

RADIO & TELEVISION RETAILING

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

MARCH 1948

● *AM, FM & Television*

SELECTIVE CUSTOMERS AND DEALERS — RADIOS, APPLIANCES,
TELEVISION TODAY — KEEPING CUSTOMER LOSS-RATES DOWN —
FOUR-WAY DEALER'S METHOD — FM SALES TIPS — NEW RADIOS

● *Electrical Appliances*

ECONOMICS OF CUT PRICES — SELLING SMALL PRODUCTS —
NEWEST ELECTRIC HOME APPLIANCES — SERVICING ELECTRICAL
APPLIANCES VIA PROFIT PATTERN — NEWS OF INDUSTRY

● *Records & Phonographs*

DISC MERCHANDISING IDEAS AND POINTERS — STORE LAYOUT
TECHNIQUES — NEWEST DISC PERSONALITIES — ATTRACTIVE
RECORD SELLING SET-UP — NEWS OF THE RECORD INDUSTRY

● *Servicing & Sound*

NEW PROFITS IN FM — INTERCOM SERVICE — CENTRAL DIPOLE
FOR TV — NEED FOR CONDENSER TECHNIQUE — EQUIPMENT TO
AID FM, AM, TV SERVICING — IDEAS FOR SOUND DEALERS

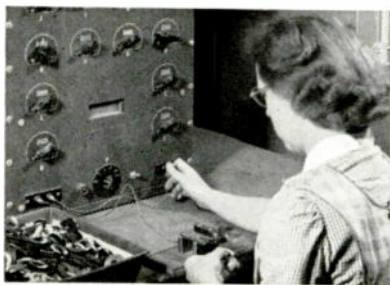
Uniform Resistance

Mallory carbon
controls are accurate
in overall
resistance value



You will find no variation in the resistance values of Mallory carbon controls. Frequent, critical inspections reject the imperfect, and pass only those carbon elements of the resistance values specified on the labels.

Recently dozens of controls from leading manufacturers were tested competitively for overall resistance value. Mallory controls averaged within 2% of specified resistance, the closest tolerance of any group in the test.



Every carbon element that goes into Mallory controls is individually inspected to be sure that its resistance value is the same as specified on the labels.

In volume controls you look for uniform

resistance, accurate tapers, silent operation and long life. Mallory gives you all four, and more, too. The Mallory trade mark is your assurance that the volume control, vibrator or capacitor you buy is the finest that can be made.

The Mallory 1485 Control Deal

This attractive metal cabinet contains the 15 Controls and 9 Switches that will take care of 90% of your service calls. Its arrangement makes inventory control almost automatic — saves you frequent trips to the distributor's counter. It contains a rack for your Radio Service Encyclopedia. You pay only for the Volume Controls and Switches; the cabinet is included in the deal at no extra cost to you. Check your Mallory distributor on this special offer.



Visit us at
Booths 84, 85, 86
I. R. E. Show
Grand Central
Palace
New York
March 22-25

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

Established in 1922 as ELECTRICAL RETAILING

RADIO & TELEVISION RETAILING

Including Radio Today

ORESTES H. CALDWELL
Editorial Director

M. CLEMENTS
Publisher

JOHN L. STOUTENBURGH
Executive Editor

HAROLD R. ELLIS
Technical Editor

RUTH MORRIS
Records Editor

M. R. LABATT SIMON
Assistant Editor

CHARLES F. DREYER
Art Director

BUSINESS DEPARTMENT

M. H. NEWTON
Sales Manager

EDWIN WEISL, JR.

BETTY HALL
Production

BRANCH OFFICES

CHICAGO 6

R. Y. FITZPATRICK, Manager
S. GASKINS
201 N. Wells St. RAN. 9225

LOS ANGELES 5

THE ROBERT W. WALKER CO.
684 S. Lafayette Park Pl.
Drexel 4388

SAN FRANCISCO 4

68 Post St. SUtter 1-5568

CIRCULATION DEPARTMENT

E. V. SPINETTA
Circulation Director

W. W. SWIGERT
Credit Manager

RADIO & TELEVISION RETAILING*
March, 1948, Vol. 47, No. 3, 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, and \$4.00 for three years. Pan American Countries \$4.00 for one year, \$5.00 for two years, \$6.00 for three years. Canada \$3.00 for one year, \$4.00 for two years, \$5.00 for three years. All other Countries \$5.00 for one year, \$7.50 for two years, \$10.00 for three years. Printed in U. S. A. Entered as second class matter March 23, 1947, at the Post Office at Philadelphia, Pa., under the act of March 3, 1879. Member of Audit Bureau of Circulation. Copyright by Caldwell-Clements, Inc., 1947.

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

IN THIS ISSUE

MARCH, 1948

★ *AM, FM, Television*

COVER—The Big Four	
EDITORIAL—Selective Customers—Selective Dealers	35
RADIO, APPLIANCES, RECORDS & TELEVISION TODAY	36
IS YOUR CUSTOMER LOSS-RATE HIGH?	40
"FOUR-WAY" SALES METHODS	42
NEW RADIO PRODUCTS ARE DEALER PROFIT-MAKERS	44
FM SALES IDEAS	46
MORE RADIO LINES	48

★ *Records, Phonographs, Accessories*

COVER—Platter Profit Pointers	51
MODEL STORE FLOOR PLAN	53
ATTRACTIVE RECORD SELLING SETUP	54
NEW RECORD RELEASES	56
NEWS OF THE RECORD INDUSTRY	Begins on Page 58

★ *Electrical Appliances*

COVER—Economics of Cut Prices	61
SUCCESSFUL SALES OF SMALL ELECTRICAL ITEMS	63
NEW ELECTRICAL HOME APPLIANCES	64
WHAT'S NEW IN LIGHTING	68
SERVICE PROFIT PATTERN	70
NEWS OF THE INDUSTRY	Begins on Page 74

★ *Servicing and Sound*

COVER—New Profits in FM	77
QUICK INTERCOM CHECKS	79
CENTRAL DIPOLE AIDS TELE SETUPS	80
LACK-OF-PEP JOBS NEED CONDENSER TECHNIQUE	82
TO SPEED AM, FM, TELE SERVICE	84
IDEAS FOR THE ACTIVE PA DEALER	88



Member of
AUDIT BUREAU
OF CIRCULATIONS

CALDWELL-CLEMENTS, INC.

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

**TWO
MORE**

Bendix

**FIRST
WITH
BIGGER
DEALER
DISCOUNTS**

There's big news
about bigger net
profits for you from
Bendix Radio!



Larger Bendix Discounts for Stores, Agents

Price Adjustment Said to
Allow 20-30% Increase in
Net Profit

By ROBERT L. RICHARDSON

BALTIMORE, Feb. 1. — Bendix Radio announced larger discounts for dealers amounting to "an increase of 20 to 30 per cent in his net profit" as explained by Jack T. Dalton, general sales manager. The policy basis of the pricing adjustment, which applies "across the 1948 and 1949 line" favors both dealers and distributors, brought the following statement from W. P. Hilliard, general manager:

"The economics of today's retail business justify the dealer demands for wider spread between cost and selling price. Now that Bendix Radio is able to justify such an adjustment, our dealers throughout the country will be able to add many thousands of dollars to their net profits without tapping the public. The radio business demands year-round continued selling effort if we are to keep costs in line. Our new discount structure adds greater incentive to today's selling, and our factories will benefit from the dealers' success."

In order to capitalize on this bold stroke, Bendix Aviation Corp.,

Deep Sets

CHICAGO television consoles, were advertised immediately said.

Thirty Electric tained at and Mr. ers, serv well," h for an to the st

Also a formerly the sale prices d or serv carried o Credit the adv ment f venient-

BE LOC
TO ATL

PHILADI
Bland, I
the Jahr
has been
advertisin
for the
Gilligan,
ager.

Radio Firsts!

First with America's
Hottest Big-Set Promotion

Bendix Radio Challenge Month!

Here are the two hottest pieces of profit news in the radio industry—

Bendix Radio increases dealer discounts!

Bendix Radio announces "CHALLENGE MONTH"—the hardest-hitting promotion of big-profit sets since before the war!

All during "CHALLENGE MONTH" Bendix Radio will urge buyers into your store—

to listen, to shop, to buy! And it will be a heavy "urge"—promoted through big newspaper advertisements in your own area—an entirely new idea in store traffic promotion.

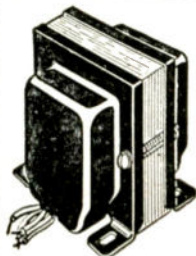
Cash in on "CHALLENGE MONTH," stock the big Challenge models. It's a sure way to cut yourself in *right now* on bigger profits with Bendix Radio.

CALL OR WIRE YOUR DISTRIBUTOR NOW!



BENDIX RADIO DIVISION of
BALTIMORE 4, MARYLAND





MERIT Model "D"

PRICE ECONOMY with MERIT QUALITY!

In transformers the greatest economy is found in the highest quality. It is *quality* thruout that insures dependable performance, freedom from service. But MERIT Quality can also be had at a *first* saving.

CHECK THESE VALUES WITH YOUR LOCAL JOBBER

MERIT PLATE TRANSFORMERS

Type No.	List Price	Sec. Rms. Volts	Sec. DC Volts	DC Sec. M.A.
P-3157	\$9.25	(660-660)† (550-550)	(500) (400)	250
P-3159	10.00	(900-900) (800-800)	(750) (600)	225

†Has 40 volt bias tap

DIMENSIONS

	H.	W.	D.	Mtg.
P-3157	4 $\frac{3}{8}$	3 13/16	4 $\frac{3}{8}$	D
P-3159	4 $\frac{1}{2}$	3 13/16	5 $\frac{1}{8}$	D



MERIT COIL & TRANSFORMER CORP.

4427 North Clark St. TELEPHONE Long Beach 6311 CHICAGO 40 ILL.

Radio's New Look Looks Like This— \$\$\$\$\$\$\$\$\$\$\$\$!

