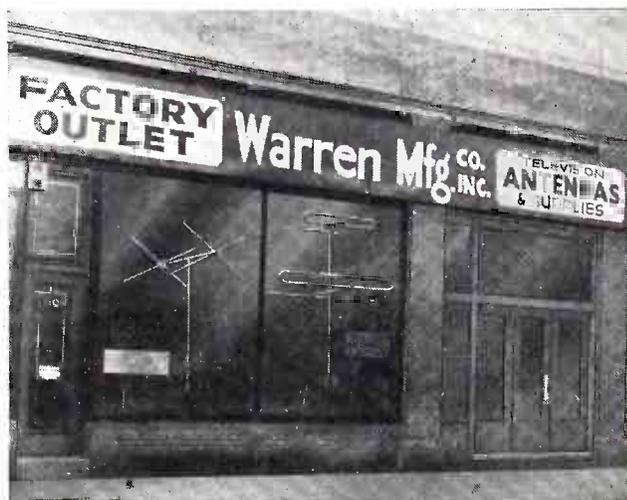
NEW YORK CITY (Bronx)—J. Friedman, Mgr., 2101 Boston Rd. Phone Ludlow 4-8620
ARDMORE, PA.—W. Fordyce, Mgr., 42 Rittenhouse Place. Phone 7820
BROOKLINE, MASS.—J. W. Dingwell, Mgr., 84-86 Boylston St. Phone Beacon 2-4349
PROVIDENCE, R. I.—Anthony DiPaolo, Mgr., 67 Atwell Ave. Phone Jackson 1-4448
CHARLOTTE, N. C.—J. D. Edmiston, Mgr., 823 W. Morehead St. Phone 4-7579
OKLAHOMA CITY, OKLA.—Myron H. Kent, Mgr., 417 N.W. 6th St. Phone 3-5389
SYRACUSE, N. Y.—Don J. Rizzo, Mgr., 219 W. Willow St. Phone 2-6536
SPRINGFIELD, MASS.—L. Del Padre, Mgr., 14 Wight Place. Phone 9-5658
NEW HAVEN, CONN.—W. Schneider, Mgr., 130 Bradley St. Phone 8-0595
HIGHLAND FALLS, N. Y.—N. Schneider, Mgr., 82 Main St. Phone 2041

WARREN MFG. CO., INC.

250 East Street, New Haven, Conn.

Phone 5-9821

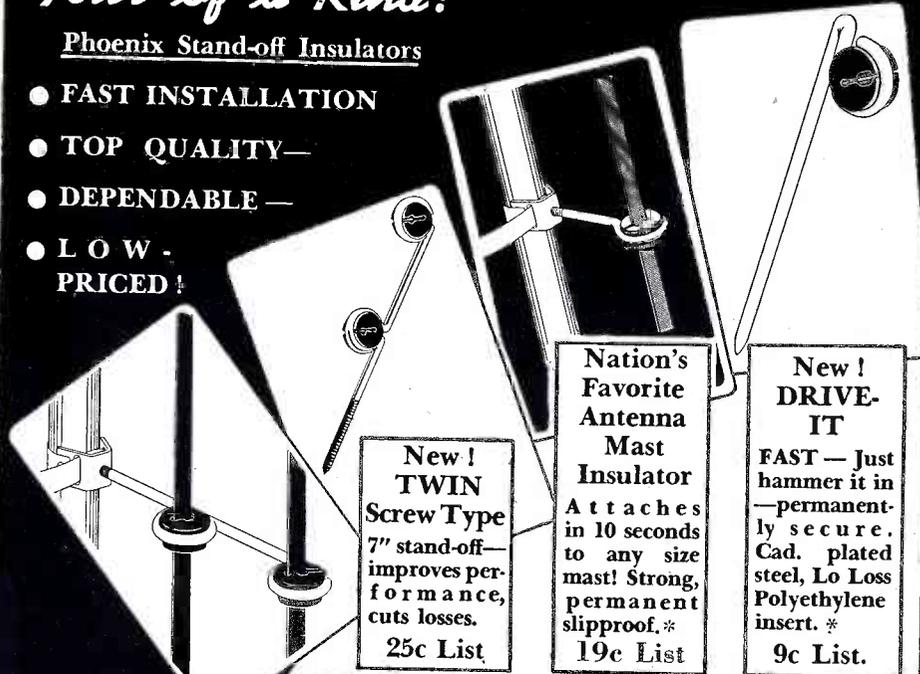
OUR NEW YORK OUTLET



Four of a Kind!

Phoenix Stand-off Insulators

- FAST INSTALLATION
- TOP QUALITY—
- DEPENDABLE —
- LOW-PRICED!



New! TWIN Screw Type
7" stand-off—improves performance, cuts losses.
25c List

Nation's Favorite Antenna Mast Insulator
Attaches in 10 seconds to any size mast! Strong, permanent slipproof.*
19c List

New! DRIVE-IT
FAST—Just hammer it in—permanently secure. Cad. plated steel, Lo Loss Polyethylene insert.*
9c List.

NEW! TWIN STAND-OFF INSULATORS
Holds two twin lead conductors 7½" from mast. Fast, one man installation.*
35c list * Pat Pend

At Better Jobbers!
Order Today!
Send for Catalog R

PHOENIX ELECTRONICS, INC. LAWRENCE, MASS.

New Products

Ward Products Corp., 1523 E. 45th St., Cleveland, Ohio, has announced its new model TV-45 television antenna, which is part of the Ward "Minute Man" line.