WIN, PLACE, SHOW

is something everyone and his brother in the radio industry is talking about right now, and we're not referring to the bang-tail circuit, either, but to something worth while shouting about from the house-tops WIN?—it's a best bet! PLACE, Hotel Stevens, Chicago, May 11-14, and the SHOW—of course it's the 1948 Radio Parts and Electronic Equipment convention. Just like that, we said it, but don't believe for a minute that we mean it's just going to be another show. Far from it!

TEMPORARILY ASSUMING THE ROLE OF TIP-SHEET,

permit us to pick the winner and only entrant in the Great Radio Billion Dollar Sweepstakes — *The Industry Itself!* Karin' to go, this flashy colt, with beaucoup bucks on his nose, will get under way at the Chicago Show.

RADIO IS READY

to experience a great new era of prosperity. The Show will usher it in. The transition from vision to reality is at hand. What the industry did in the way of dollar volume back in the 27's and 28's will be peanuts compared with what's ahead.

PROSPERITY - PROMISERS ARE TELEVISION, FM

and slews of other new things such as various recorders, record-players, etc. Much financial and esthetic benefit will result from the widespread use of the new things in this field. The manufacturer of sets and accessories will attain huge volume. The parts maker will be producing new components in ever-increasing numbers. New test instruments will be needed.

OUR COVER-TO-COVER READERS

—most of them "Big-Four" (radio, appliances, records, service) merchants, stand ready at their point-of-sale and point-of-service posts to participate in radio's new prosperity era. They like what they see coming! THE THING TO DO is to jump in with both feet, and stay in there pitching! The big Chicago industry get-together is the place to start the ball rolling. It'll be a history-making event. That's why we should all get back of it . . . be part of it. THE RADIO INDUSTRY is headed for the high places. The RADIO BAND-WAGON has been hitched to a STAR! The profit-minded folk will jump aboard —right up in the driver's seat.

—THE PUBLISHER'S

ARVIN announces smart new portables

ARVIN BATTERY PORTABLE

\$19⁹⁵*

MODEL 240P—Today's top portable value in good looks and good listening! Smooth styling in rich ruby-red thermo-plastic. 4 miniature tubes • Genuine Alnico speaker • Special Arvin circuit provides unusual sensitivity and tone.



ARVIN 3-WAY PORTABLE

\$29⁹⁵*

MODEL 241P—Same supreme eye-appeal with the tripled selling power of 3-way utility. 4 miniature tubes with selenium rectifier • Alnico speaker • Arvin top-quality throughout • Designed and engineered to give greatest value at the price. Underwriters' listed.

Better Deal for Dealers!



ARVIN 3-WAY PORTABLE **\$39⁹⁵***

MODEL 250P—Attractive luggage-type case with metal top and bottom and non-breakable plastic wrap-around • Special distance-getting Arvin circuit uses 5 miniature tubes plus selenium rectifier • 5 1/4" Alnico speaker • Powerful antenna shielded from chassis for better distance-getting ability • Today's best buy in portables. Underwriters' listed.

Let Arvin's complete new line of high-style, high-quality, high-acceptance portable radios make this your biggest portable year! Nationally advertised to 51,000,000 readers in Life, Saturday Evening Post, Country Gentleman, plus half-pages in metropolitan newspapers. Plenty of point-of-sale material, too! Write, wire or phone your Arvin distributor or write direct.

**All prices less batteries.
Slightly higher in Zone 2*



Noblitt-Sparks Industries, Inc.
Columbus, Ind.

FADA

Radio

AND

Television

OF TO-MORROW
To-Day!

FADA quality was never more pronounced than in these two new models. With 28 years of superior 'know how' in quality electronic production it's no wonder that the name FADA is a standard hallmark of quality.



FADA TELEVISION MODEL 799 . . .

Full thirteen channel coverage. Large 54 Inch Screen. Picture detail unsurpassed in quality . . . extraordinary brilliance even in daylight. Exquisite hand rubbed walnut veneer cabinet.

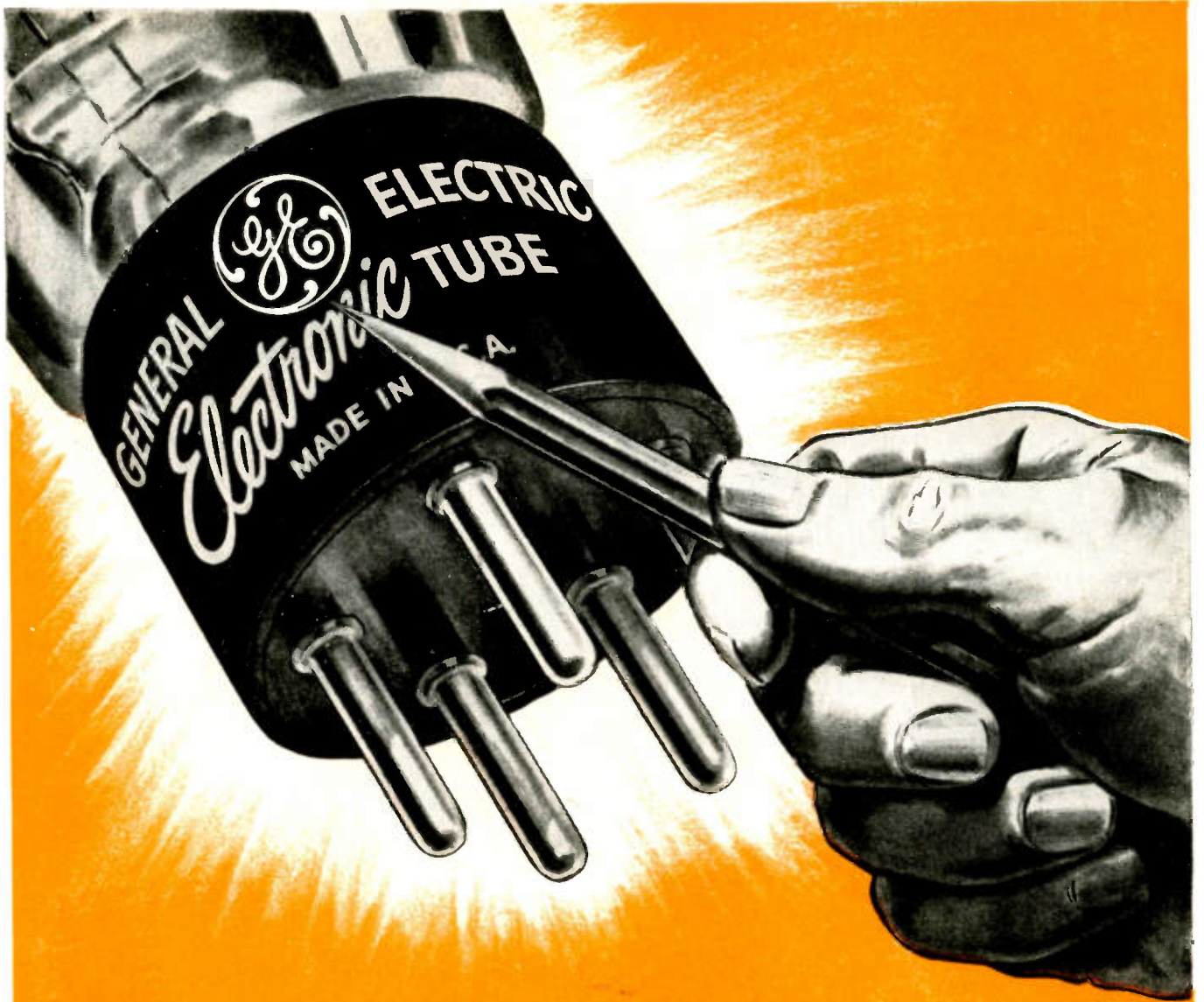
FADA CONSOLE MODEL 866 . . .

Gorgeous new period Console Radio Phonograph Combination with AM-FM (Frequency Modulation) bands and Automatic Record-Changer. Housed in a fine hand rubbed genuine mahogany veneer cabinet.



FADA TABLE MODEL RECEIVERS
LIST FROM \$17.95

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



No other name means so much!



GENERAL  ELECTRIC

FIRST AND GREATEST NAME IN ELECTRONICS

This Great Line of DELCO RADIOS



DELCO MODEL R-1409—Three-way portable radio—AC-DC and battery—with alligator-grained fabric and unique plastic front. Built-in loop antenna. Self-contained charger.



DELCO MODEL R-1229—Five tubes plus rectifier tube. Mahogany finish, maple grille. Built-in loop antenna.



DELCO MODEL R-1238—Handsomely designed in walnut veneer and silver-gray plastic. Four tubes plus rectifier tube. AC-DC Built-in loop antenna.



DELCO MODEL R-1236—Ivory plastic cabinet. Four tubes plus rectifier tube. Automatic tuning. Built-in loop antenna.



DELCO MODEL R-1253-WALNUT (R-1254 MAHOGANY)—Strictly de luxe—an exquisite piece of furniture, a high-fidelity AM-FM short wave radio and an automatic record changer with balanced tone arm.

*is backed by three Great Names
General Motors • Delco
United Motors*

Looking over the current Delco line is like previewing your profits—there's a wide range of *products* and *prices* with which to interest a wide range of *prospects!* Each one of these immediately available models gives you plenty to talk about in the way of features and performance. And each one has *character* because it is backed by three great names: General Motors, Delco, United Motors.

If you want to move merchandise, get merchandise that will move! Six of the popular Delcos are shown here. There are others to round out the line. Look into this right away. Contact your nearest United Motors distributor or write to United Motors Service, General Motors Bldg., Detroit 2, Michigan.



DELCO MODEL R-1230A IVORY PLASTIC (R-1231-A MAHOGANY PLASTIC)—Four tubes plus rectifier tube. Smart new plastic cabinet. Built-in loop antenna.