Westinghouse has brought out a new low-priced table radio, H-247. The set has a phono connection, is AC-DC, and a 6½-inch permanent magnet speaker. Suggested retail price is \$24.95.

DuMont's new 19" console TV receiver, the "Bradford," will retail for \$725 in the East. The set has many features including full-range FM and a 45 RPM player.

Crosley has announced a new portable TV set, weighing only 38 pounds; providing a 28½ square-inch picture. In-



cluded among its features is an extra sturdy chassis utilizing 21 tubes. Retail list suggested by manufacturer, \$179.95 in Zone 1.

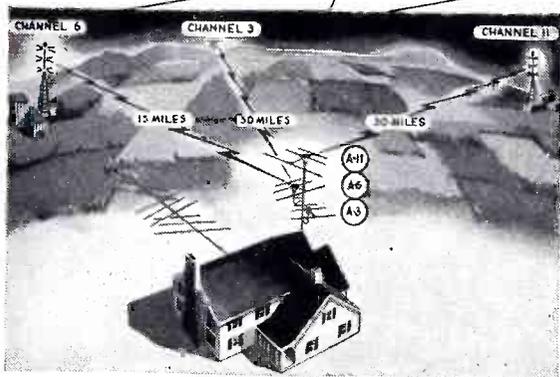
Production of the first radio-phonograph exclusively for new seven-inch records—Columbia 33½ RPM and RCA Victor 45



RPM—has been announced by the Admiral Company, Chicago. The model number is 5W12; the retail price \$49.95.

Trans-Vue Corporation, Chicago, has announced its entry into the "quality at a price" TV market with the introduction of its new Cine 90XFM table console model, retailing at \$349.50.

WHY ROTATE TV ANTENNAS?



With a Workshop TV antenna system you have an array specifically designed for each channel in your area, permanently oriented for maximum signal strength.

- Channels are selected instantaneously.
- High gain response on each channel.
- No mechanical breakdown.

REMEMBER . . . your pictures are only as good as your antenna system.

Send for the new Workshop TV Catalog (No. 49)

THE WORKSHOP ASSOCIATES, Inc.

Specialists in High-Frequency Antennas

57 NEEDHAM STREET, NEWTON HIGHLANDS 61, MASSACHUSETTS



Names in the News

Willis E. Phillips has been named vice-president and general manager of the Rauland Corporation, makers of TV picture tubes.

Robert Eisler has been named general manager of Fada of New Jersey, Inc., distributors of Fada receivers.

Thomas A. Kennally has become president of Electromaster Division of the Philco Corporation.

R. M. Oliver, general merchandise manager of the Portable Electric Appliance Division of Landers, Frary &



J. J. Coughlan

Clark, announces the appointment of J. J. Coughlan as district manager in Connecticut, western Massachusetts and Rhode Island.

James T. Buckley has been elected chairman of Philco's board of directors.

Fred J. Walters, vice-president, Hotpoint, Inc., has assumed the responsibilities for direction of the marketing activities of the company.

Sylvania Electric Products, Inc., has completed its executive sales staff for its TV receiver line with the appointment of John K. McDonough, director of



John K. McDonough

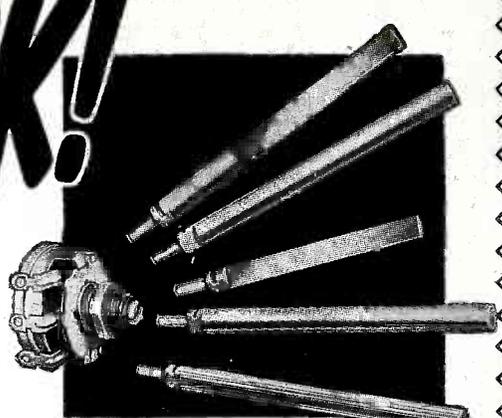
sales; C. K. Bagg as sales manager and Bernard O. Holsinger as advertising and sales promotion manager.

CLICK!

★ For quick, correct, profitable control replacements, use **Pick-A-Shaft Clarostats.**

THE RIGHT CONTROL & THE RIGHT SHAFT EVERYTIME!

Select the *right control electrically* — ohmage, taper, tap, etc. Then select the *right shaft mechanically* — ten types to choose from. Aluminum shafts for ready cutting to exact



length. Insert shaft in slot and bang it — **CLICK!** You've got a trouble-free job — no wiggle, no wobble, no trouble. A free shaft with each Pick-A-Shaft Control.

Ask our jobber for Pick-A-Shaft Clarostat controls. You'll like them. Catalog on request.





Controls and Resistors

CLAROSTAT MFG. CO., INC. • DOVER, NEW HAMPSHIRE • In Canada: CANADIAN MARCONI CO., LTD. Montreal, P. Q. and branches



Model CT-101
16" TUBE

DEWALD

HIGH DEFINITION
TELEVISION

10" - 12½" - 16" MODELS

Quality—Performance—Value . . . you'll find all the things that make satisfied customers, increase sales and profits, in the new DeWALD Line of Television and Radio.