DELCO RADIO
A GENERAL MOTORS PRODUCT

Delco radios are distributed nationally by United Motors Service. See your United Motors distributor about the Delco Radio line.

TELEVISION ASSEMBLY CO.

INTRODUCES THE

Champion Models
with



DUMONT INPUTUNER

The Dumont Inputuner tunes continuously from 44 to 216 megacycles without a break, covers all 13 channels as well as FM, amateur, and aviation channels. For ease and convenience of operation no band switching of any kind is required when tuning from channel to channel with the inputuner system. Just one simple operation to reach any desired station.

Assemble the Champion model of your choice, 10" flat surface screen picture, 51 sq. in. picture, 12" screen picture with 75 sq. in. picture or the 15" screen picture with 120 sq. in. picture.

All Champion Models are complete with all tubes and components including the CR Tube.



10" FLAT SURFACE

\$ 273.10

DEALERS NET

12" SCREEN PICTURE

\$ 303.10

DEALERS NET

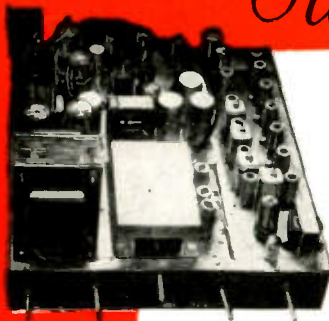
15" SCREEN PICTURE

\$ 393.10

DEALERS NET

Standard Models

NOW AVAILABLE WITH
THE STANDARD MODELS—
FM RADIO AT A SLIGHT
ADDITIONAL COST OF
\$7.95.



All Television Assemblies are complete and include: 29 RCA Tubes-1 CR Tube-Heavy Duty RCA 6.8 oz. slug 12" PM Speaker-Specially designed dipole antenna with 60 ft. lead in.

Superior performance is obtained with a new IF Video & Sound IF Strip (Pat. Pend.) aligned, wired, pretuned, tubed and tested. All circuits are contained on one chassis ready to use with the front end unit supplied. This front end will handle 13 channels and is aligned and tested, mounted on a separate chassis. Merely connect B plus filament and output IF leads to the television chassis. It is not necessary to make any RF alignments. These units utilize a clipper circuit which filters out ignition noises.

10" FLAT SURFACE

\$ 229.50

DEALERS NET

12" SCREEN PICTURE

\$ 259.50

DEALERS NET

15" SCREEN PICTURE

\$ 349.50

DEALERS NET



TERMS: 10%

DEPOSIT WITH

ORDER. BALANCE
EXPRESS COLLECT.

Guaranteed

All Television Assemblies are guaranteed to operate to your satisfaction when simple directions are followed.

TELEVISION
ASSEMBLY CO.

540 BUSHWICK AVE.
BROOKLYN 6, N. Y.

Don't sell any Home Recorder
until you see what the

SOUNDMIRROR*

offers!



Here's your safest bet—a Home Recorder that is the *latest thing* for magnetic recording. Your customers know there's something *NEW* in Home Recording—show them a "SOUNDMIRROR" and you show them what they're looking for!

Permanent
but can be "erased"
by making
new recording

Excellent quality

Recording can be
spliced with
cellulose tape

Recording medium
is easy to handle

Low-Cost
for recording
material

for the story on the

"SOUNDMIRROR"

Magnetic Ribbon Recorder

write or call

The Brush Development Co.

3405 Perkins Avenue, Cleveland 14, Ohio

Brush... FIRST IN MAGNETIC RECORDING

*Trade Mark Reg. Patents Pending

IT COULDN'T BE DONE — BUT G. E. DID IT AT ELECTRONICS PARK!



The Gold Seal tells your customers there's no better buy



● **MODEL 114W**—They'll see it—they'll play it—they'll buy it. It's value they can't afford to miss! **\$22.95***
In rosewood plastic (MODEL 114) **\$19.95***

8 NEW HISTORY MAKING G-E TABLE RADIOS AT THE LOWEST PRICES IN 7 YEARS!

Bigger — smarter — finer — radios than you've been able to offer at this price since 1941!

Only General Electric with the vast resources of Electronics Park could meet the challenge of inflation and produce for your customers such quality at such prices!

These "Gold Seal Values" are a triumph of "years ahead" engineering, long-range planning and huge-scale production. Only the world's largest, most modern electronics plant—with its great staff of engineers, its thousands of production experts, its miles of production lines—could give you so much radio for so little money.

These radios are value-packed with exclusive G-E features! Four tubes plus rectifier. Superheterodyne. AC-DC. Built-in Beamscope antenna. G-E Dynapower speaker. Beautiful plastic cabinets.

You can cover the big-volume market from A to Z with this line. Eight low-priced radios—a price for every pocketbook!

Display them all—on counter, and in windows.

Advertise them all! Hard-hitting national advertising. Red-hot promotional material—everything you need to make 'em buy—is available from your G-E radio distributor.

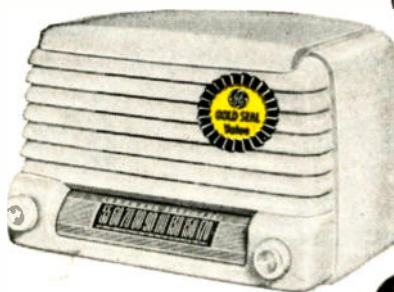
Get on the Gold Seal Band Wagon—now. It's your chance to smash the volume market on all fronts with G-E quality!

Ask your G-E radio distributor now about this smash promotion, or write General Electric Company, Receiver Division, Electronics Park, Syracuse, N. Y.

Tune in the General Electric House Party, with Art Linkletter, weekday afternoons on CBS, and the G-E Fred Waring Show Monday nights on NBC.

● **MODEL 115**—This is the biggest package in radio for the price! You'll be proud to show it—you'll be proud to sell it! **\$24.95***

In ivory plastic (MODEL 115W) **\$27.95***



● **MODEL 102**—You haven't been able to offer your customers a buy like this in years! Look at the set—look at the price! **\$19.95***

In ivory plastic (MODEL 102W) **\$22.95***

*List price. (Western prices slightly higher.)



● **MODEL 107W**—This radio—at this price—will make plenty of your customers plenty happy! **\$22.95***

In rosewood plastic (MODEL 107) **\$19.95***



LEADER IN RADIO, TELEVISION AND ELECTRONICS

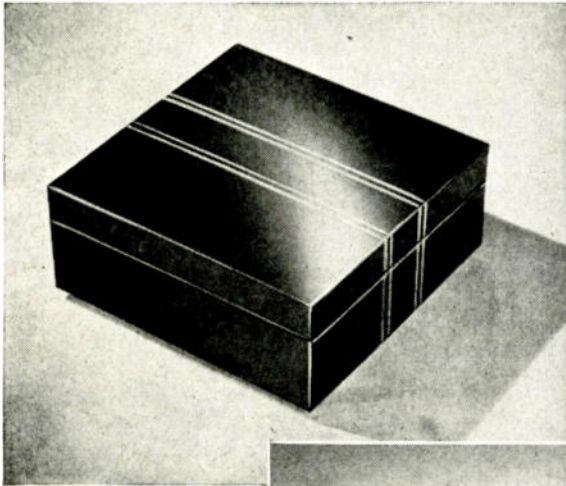
PORTABLES • TABLE MODELS • CONSOLES • FARM SETS
AUTOMATIC PHONOGRAPH COMBINATIONS • TELEVISION

GENERAL ELECTRIC

178-G2

"Something Wonderful

A NEW SELF-POWERED PORTRAIT RADIO



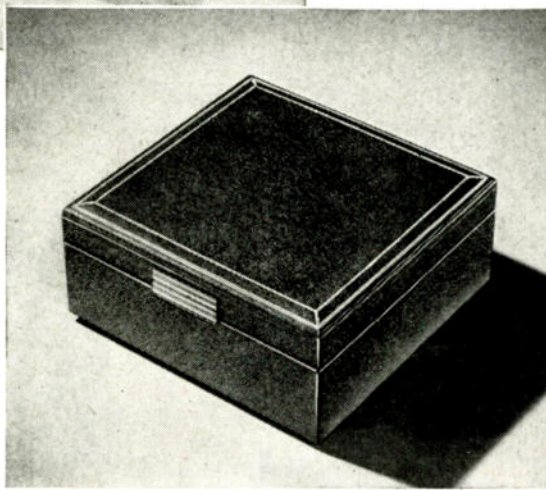
**Emerson "Memento"
Model 570**

In polished black Catalin and gold. Same chassis and features as Model 574 (at far right.) Complete with batteries.

\$5000

The Ideal Gift

For Birthdays
Weddings
Anniversaries
Awards—Premiums
For Home or Office



Emerson "Memento" Model 580. Handsome leather cabinet—choice of tooled red or black Morocco.

Complete with batteries, **\$6000**



Emerson "Memento" Model 574. In a "period" hand rubbed Burl Walnut Ingraham cabinet—"Sta-Bent" construction, with complementing hardware trim. Complete with batteries, **\$6000**

"Memento"
WITH THE "Personal Touch"

The FIRST REALLY NEW development in radio design in years! A small, light-weight, strikingly handsome, all 'round utility set. A superb performer with provision for portraits, certificates, military and fraternal insignia—a "Memento" for every occasion!

A Great New Merchandising Opportunity

A sensational NEWS feature—a PLUS PROFIT builder—"Memento" is making sales history wherever shown.

Now—"Memento"—in three captivating models—is ready for YOUR store display and sales promotion in a dozen different ways.

Ask your Emerson Radio distributor how YOU can capitalize the many opportunities made possible by this EXCLUSIVE Emerson creation.