Quality Proven for More Than a Quarter-Century

Now at New Low Prices

JOBBERS — REPRESENTATIVES

Some choice territories now available. Write for full information.

in
RADIO
and
TELEVISION

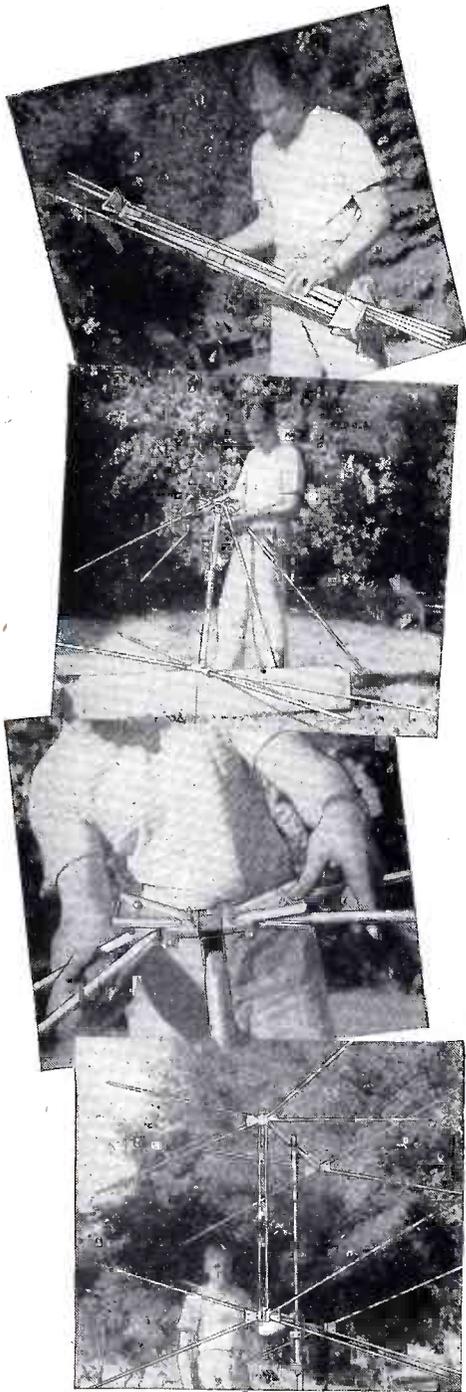
for
SOMETHING
BETTER,
it's

DEWALD

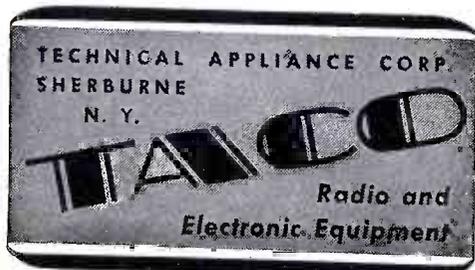
DEWALD RADIO MFG. Corp. 35-15 37th Ave., Long Island City 1, N. Y.

Jiffy-Rig-

A Story without Words

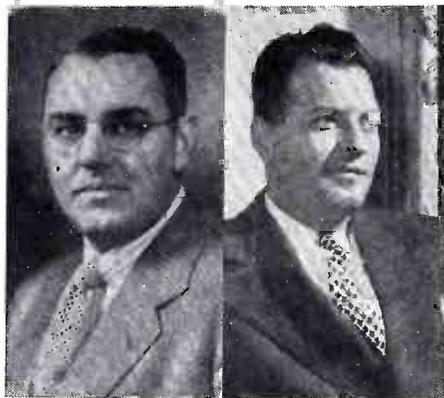


**GET THE FACTS ON TACO
ASK YOUR JOBBER TODAY**



In Canada: Stromberg-Carlson Co., Ltd.,
Toronto 4, Ont.

RCA Victor Officials



RCA Victor has announced a re-alignment of certain key record department personnel. Shown are Jack M. Williams, left, newly appointed assistant director of distribution, RCA Victor division, Radio Corp. of America, and Lawrence W. Kanega, named as general sales and merchandising manager, RCA Victor record department. Jack Hallstrom has been raised to the post of assistant to Paul Barkmeier, general manager of the record department, and Joseph Csida replaces Hallstrom as director of popular artists and repertoire.

New Du Mont Sales Head

Walter L. Stickel has been named national sales manager for the receiver sales division, Allen B. Du Mont Laboratories, Inc., Ernest A. Marx, general manager, has announced.

Mr. Stickel was formerly manager in charge of the RCA Victor Division of the Leo Meyberg Co., Los Angeles. With the Meyberg organization since

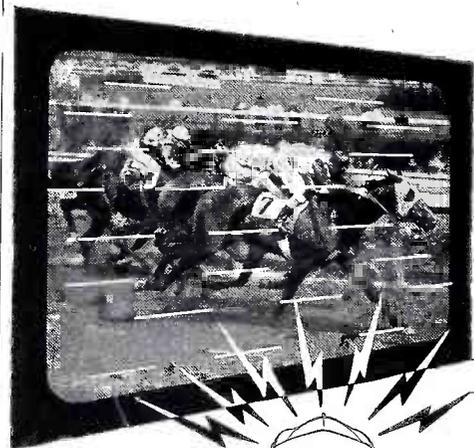


Walter L. Stickel

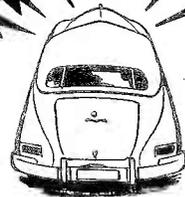
1937, he had full charge of all television, radio and appliance sales in the southern California area.

In November, 1947, he handled the "T" Day promotion, introducing television to Los Angeles and last month successfully completed a similar promotion in San Diego. Mr. Stickel is a graduate of the University of California, at Los Angeles, magna cum laude, a member of Phi Beta Kappa, regional selectee for a Rhodes Scholarship, and winner of six varsity letters in his undergraduate days,

...Help end
spark plug
INTERFERENCE



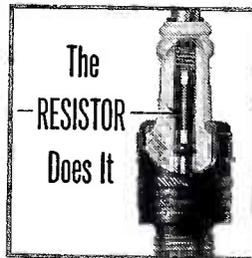
Spark Plugs are miniature broadcasting stations, send signals that interfere with radio reception, distort television. The New Auto-Lite "Resistor" Spark Plug reduces this interference.*



Recommend **NEW**
AUTO-LITE
Resistor
SPARK PLUG

**Here's How It
Works to End
Interference**

The "Resistor" acts to dampen the spark plug radio signal to an acceptable level* while still delivering the full high voltage discharge required to ignite the fuel.



Auto-Lite Ignition Engineers, working with leading automotive manufacturers, have developed the new Auto-Lite "Resistor" Spark Plug with this built-in resistor that reduces spark plug interference.* Remember, the "Resistor" also helps deliver smoother idling, improved economy, longer electrode life. Dealers are being supplied as rapidly as possible. Write for Booklet M-1186 for full information.

THE ELECTRIC AUTO-LITE COMPANY
Toronto, Ontario Toledo 1, Ohio

*Under 35mv/m from 540 k.c. to 150 m.c. at 50 ft.



HERE'S REAL HEIGHT

for a TV
receiving
antenna

... achieved with

Easy-Up TOWER

Antenna height of 65 feet above roof-top was obtained in this installation with an Easy-Up Tower weighing only 125 pounds.

The versatile Easy-Up readily provides any height up to 100 feet. Three pre-fabricated sections in basic 30-ft. model; simply add 10-ft. extensions for greater heights. Sections quickly joined with only three bolts.

Easy-Up is ideal both for residences and commercial buildings. Fits peaked roofs or flat. Built light but strong. Quiet... no wind vibration. Triangular and extra-heavy duty square models.

BROADEN YOUR HORIZONS

Earn more "clear" profit and build customer goodwill with the Easy-Up line of towers and accessories for simplified TV antenna installation.

See your jobber, or write

Easy-Up Tower Co.

3800 KINZIE AVENUE
RACINE • WISCONSIN

James H. Carmine Promoted by Philco



James H. Carmine, above, vice-president, distribution, for the past two years, has been elected executive vice-president of Philco Corp., it is announced by William Balderston, president.

Joins RCA Service Co.

The appointment of Robert N. Baggs as sales manager of Consumer Products Service for RCA Service Co., Inc., has been announced by J. A. Milling, vice-president in charge of the Consumer Products Service Division.



Robert N. Baggs

Mr. Baggs, who is widely known among radio dealers and servicemen through his 18 years' activity in the trade, will supervise sales, sales promotion, and customer and trade relations on radio, phonograph, and television service. He will direct sales of RCA Consumer Products Service through its 68 television branch establishments and more than 3,000 expert technicians.

Stand for Xmas Tree Lights

Royal Electric Co., Inc., Pawtucket, R. I. has announced a new "Profit-Maker" selfmerchandising display stand for its line of Christmas lighting sets. The display, measures 14" wide, 12 3/4" deep, and 38 1/2" high, actually requires but a little more than a square foot of floor space.

JACK-OF-ALL-TRADES REPLACEMENT...

AEROVOX

CLEAT-MOUNTING

ELECTROLYTICS



● An Aerovox-originated type. Replaces other electrolytics requiring mounting hole in chassis, twist-prong base, spade-lug, and/or tubular types. This Jack-of-all-trades cleat-mounting job is installed in a jiffy by center screw and metal cleat.

Available in the aluminum-can (illustrated). Type PRVC for the better trade (single, dual and triple sections). Also in the cardboard tube Type PRV for the price-conscious trade. Definitely, but really definitely, the jack-of-all-trades replacement.

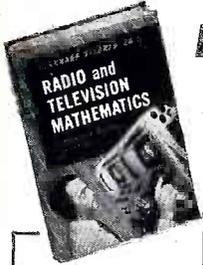
● Keep a supply of these universal replacements on hand. Or depend on your Aerovox jobber to supply you in a hurry. Catalog on request.



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.

To be sure your calculations are **RIGHT**, use



1. Fischer's

RADIO & TELEVISION MATHEMATICS

Save time and trouble. In this new book you can *quickly* find the solution of any mathematical calculation required in radio or television work, as, for instance, the factors in distortion, television focus control, antennas, etc. Whenever you are "stuck" on a problem, look in this book. Its complete index shows you immediately where to turn for the answer you want.

Over 400 sample problems, completely worked out. All the calculations commonly required in the design, operation or servicing of radio, television and modern industrial electronics are included, arranged under electronic headings where they can be easily found. All formulas, mathematical tables, and a math review are included. A highly useful handbook for anyone working in radio or television and for all those preparing for FCC license exams. \$6.00

Have you got these useful books?

2. Introduction to Practical Radio

By **Tucker**. Says one of the thousands of radio men using it: "I have this book and it is money well spent." It explains all radio essentials in the clearest, most practical terms, with hundreds of problems showing specifically how theory is used in the construction and servicing of radio equipment. \$3.00

3. Principles of Radio for Operators

By **Atherton**. Using wartime training methods this book teaches radio essentials through hundreds of illustrations and graphic demonstrations, with very simple explanatory text. \$4.00

4. Introduction to Electronics

By **Hudson**. Will help you understand the principles and key equipment of television and other modern electronic developments. \$3.30

5. Public Relations for Retailers

By **Mahoney & Hession**. The first complete practical guide to modern business techniques that the retailer can profitably use to gain public approval and increase his trade, with examples of successful public relations practices in over 200 stores throughout the country. \$4.50

SEE THEM FREE

The Macmillan Co., 60 Fifth Ave., New York 11

Please send me a copy of each of the books checked by number below. I agree to remit in full or to return the books within ten days without further obligation.