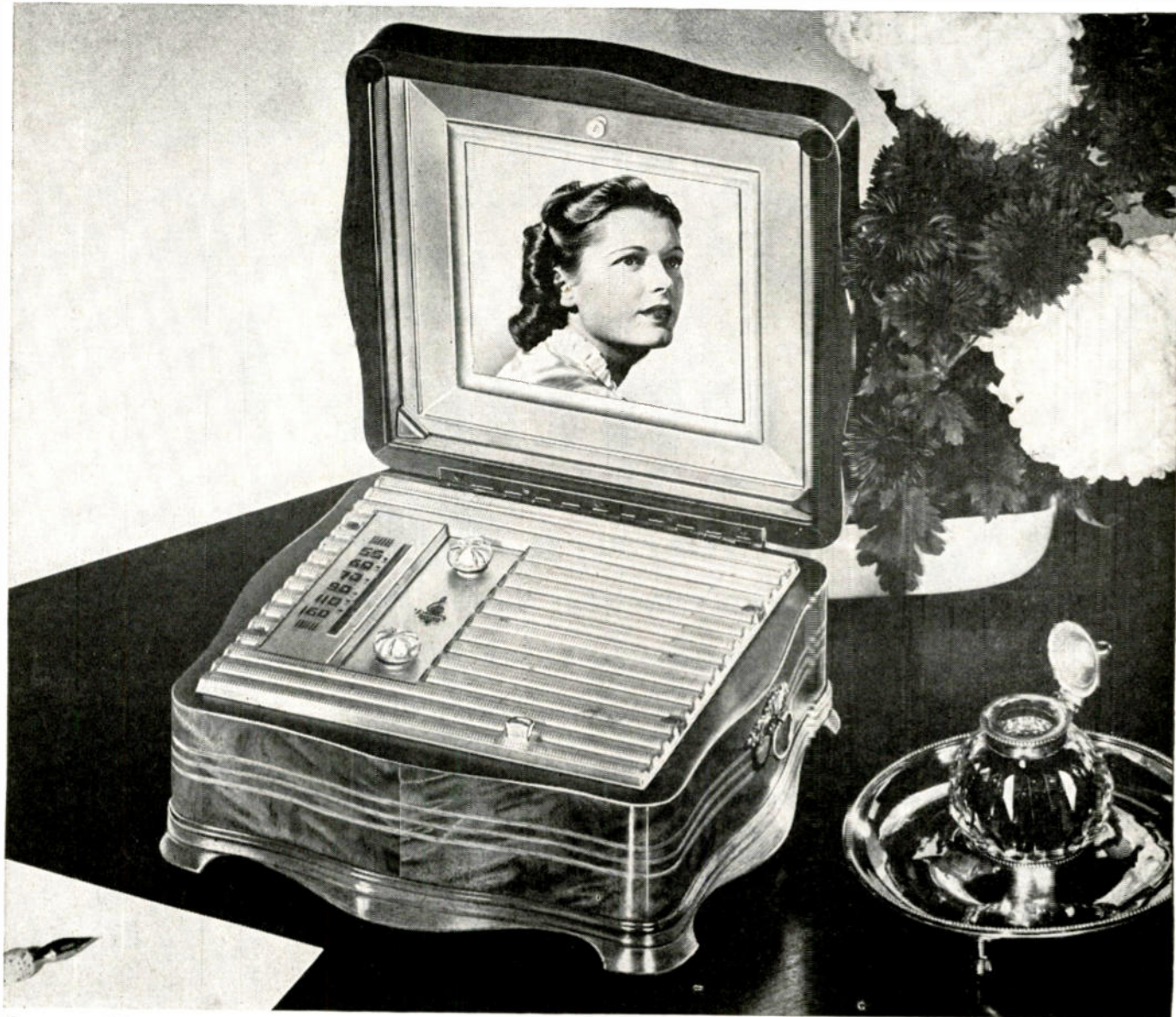
Emerson

World's Largest Maker

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

has Happened in Radio

A NEW EXCLUSIVE CREATION BY EMERSON



Features of Emerson "Memento" Models (Model 574 above) — Triple-powered with large, easily replaceable batteries. "Sealed Unit" Alnico 5 PM Speaker. Built-in Super Loop Antenna. Sliderule Dial on golden plastic grille. On-and-off Switch. No outside wires. Easily carried from room to room.

*Backed by Nationwide
Advertising and Publicity*

Radio
of Small Radio

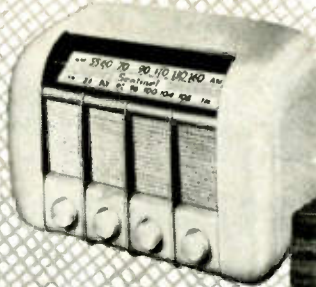
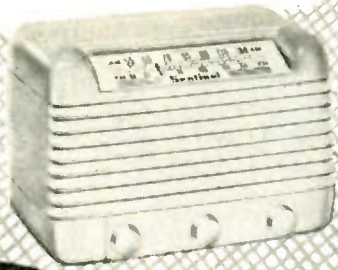


Emerson "Memento" is being featured in full-page, full-color advertisements in leading national magazines—strikingly promoted in local newspaper ads—all tied together for YOU with attractive point-of-sale helps and special promotion plans and materials.

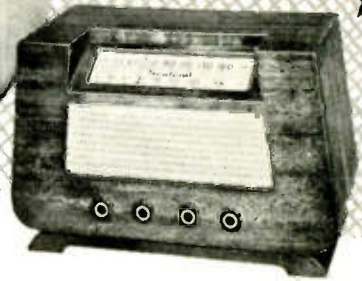
EVERY office and home is a prospect for this unique set—and Emerson shows you how to take advantage of the potential demand—throughout the year. "Memento" means ADDITIONAL dollars in your pocket!

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

315-I . . . FM-AM Ivory



302-T . . . FM-AM Mahogany



302-I . . . FM-AM Ivory

302-W . . . FM-AM Walnut



FOR PROFITS GREAT... THROUGH '48 Sentinel Radio

FOR EVERY PURSE
AND PURPOSE! . . . FOR EVERY
ROOM IN EVERY HOME!

The Sentinel line is the big-profit, fast-turnover line for 1948! . . . From new personal portables to handsome radio-phonograph combinations—from table models to consoles, AM and FM, Battery and Electric, there is a Sentinel radio to match the individual needs of all your customers! . . . Here's eye appeal and ear appeal—beautiful cabinets housing precision-built circuits that enhance still further the reception-perfection for which Sentinel is famous.

SENTINEL RADIO CORPORATION
Evanston Illinois



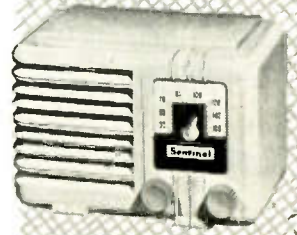
286 PR . . . Personal Portable



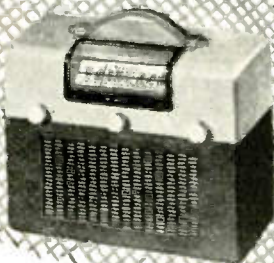
314-W . . . Streamlined Table Model



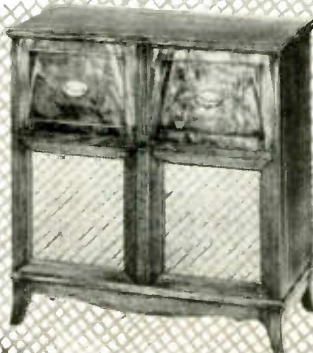
313-W . . . De Luxe Table Model



309-I . . . Compact Table Model



285-PR . . . Luggage Portable



296-M . . . Console Radio-Phono FM-AM



307-CTB . . . "Baby Grand" FM-AM

OVERWHELMING ACCEPTANCE!

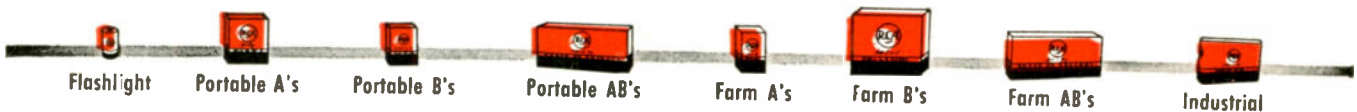


- Month after month, RCA Batteries continue to smash all previous sales records. The reasons for this unprecedented acceptance are conclusive—

RCA Batteries are designed for *radiomen* . . . to sell through *radio* outlets. And they're backed by the greatest name in radio—RCA.

RCA Batteries are your assurance of immediate customer acceptance and greater profits.

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



TUBE DEPARTMENT

RADIO CORPORATION of AMERICA

HARRISON, N. J.



Follow

the NATIONAL UNION
TRIPLE-AID PLAN
 to the
BUSIEST SHOP IN TOWN

N. U. BUSINESS BUILDERS

- Window Decals
- Book Matches
- Dummy Curtains
- Stationery
- Job Tickets
- Embosgraf Signs
- Newspaper Ad Mats
- Telephone Ad Mats
- Cartoon Cards
- Window Trim Service
- Tube Manuals
- Circuit Manuals
- Service Engineering Bulletins
- Shop Notes
- Window Displays
- Outdoor Signs
- Indoor Signs
- Streamers
- Bonners
- Imprinted Scotch Tape
- Shop Coats



NATIONAL UNION RADIO CORPORATION
 ORANGE, NEW JERSEY

RECEIVING TUBES • TRANSMITTING TUBES • CATHODE RAY TUBES • TELEVISION TUBES • SPECIAL PURPOSE TUBES
 PHOTOTUBES • BALLASTS • BATTERIES • CAPACITORS • PANEL LAMPS • VIBRATORS • VOLUME CONTROLS

• • **BUILD A BIGGER SERVICE BUSINESS WITH "N.U. BUSINESS BUILDERS"**

• NATIONAL UNION service promotion pieces are planned to sell *your skill . . . your integrity . . . your friendly service.*

Watch your sales climb as these Business Builders hammer home to your customers and prospective customers, the advantage of dealing with you.

The various pieces are skillfully designed to attract new customers . . . keep present customers . . . and regain lost customers.