1. 2. 3. 4. 5.

Signed

Address

E. Patrick Toal



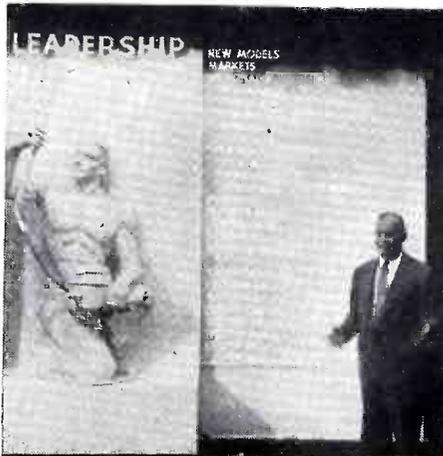
L. J. Chatten, vice-president and general commercial manager of North American Philips Co., Inc., announced the appointment of Pat Toal, above, well-known executive, as sales manager of the television division of the company.

Universal Coffeematic



R. M. Oliver, right, general merchandise manager of the portable electric appliance division of Landers, Fray & Clark, New Britain, Conn., says to S. G. Fisher, sales manager, "We've got something here!" The executives are looking over Universal's dynamic advertising and sales promotion materials prepared to tell consumers about the Coffeematic.

Lewyt Sales Meeting



Walter J. Daily, sales manager for Lewyt vacuum cleaners, talks about sales potential at a distributor meeting. In the background is a gigantic figure, representing today's appliance retailer, and a flashing sign which outlined Lewyt's program for increased volume.

MERIT

NEWS

NOW! MORE

MERIT

VIBRATOR TRANSFORMERS

Ford - General Motors - Motorola - Philco

—EQUALS—

First to give you exact replacement vibrator transformers for all popular auto radios. Dependable, top quality reproduction of characteristics and performance specified by manufacturers. Merit's faithful design and engineering assure quick, easy mountings. Potted in steel cans. Include built-in filter choke and condenser where required.

ADD THEM TO YOUR MERIT STOCK TODAY

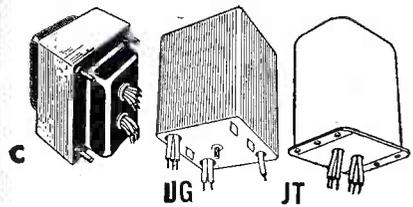
MERIT EXACT REPLACEMENT VIBRATOR TRANSFORMER

Type No.	List	D.C. Volts to filter	Secondary MA
P3068	\$4.50	260	60
P4076	5.60	265	55
P4077	6.00	280	65
P4078	7.00	270	60
P4069	6.75	150	40
P4070	7.25	225	40
P4071	7.50	250	50

Type No.	H	W	D	Mounting
P3068	2 3/16"	2 5/8"	1 7/8"	C
P4076	3 1/4	2 5/8	2 3/8	JG
P4077	3 15/16	2 1/4	2 3/8	JT
P4078	2 5/8	2 3/16	2 3/4	JT
P4069	3	2 3/8	2 3/16	JT
P4070	3	2 3/8	2 3/16	JT
P4071	3	2 3/8	2 3/16	JT

For complete listing of replacements—see Howard W. Sam's Red Book, Photofacts and New Auto Radio Manual AR-1 (auto replacement transformer section).

All catalog items in stock.



PRODUCTS OF MERIT



ANNIVERSARY
25

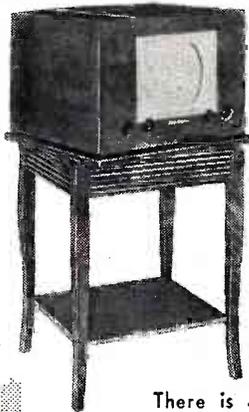
MERIT

COIL & TRANSFORMER CORP.

4419 NORTH CLARK ST., CHICAGO 40, ILL.

Custom-Built, But

PRICED for ACTION!



ACRO
Tele-Tables

Advertised

- On Television
- On Radio
- In Magazines
- By Mail

There is an ACRO Tele-Table Custom Built for every TV set, at a price that says "Buy me." Demanded for their distinctive styling and solid construction, all models are richly finished in Mahogany, Walnut, or Blond.

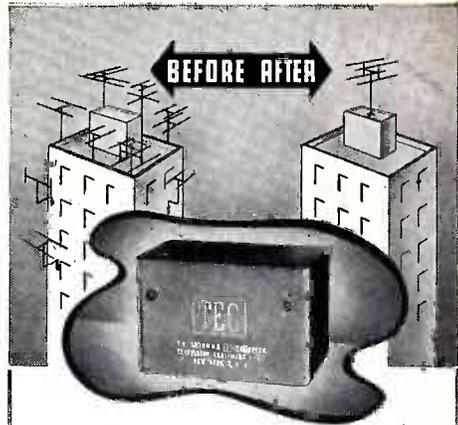
Illustrated: The Swivel-Top—universal table, 27" high, 21" x 24" top. FREE: Write for brochure showing complete line of ACRO tables.

ACRO WOOD PRODUCTS CORP.
47 WATKINS ST. B'KLYN 12, N.Y.
Dickens 2-0222 - 7501

ADVERTISERS
AUGUST 1949

Acro Wood Products Corp.	87
Aerovox Corp.	85
American Phenolic Corp.	76, 80
American Telephone & Telegraph Co.	21
Anchor Radio Corp.	79
Armstrong, Edwin, H.	12
Arnt & Associates, Chas. H.	87
Bendix Radio Div., Bendix Aviation Corp.	39
Caldwell-Clements, Inc.	78
Capehart-Farnsworth Corp.	26
Celomat Corp.	80
Clarostat Mfg. Co., Inc.	83
Columbia Records, Inc.	51
Commercial Credit Corp.	54
Cornell-Dubilier Electric Corp.	11
Crosley Div., Avco Mfg. Corp.	8, 9
DeWald Radio Mfg. Corp.	83
DuMont Labs., Inc., Allen B.	37
Easy-Up Tower Co.	85
Electric Auto-Lite Co.	84
Emerson Radio & Phonograph Corp.	2, 3
General Electric Co.	7, 44
Hytron Radio & Electronics Corp.	19
Industrial Television, Inc.	14
International Resistance Co.	45
Jensen Mfg. Co.	43
Macmillan Co.	86
Mallory & Co., Inc., P. R.	Cover 2
Merit Coil & Transformer Corp.	86
Motorola, Inc.	Cover 3
National Electronic Distributors Association	22, 23
Noblitt-Sparks Industries, Inc.	13
North American Philips Co., Inc.	5
Olin Industries, Inc.	15
Pentron Corp.	78
Phoenix Electronics, Inc.	82
Pilot Radio Corp.	16, 17
Premax Products, Div. Chisholm-Ryder Co., Inc.	80
Radiart Corp.	61
Radio Corp. of America	18, 30, 31, 41, 53, Cover 4
Rauland-Borg Corp.	75
Raytheon Mfg. Co.	42
Rider Publishers, Inc., John F.	88
Sonotone Corp.	52
South River Metal Products Co., Inc.	78
Square Root Mfg. Corp.	24
Standard Transformer Corp.	77
Starrett Television Corp.	20
Sylvania Electric Products, Inc.	58
Technical Appliance Corp.	84
Tele King Corp.	4
Television Equipment Corp.	87
Telrex, Inc.	73
Trans-Vue Corp.	6
Tricraft Products Co.	78
V-M Corp.	87
Warren Mfg. Co., Inc.	81
Webster-Chicago Corp.	25, 46
Westinghouse Electric Corp.	10
Workshop Associates, Inc.	82
Zenith Radio Corp.	Part II 1, 2, 3, 4

While every precaution is taken to insure accuracy, we cannot guarantee against the possibility of an occasional change or omission in the preparation of this index.



WITH A
TELECOUPLER

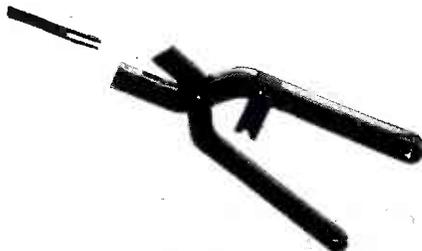
One Antenna can now inexpensively operate up to 24 TV receivers simultaneously. New Broad-Band 8 tube circuit eliminates switching or tuning, assures low loss and highest isolation. Stimulate sales in showrooms and apartment houses. Write for catalogue R

Unit list price \$99.50

Sold through leading parts jobbers

TEC TELEVISION EQUIPMENT CORP.
238 WILLIAM ST., NEW YORK 7, N. Y.

TWIN-LEAD CUTTER



For all TV Installers

A HAND TOOL
FOR 300 OHM TWIN-LEAD WIRE
PUNCHES center insulation any length
STRIPS gauges 20 and 22
CUTS practically all wire

A REAL TOOL OF DURABLE STEEL
Will remove insulation between conductors, leaving rounded radius to prevent tearing. Insulation can be removed 1/4 inch or more.
Wire Cutter:

Lay wire across cutter blades and close jaws.

Stripping Action:

Stop on tool has stripper blade for easy stripping.

Ask for the 300 ohm tool*

*Pat. Applied for

Distributed by:
CHAS. H. ARNT & ASSOCIATES
3042 W. Irving Park Road
Chicago 18, Ill.

tri-o-matic
EASIEST TO
OPERATE!



Model 407

No groping, no fumbling, no frayed tempers, with a V-M Tri-O-Matic Record Changer! Only 3 controls to play all records, all speeds, all sizes—and they're grouped right at the front for easy operation!

The Tri-O-Matic shuts itself off completely, after the last record has played; Tone Arm returns to Rest, Turntable stops, and current switches off. It's foolproof, jamproof, "Childproof".

Get full details on the new V-M Tri-O-Matic Record Changers from your local distributor today.

Immediate Delivery!



BENTON HARBOR, MICHIGAN

The Biggest and Best Yet!

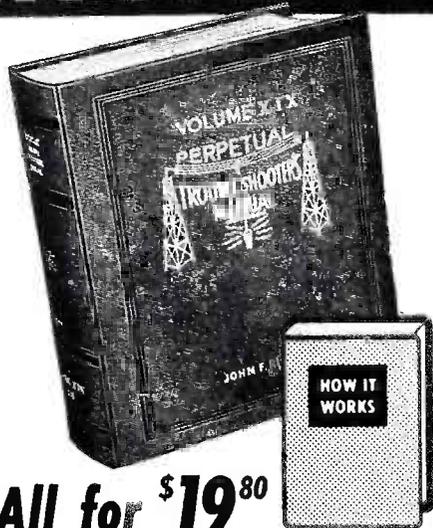
READY NOW!