Simplified shop and business forms tailored to the busy service-man's needs are available, too!

Ask your N.U. Distributor to start you on the N.U. Triple-Aid Plan—TODAY!

Admiral LEADS AGAIN!



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

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

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



RC9B14 Admiral Record Album Cabinet, Walnut.

32⁹⁵

9B14 Admiral FM-AM Automatic Radio-Phonograph with "ratio-detector" FM and "Miracle" tone arm, Walnut.

299⁹⁵

30A14 Admiral "Magic Mirror" Television with 10" Kinescope tube, Walnut.

299⁹⁵

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



Deep in the jungle, natives send out their messages via the Tom Tom . . . continuously beating out the signal until they receive an answer from another far off drum.

The advertiser, too, must beat out his message . . . telling, telling, telling the story . . . selling, selling, selling his product . . . striking again and again and again at his market.

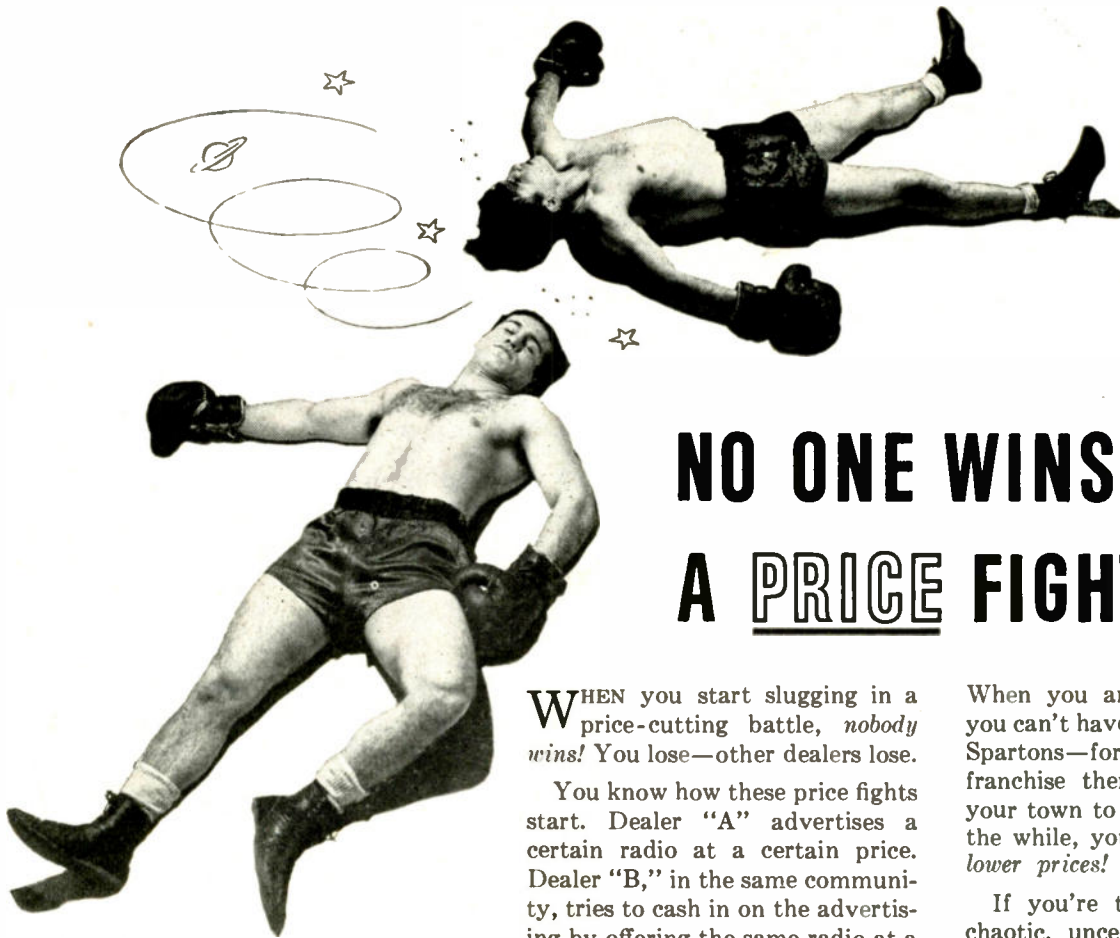
That's the beauty of Collier's. The advertiser with a limited budget can "say it" *more often* in Collier's. For Collier's gives him the lowest rate of the "Big 3" weeklies.

You can buy **continuity** in Collier's

More **TELLING** *Means More* **SELLING**

beat





NO ONE WINS A PRICE FIGHT!

WHEN you start slugging in a price-cutting battle, *nobody wins!* You lose—other dealers lose.

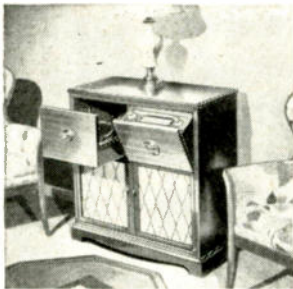
You know how these price fights start. Dealer "A" advertises a certain radio at a certain price. Dealer "B," in the same community, tries to cash in on the advertising by offering the same radio at a cheaper price. Each continues to drive the price down until both have lost their profit—and the respect of the public.

How much better it is to do business the Sparton way, through the SCMP—Sparton Co-operative Merchandising Plan.

When you are a Sparton dealer, you can't have a price war—not on Spartons—for under your *exclusive* franchise there's no one else in your town to start a war. And all the while, you get *better radios at lower prices!*

If you're tired of the present chaotic, uncertain state of radio retailing, better investigate the SCMP—the method of radio distribution that *protects the retailer in the clinches!* Ask us today whether the Sparton franchise is available in your community.

THE SPARKS-WITHINGTON COMPANY
JACKSON, MICHIGAN



MODEL No. 1037
List \$199.95*



MODEL 10BM76PA
List \$259.95*

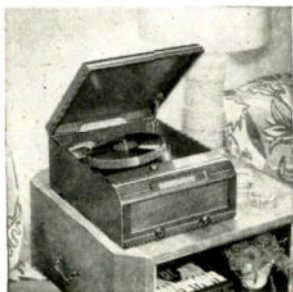
Sparton

RADIO'S RICHEST FRANCHISE

ONE SPARTON DEALER IN EACH COMMUNITY

Check these profit-increasing features

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



MODEL No. 201
List \$79.95*

* All Prices Slightly Higher West of Rockies

SAVE TIME — SAVE MONEY SAVE TUBES....

With the New HYTRON Miniature Pin STRAIGHTENER

Ever cursed the pins of miniatures when they broke as you fussed to straighten them with your fingers or with long-nose pliers? Unfortunately the pins have to be pliable to avoid cracked buttons. But you can make pin straightening easy and safe.

For only 49c — less than cost — a fraction of normal price, you can own a new Hytron Miniature Pin Straightener. You then merely press a 7-pin miniature gently into the Straightener until the button base seats squarely. Presto, the pins are straight again! Best of all, avoiding just one broken tube can pay for the Straightener twice over.

Features: precision die of wear and rust resistant steel for long life and close tolerances, production-tested, easy clean-out, adapted to hand or bench use. It's faster, cheaper, safer to use the Straightener *always* before plugging in miniatures. You need three Pin Straighteners — for bench — for field tool kit — for counter. Available only from Hytron jobbers. Order yours today.



ONLY 49c

AT YOUR HYTRON JOBBER'S



Hytron Handy Tube Tapper — novel and useful tool locates elusive intermittent "shorts" and "opens". Pencil, eraser, and tube tapper. Fits breast pocket. Compact and nonmetallic. Rugged and effective. Only 5c at your Hytron jobber's.

A PREVIEW

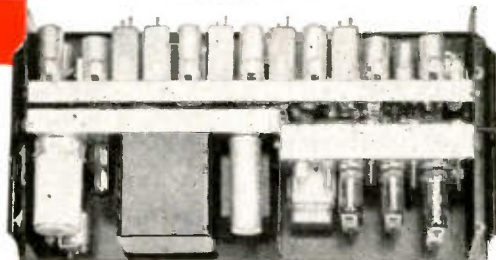
The Hytron Miniature Tube Pin Straightener and Handy Tube Tapper are just the beginning. Watch for more lower-than-cost Hytron tube tools designed especially for you. They will save you time — help you make more money. Follow the Hytron ads for announcements. Order the tools from your Hytron jobber.



TUBES ARE KNOWN BY THE COMPANY THEY KEEP

Bendix MRT-3A, 152-162 mc f-m taxicab transmitter uses Hytron tubes generously.

Companies with top names like Bendix pick top quality components. You, too, choose the best when you ask for Hytron. Join the leaders. Specify Hytron tubes.



SPECIALISTS IN RADIO RECEIVING TUBES SINCE 1921

HYTRON

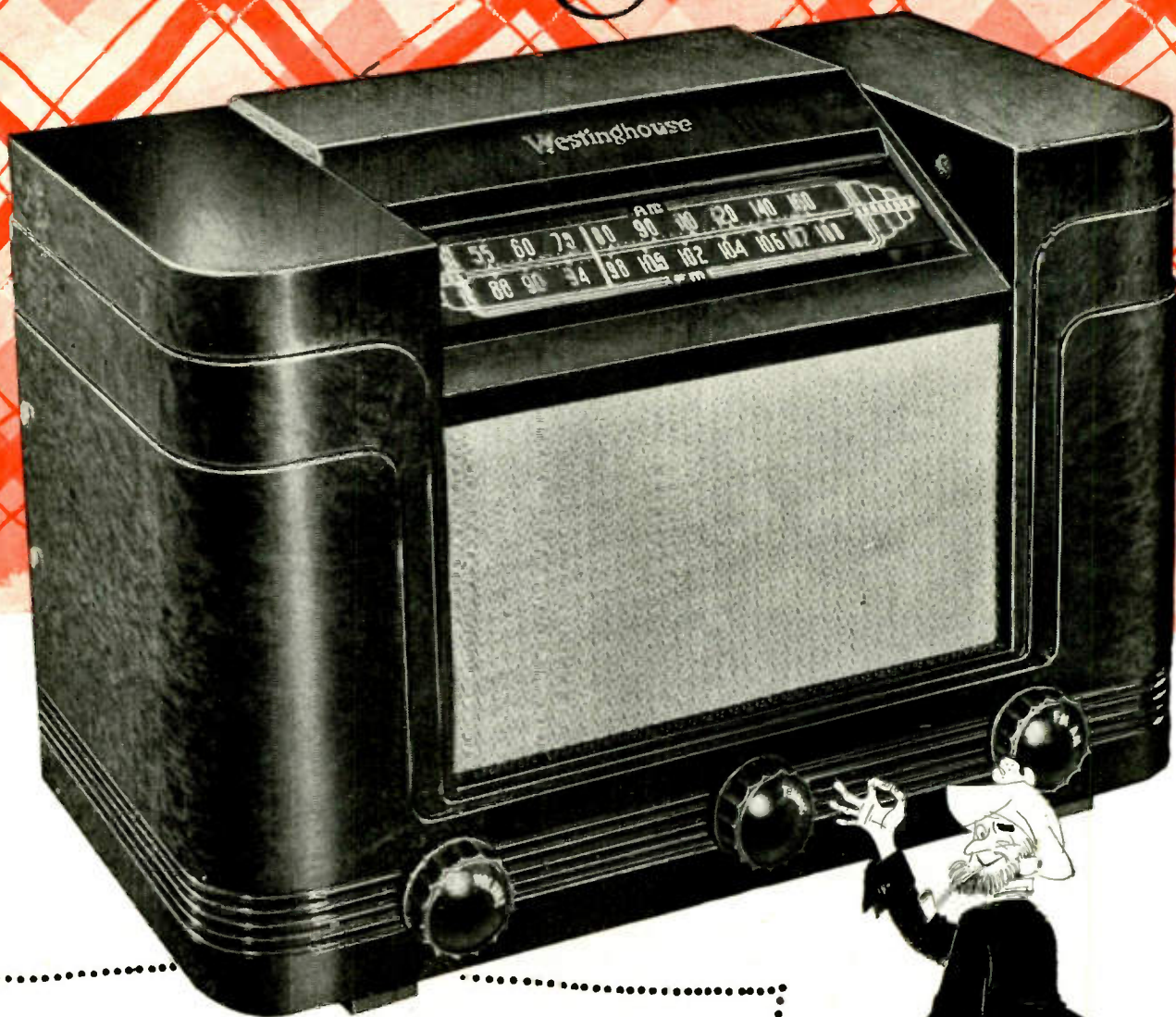
RADIO AND ELECTRONICS CORP.



MAIN OFFICE: SALEM, MASSACHUSETTS

These service tools made available to you on a non-profit basis by both Hytron and its jobbers.

Westinghouse



When you hear it, you'll say . . .

HERE'S THE FINEST LOW PRICE FM-AM TABLE
MODEL EVER OFFERED IN THE RADIO INDUSTRY.



Radio releases a new fast-moving model with

Genuine FM



at a price that everyone can afford

Here's the radio that opens a new and fertile field of FM prospects for you—Model 182. For Westinghouse engineering ingenuity has pared the cost, not the quality of genuine FM—a fact that's clear to the ear when you listen to the 182.

So, corral an increased share of the FM mass market

that's waiting and untouched. Stock, promote and demonstrate the new Westinghouse Model 182. It's genuine FM that speaks for itself . . . and your customers can hear the difference! It's genuine FM with a price tag that shouts its value.

Home Radio Division, Westinghouse Electric Corporation, Sunbury, Pa.

FEATURES THAT ARE REAL SALES ADVANTAGES FOR YOU TO SELL



Westinghouse FM. It's genuine FM. No static. No fading. No interference. Every note reproduced exactly as broadcast against a background of pure silence.

Plenti-power. Another exclusive Westinghouse feature. It gives the extra reserve of power needed for true-to-life performance . . . it reproduces the program's full dynamic range.

Small Size—Big Performance. Model 182 appeals to all who want a compact FM-AM radio that will give them the concert-hall clarity of reproduction usually found only in a console.

One-Piece Cabinet. Made of a single piece of strong durable plastic, the cabinet comes in a rich-



looking mahogany color that will fit with either period or modern furnishings.

Automatic Volume Control. Full automatic volume control tones down high power of nearby stations and brings up the signal of distant stations . . . thus tending to bring in all stations at a desirable level.

Easy-To-Read, Edge-Lighted Dial. Large, bold markings of ivory, gold, and orange against a brown background that matches the cabinet finish make station settings readable at a glance. Edge-lighting further improves visibility of the inclined dial.

Yes, all this . . . at a price that appeals to millions who, heretofore could not afford FM!

Listen to Ted Malone, heard every morning, Monday through Friday, A. B. C. Network.

Radio's first name is

Westinghouse

PLANTS IN 25 CITIES OFFICES EVERYWHERE

**AGAIN
A TERRIFIC
SMASH
HIT!**

WALCO TELE-VUE-LENS

TRADE MARK REG. U. S. PAT. OFF.

IMAGE MAGNIFIER

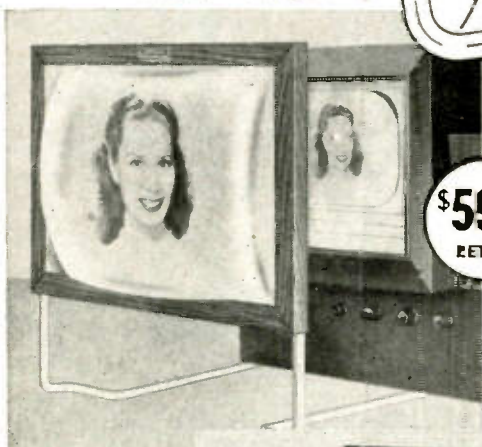
...brings **GIANT-SIZE** screens to even the smallest television sets!

FIRST!

\$59⁹⁵
RETAIL

WALCO DELUXE
TELE-VUE-LENS
(Model 1059)

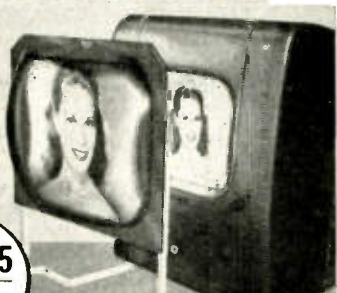
Fits all table and console models up to 12 inches. Fitted with beautiful wood-grain frame to match set. World's finest precision magnifier for television. Terrific profit-maker. Magnifies screens up to four times original size. FULLY GUARANTEED.



WALCO
STANDARD
TELE-VUE-LENS
(Model 1039)

Competitively priced. High quality optics. Fits 7, 10 and 12 inch screens. Gives up to triple magnification.

\$39⁹⁵
RETAIL



WALCO ECONOMY
TELE-VUE-LENS
(Model 1029)

Slightly smaller, lightweight magnifier for 7 & 10 inch screens. More than double magnification for these sets.

\$29⁹⁵
RETAIL



WALCO MODERNE
TELE-VUE-LENS (Model 719)

Specifically designed for attachment to the new low-cost 7 inch television receivers. A sure-fire sale with every such set that you sell. Enlarges screen more than double.

\$19⁹⁵
RETAIL



- IN MASS PRODUCTION WITH NATION-WIDE DISTRIBUTION
- IN READY ACCEPTANCE AND CONSUMER DEMAND
- IN NATIONAL ADVERTISING
- WITH A COMPLETE RANGE OF SIZES AND PRICES
- COMING SOON—MODELS FOR 15 AND 20 INCH SCREENS

Tele-Vue-Lens enlarges pictures up to four times original size without distortion. Clarity and detail are retained, brightness of the picture is actually increased, and a wide angle view afforded. Walco magnifiers install in seconds without tools or tedious adjustments. Every owner of a television receiver wants a WALCO Magnifier. Display them along with your television receivers and watch your profits soar! No time-consuming call backs, adjustments or servicing, either, on any Tele-Vue-Lens. MORE THAN 50,000 ENTHUSIASTIC USERS TO DATE.

Write today for complete Walco catalog. Counter cards, newspaper mats, window streamers, consumer folders, self-mailers and other merchandising aids are ready for you now.

Write, Wire or Phone for Nearest Walco Distributor

WALCO SALES CO.

76 Franklin Street, East Orange, N. J. • Telephone: Orange 3-1756

BY WALCO—MAKERS OF WORLD-FAMOUS DIAMOND, SAPPHIRE, RUBY AND PRECIOUS METAL LONG-LIFE PHONOGRAPH NEEDLES

This amazing WARD aerial sells FM better than 10,000 words!

THE SMARTEST WAY TO MERCHANDISE FM

Every FM receiver needs an outdoor dipole aerial and, when you hear the amazing difference this new Ward Magic Wand* makes in FM reception, you'll be sold solid. For, then you'll agree there's only one way to sell, or buy, FM . . . that's with aerial installation included. Equally efficient from all directions, this new broad band turnstile folded dipole continues to get all stations in your area regardless of how many more are yet to come on the air. Equal in signal strength to a high-gain folded dipole, it has a quarter-wave phasing loop which places elements 90 degrees apart electrically. Construction is all-metal, weather-proof. Complete fittings for installation included. Stock it, demonstrate it and sell it to present owners, and future purchasers, of FM radios!

THE WARD PRODUCTS CORPORATION
1524 East 45th Street, Cleveland 3, Ohio
DIVISION OF THE GABRIEL COMPANY

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

*Trade mark registered

It delivers full-throated, static-free reception from every FM station in your area.

It's easy to install . . . no complicated orienting required.

Nothing else to buy . . . unit almost completely pre-assembled.