RIDER MANUAL VOLUME XIX

Newest, Most Comprehensive, Factory-Authorized Servicing Data From Over 100 Manufacturers!

Authentic! Official! Reliable!

Never before have we published such a Manual. More pages. More data — direct from the servicing departments of the manufacturers themselves. More of everything you need to help you do a bigger, better, more profitable volume in 1949. Here are the famous Rider "Clari-Skematix" that help simplify jobs. Here are alignment charts, voltage and resistance tables and parts lists. Everything easy to read . . . easy to follow. Rider . . . and only Rider . . . gives you all this invaluable information at the lowest dollar-for-dollar cost in the industry.



All for \$19⁸⁰

- ★ 2122 Pages
- ★ Over 100 Manufacturers
- ★ Including AM-FM, Amateur Receivers, Auto Radio and Record Changers
- ★ Cumulative Index Volumes XVI, XVII, XVIII, XIX
- ★ *Plus*
- Famous "How It Works" Book

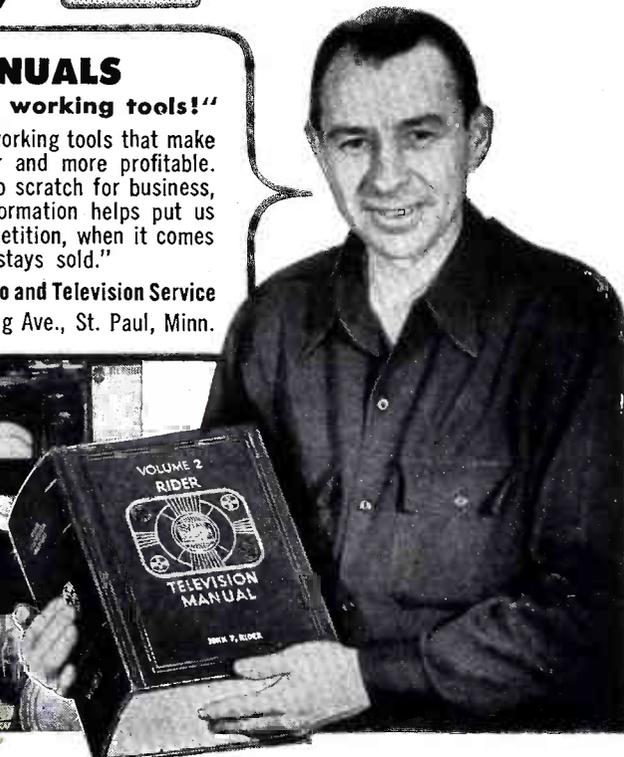
. . . which gives you the "extra" knowledge so necessary for successful servicing.



"RIDER MANUALS
are my most profitable working tools!"

"Rider Manuals are necessary working tools that make our servicing operations easier and more profitable. In these days when you have to scratch for business, factory-authorized servicing information helps put us head and shoulders above competition, when it comes to doing a servicing job that stays sold."

Vere L. Henning—Henning Radio and Television Service
726 Armstrong Ave., St. Paul, Minn.



"TV MUST" . . . Rider TV Manual, Volume 2
Equivalent of 2300 pages, PLUS Cumulative Index Covering TV Volumes 1 and 2 . . . and "HOW IT WORKS" Book. Official, Authentic, Reliable Servicing data on complete receivers, tuners, kits and boosters from 67 mfrs. Complete.....\$18.00

"PA MUST" Rider PA Manual
The first industry-wide public address equipment Manual, covering amplifier production of 147 manufacturers from 1938 to 1948. 2024 Pages PLUS "HOW IT WORKS" Book.
Complete \$18.00

RIDER MANUALS

Television Manual, Vol. 2....\$18.00 (plus "How It Works" and Index)	Volume XV	\$19.80
Television Manual, Vol. 1.... 18.00 (plus "How It Works" and Index)	Volume XIV to VII (each vol.)	16.50
Volume XIX..... 19.80	Volume VI.....	12.50
Volume XVIII..... 19.80	Abridged Manuals I to V (one volume).....	19.80
Volume XVII..... 16.50	Record Changers and Recorders	9.00
Volume XVI..... 8.40	Master Index, Covering Manuals, Vols. 1 to XV....	1.50
	PA Equipment Manual, Vol. 1	18.00

RIDER MANUALS mean SUCCESSFUL SERVICING

NOTE: Are you receiving your copy of "Successful Servicing?" It's Rider's own publication of interest to every Serviceman. Write for it . . . it's FREE!

ANOTHER NOTE: The C-D Capacitor Manual for Radio Servicing, 1948 edition No. 4, makes reference to only one source of receiver schematics — Rider Manuals.

NOTE: The Mallory Radio Service Encyclopedia, 6th edition makes reference to only one source of radio receiver schematics — Rider Manuals.

JOHN F. RIDER PUBLISHER, Inc.,
480 Canal Street, New York 13, N. Y.
Export Agent: Rocke International Corp., 13 E. 40th St., N.Y.C.
Cables, ARLAB.