WARD

BY WARD . . . WORLD'S

Magic Wand*

LARGEST PRODUCER OF AERIALS FOR CAR AND HOME

NEW NON-DIRECTIONAL
TURNSTILE FOLDED DIPOLE
AERIAL FOR FM

Model FMT-56
Non-Directional Dipole

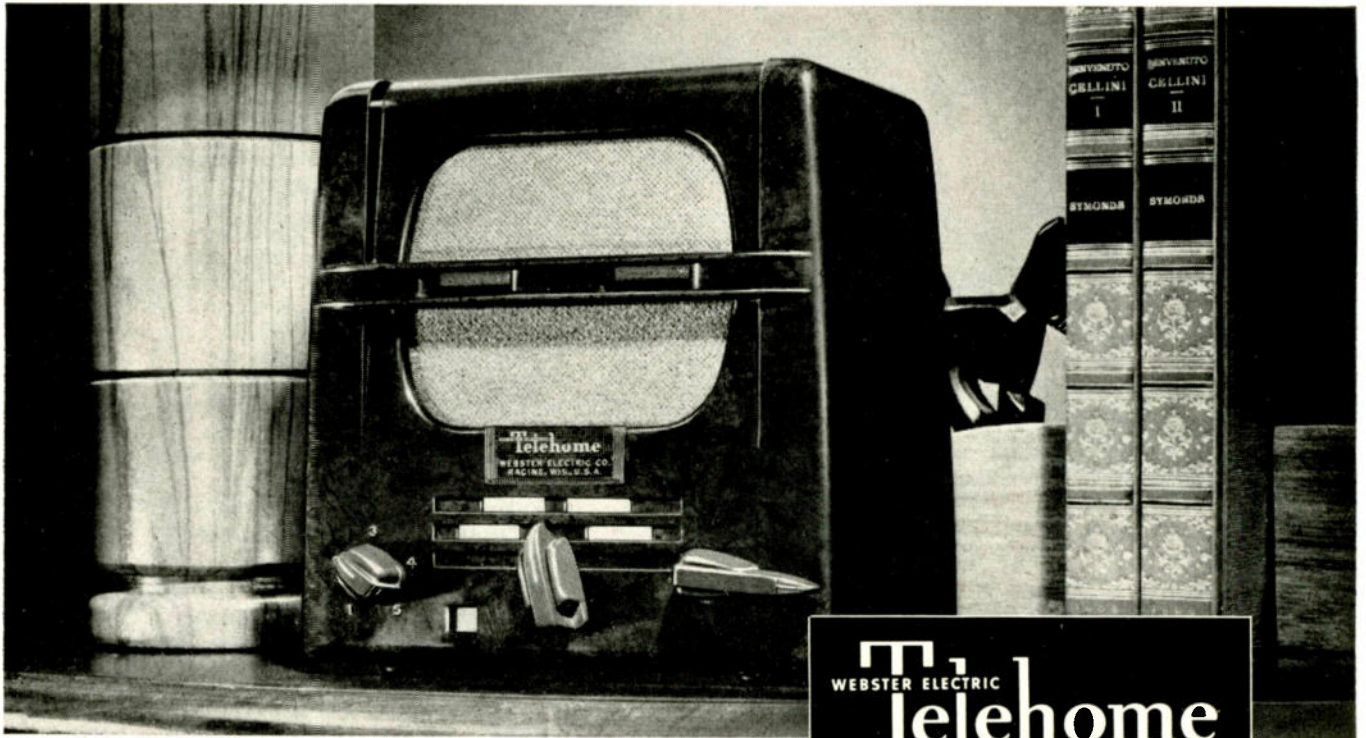
Complete with
Magic Wand
Aerial
Installed

Only \$27.00

as advertised in
THE SATURDAY EVENING
POST

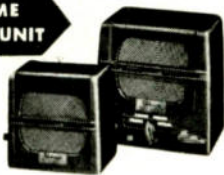


A NEW PRODUCT THAT IS MEETING TRADE ACCEPTANCE



Intercommunication for the home!

**TELEHOME
COMPLETE UNIT**



The complete packaged unit consists of one master station, one speaker station, 100 feet of wire.

**SPEAKER
STATION**



The speaker station can be purchased separately if desired. After making a first sale, additional speakers are usually sold.

**DOOR
SPEAKER**



The master speaker can also be hooked up to door speakers. Door speakers are sold separately.

• It's new items like "Telehome"—the device that gives voice-to-voice communication between rooms or door—that are stopping traffic in dealers' stores. Because, here's another time-saving, step-saving idea that adds comfort to modern living.

"Telehome" is furnished in table models that one can install himself and in a wall recessed model for contractor installation. Packaging as a complete unit makes it easy to handle and sell. It is priced low—within

reach of everyone—but is a profitable dealer item.

"Telehome" is a quality product with true tone, free of hum or buzz, and is not to be compared with intercommunication systems *not* expressly made for home use.

If you are not already stocking and selling "Telehome"—now is the time to do so.

Licensed under U. S. Patents of Western Electric Company, Incorporated, and American Telephone and Telegraph Company

WEBSTER ELECTRIC
RACINE WISCONSIN



Established 1909

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

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

A Personal Portable Radio That Is "Out Of This World".. **The Zenith ZENETTE**



It's Another Zenith Triumph

Here is the *Ultimate* in a Personal Radio—a tiny set that knows no compromise with quality, performance or value... a personal portable with *features*. "Zenette" is a brilliant presentation of the know-how gained by Zenith engineers in more than three decades of Radionics Exclusively.

Here, certainly, is a radio you will display proudly, for this is the *perfect* gift... the radio that will make a hit with the man or woman who "has everything." For this is a *beauty*... almost jewel-like in its sparkling elegance... amazing in its vigorous full tone and volume... and the most *convenient* radio ever built. It's a personal portable—it's an exquisite table model—it's the *new kind of radio* that will make sales aplenty for Zenith dealers.

Suggested List Price (Zone 1) \$42.45 Less Batteries

With All These Features

- **AC/DC AND BATTERY POWER**—Will play practically anywhere.
- **QUICK BATTERY CHANGE**—Batteries slip into place in an instant without tools.
- **EXTRA POWER**—Full 90 volts on AC or DC.
- **STRIKINGLY BEAUTIFUL**—The perfect gift.

Keep An Eye On



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



Look! TELEVISION

means **BIG** business!

NOW! Everything you need to break sales records!

1. Product a model in every price class

The greatest sales-making package in years! Display—demonstrate—these stellar performers—stellar sellers! Button up sales—put all the sales weapons (below) to work for you! Customers will buy—enthuse—tell others! Others will buy—business will build! See your G-E radio and television distributor, or write *General Electric Company, Receiver Division, Electronics Park, Syracuse, New York.*



Popular priced! Model 803. Compact table model. Unsurpassed picture clarity on big 10" direct-view tube. All 13 U. S. television channels. FM-AM radio. Decorators modern cabinet.



Big screen! Model 901. Projection television with screen 3 square feet in area. Complete entertainment center. FM-AM radio, short-wave, automatic phonograph. Genuine mahogany cabinet.



Complete Entertainment Center! Model 802. The finest in television, and record reproduction with the G-E Electronic Reproducer. FM and AM radio, too. Period cabinet veneered in fine mahogany.



For Clubs, Cocktail Lounges, Large Homes! Model 910. Mammoth 18" x 24" screen. Custom installation gives maximum visibility. Schmidt Optical System projection. FM, AM and short-wave radio!

2. Promotion—to presell your prospects

Attractive! Cut-out cards!

Eye-catching! Model Window Set-ups!

Coverage! Radio shows!

Easy to use! Postcards!

Stop traffic! Streamers!

Smash! Year 'round factory paid newspaper advertising!

Colorful! Over-wire pennants!

Hard-selling tie-in ads—built for you!

Effective! Sales training!

GENERAL  ELECTRIC

THE PLACE TO SELL **HOME RECORDING** IS



... IN
THE HOME!

HOME DEMONSTRATIONS SELL

Recordio
by WILCOX-GAY

Now is the time for all good dealers to return to the time-tried principles of strong selling based upon home demonstrations. In no other place can you so graphically portray the joys, the fun, the entertainment and the educational values of RECORDIO ... the RECORDING Radio-Phonograph ... to your prospects.

CASH AWARDS TO DEALERS

Again, Wilcox-Gay is the first in the home recording field to offer a complete home demonstration sales plan with cash awards to participating dealers. Actual experiences of Midwest dealers show few turnbacks from home demonstration trials. Once placed in the home, RECORDIO is there to stay ... and build accessory traffic for you.

If you would like to join other alert dealers who are taking advantage of this profitable home trial plan, see your distributor immediately or write Wilcox-Gay. Cash awards are limited on home demonstrations—so don't delay.