Motorola
20th Anniversary
TELEVISION
RADIO

A GREAT SHOW



Motorola
TELEVISION—RADIOS

20TH ANNIVERSARY 1950 MODELS



11 NEW INVENTIONS and EXCLUSIVE IMPROVEMENTS

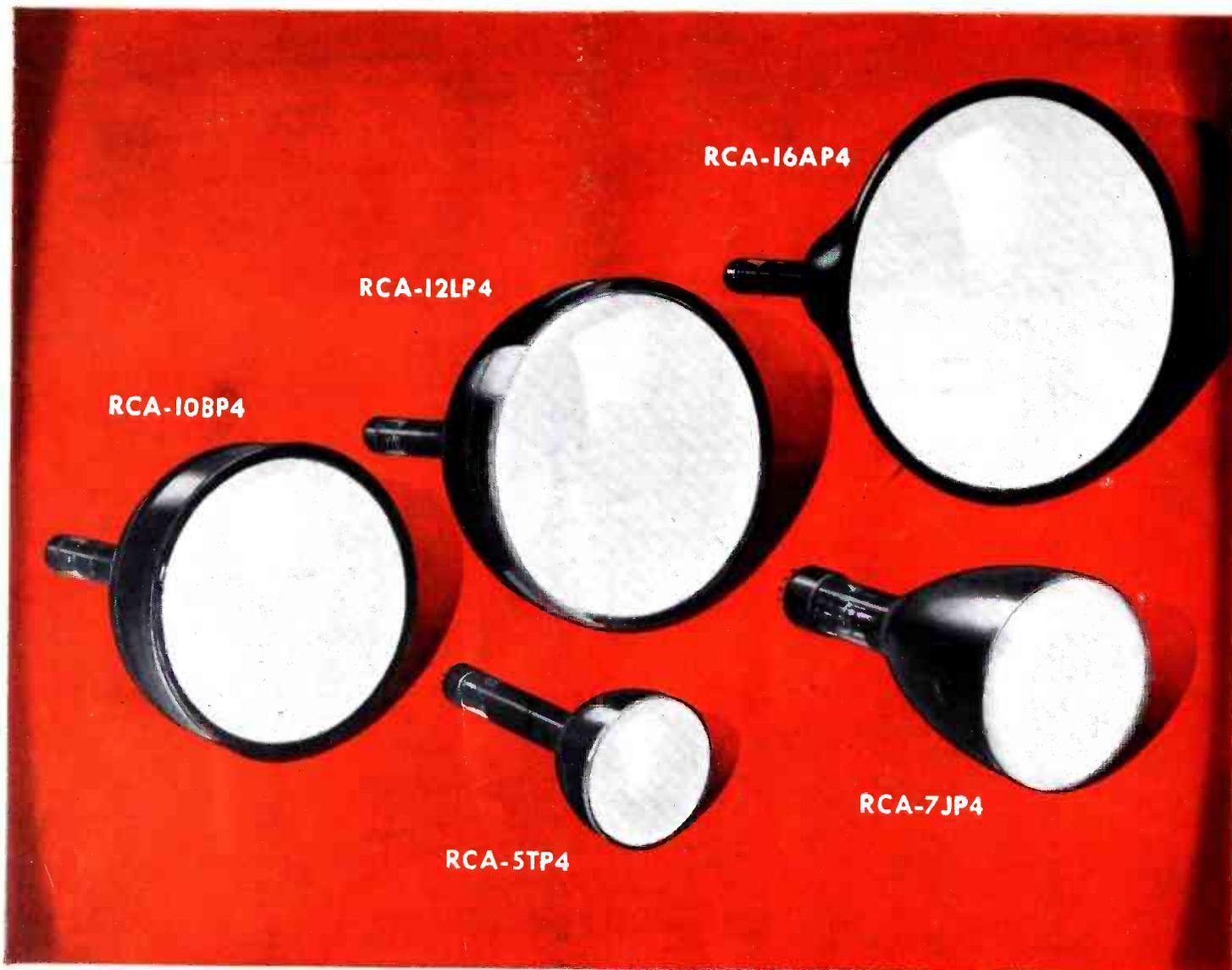
The newest, the most eagerly anticipated developments since Television was first introduced. Not only will you find these 20th Anniversary Motorola Television and Radio receivers beautiful to look at . . . you'll agree that they're the most "SELLABLE" sets you've seen in all your experience. Your Motorola distributor invites you to see the MOTOROLA "1950" SHOW!

**WRITE, WIRE OR TELEPHONE YOUR DISTRIBUTOR TODAY
FOR LOCAL "SHOWING" DATES**

4545 AUGUSTA BLVD.

Motorola

CHICAGO 51, ILL.



THE FOUNTAINHEAD OF MODERN TUBE DEVELOPMENT IS RCA

RCA knows how to make television picture tubes . . . the best your money can buy

RCA has all the popular type television picture tubes to meet your present and future renewal requirements. And you can get them from *one* dependable source . . . your RCA Tube Distributor.

Mass-produced under superior quality controls, RCA television kinescopes of all types are the best that money can buy. You can count on them to meet the critical requirements of television reception.

When you renew with an RCA kinescope, you're selling the brand that has top public preference. RCA kinescopes will help *your* business grow by leading customers to you as a dependable source for television and radio needs.

Get the full details on the leading line of television picture tubes and sales promotion material from your local RCA Tube Distributor today.



NOW . . . TV TROUBLE SHOOTING BY PICTURE ANALYSIS! Another RCA First in servicing aids . . . the Pict-O-Guide tells at a glance where to look for trouble in a TV receiver—and indicates how to cure it. To learn how you can get your copy, see your RCA Tube distributor without delay! The supply is limited.

ALWAYS KEEP IN TOUCH WITH YOUR RCA TUBE DISTRIBUTOR



RADIO CORPORATION of AMERICA

ELECTRON TUBES

HARRISON, N. J.