WILCOX-GAY CORPORATION • CHARLOTTE, MICHIGAN

In Canada ... Canadian MAFCCMI Company



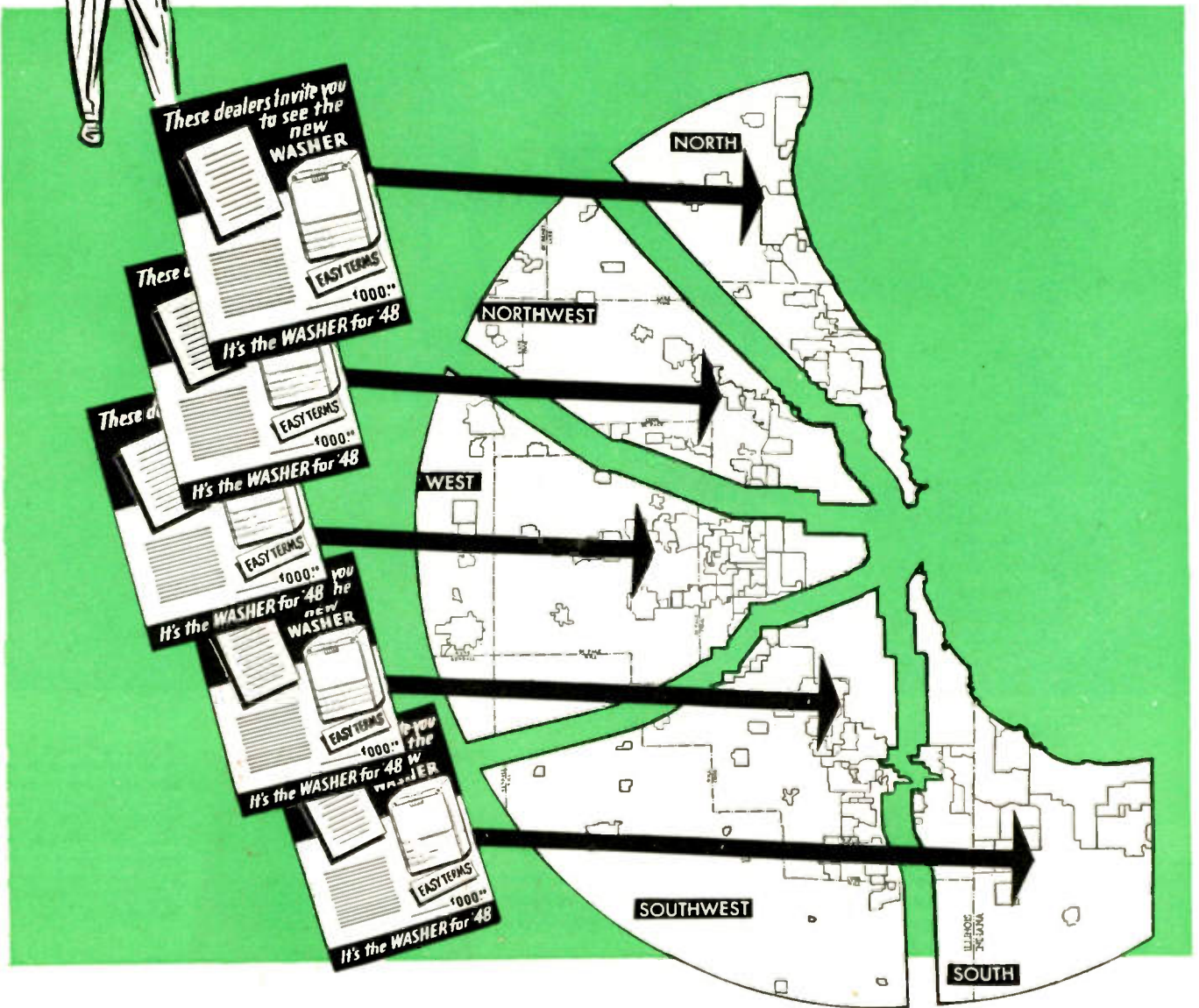
Factory-sponsored, large-space advertisements are now appearing in newspapers. Complete tie-in advertising aids in material form are available for your use—free of charge. Call your distributor for complete information, date of release, etc.



Prospects are as near to you as your telephone. Inquiries from your advertising can be followed up with a home demonstration of the RECORDIO Portable now on your sales door.

133-4A

Pinpoint



As shown on this map the Tribune divides the rich Chicago Metropolitan Market into five segments. On Sundays, the Tribune issues a separate section for each of these segments. Thus you can list in your co-operative advertising selected groups of non-competing dealers and have each enjoy in his local sales territory the prestige and selling impact of advertising in the Sunday Tribune.

your Promotion

with the **CHICAGO TRIBUNE'S** *Selective Area Advertising Plan!*

You get a highly productive campaign—tied in closely with your dealers' operations—when you take advantage of the Chicago Tribune's Selective Area Advertising Plan. Under the plan—

EACH DEALER GETS

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

YOU GET

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

You can now direct productive selling pressure specifically at the local market each of your Chicago dealers serves. This is possible because the Tribune gives you five separate Sunday sections in which to place your advertising listing non-competing dealers. Each of your dealers, no matter how small his advertising allowance, now can have the benefit of local newspaper advertising and do so *at a cost as low as one per cent of card rates.*

This is the kind of co-operative advertising retailers and distributors like. It meets local conditions. It is applicable in practically any newspaper market. Using this plan, you can get your share of the rich Chicago market—big enough in itself to take all or a large part of your production. Write or phone your nearest Tribune representative today for complete details.

PLAN POPULAR WITH MANUFACTURERS! *More and more radio and appliance manufacturers are turning to the Tribune's Plan—Bendix, Admiral, RCA-Victor, Farnsworth, Majestic, Philco, Zenith and General Electric radios . . . Bendix Home Laundry, Eureka Vacuum Cleaner, Horton Ironer, Jacobs Launderall. You'll find it a sales winner, too!*

CHICAGO TRIBUNE

The World's Greatest Newspaper

MEMBER: AMERICAN NEWSPAPER ADVERTISING NETWORK, INC.
FIRST 3 MARKETS GROUP, AND METROPOLITAN SUNDAY NEWSPAPERS, INC.

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

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

Fitzpatrick & Chamberlin
155 Montgomery St., San Francisco 4

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

Mr. Radio Dealer

DON'T BREAK



Give FM a Break... with the

Pilotuner

Face the Facts! FM can be a Smash Hit . . . if YOU don't smash it — by selling the public "LAME DUCK" FM tuners.

FM "bloopers" . . . "fly-by-night" FM tuners . . . chiselling, cut-corner, half-way FM equipment can ONLY give a black eye to FM — and to the misguided dealer who sells them.

Why not play the proven winner . . . the FM PILOTUNER . . . which knows no compromise on quality! Into the Pilotuner go Pilot Radio's more than 30 years of experience . . . the "know-how" that assures complete satisfaction—first, last and always.

A sensation in '47, the amazing PILOTUNER is headed for an even greater '48. Display it—promote it . . . get your share of the new business, extra traffic, satisfied customers! Send coupon now for complete information.

PILOT RADIO CORPORATION
37-06 36th ST., LONG ISLAND CITY, N. Y.
Makers of PILOTONE VINYLITE RECORDS • PIONEERS IN FM



6 3/4" high,
8 3/4" wide,
5 3/4" deep

to retail at **\$29.95**
Slightly higher west of Rockies

PILOT RADIO CORP., 37-06 36th St., Long Island City, N. Y.

Send me full information concerning the FM PILOTUNER.

NAME

ADDRESS

CITY.....ZONE NO.....STATE.....

NEW! BETTER! AT A PRICE YOUR CUSTOMERS CAN AFFORD!

Motorola



TELEVISION

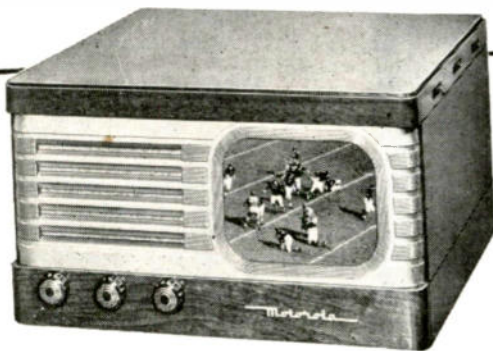
**With a host of exclusive
Motorola Golden View Features**

The last word in television from the first name in radio engineering—*Motorola*. Here is television that fulfills the promise of years of research and development—brighter, sharper pictures plus radiant television sound reception. It is this combination of perfect pictures and perfect sound that produces exclusive Motorola Golden View Television. And to top it all, Motorola Television is priced so amazingly low—easily within your customer's budget. In television as in Home and Auto Radio—Motorola value means more sales for you!



\$179⁹⁵

Installation
Additional



***Motorola* TABLE MODEL TELEVISION RECEIVER**

Small and light enough to be carried from room to room, yet with fine picture and sound reception. Approximately 26 square inches of picture area. Simplified operation. Furniture Styled cabinet in walnut, blond or mahogany.

\$495⁰⁰

Complete installation and antenna \$65.00
(Federal excise tax \$4.80)

***Motorola* CONSOLE MODEL TELEVISION FM-AM RECEIVER**

Large image screen—55 square inches. Automatic horizontal synchronization control prevents picture "spinning." Five controls for extremely fine tuning. Easy to operate. FM and AM radio mounted in "Top-Vue" panel. Furniture Styled cabinet in walnut or mahogany.

Motorola Inc.

4545 AUGUSTA BOULEVARD, CHICAGO 51, ILLINOIS

STROMBERG-CARLSON

sets the pace again with

NEW PACKAGE-PRICE POLICY

for

TOP-OF-THE-LINE TELEVISION



Once again Stromberg-Carlson demonstrates its leadership. Now—anticipating the inevitable trend of television merchandising—Stromberg-Carlson announces a tradition-breaking price policy on its "WESTCHESTER" top-of-the-line model.

- ▶ *One price includes everything*—Superb new "WESTCHESTER" television-radio-phonograph receiver, excise tax, antenna, and necessary accessories—installed, adjusted and serviced, and service-guaranteed for one year.*
- ▶ *Appeals to quality customers* to whom dependable performance is of first importance and who are ready and willing to pay the price.
- ▶ *Takes the guess out of buying.* Eliminates the customer's No. 1 resistance. Enables you to make a clean-cut sale—free of any discussion of "extras" or conditions.
- ▶ *Applies accepted merchandising principles*—to increase your assurance of customer satisfaction and lastingly profitable business.

*Except when installation involves exceptional technical difficulties.

"WESTCHESTER"—TV-12-PGM. Ultimate in complete home entertainment. Television-Radio-Phonograph. 12-inch direct-view tube. Focusing control readily accessible on control panel. Vernier-type tuning with cathode-ray tuning eye. Automatic frequency control to "lock" picture in place. FM, standard broadcast with push-button selection, and short wave. Inter-mix record changer with automatic stop. "QT" Crystal type pick-up. 12-inch Alnico V double-rubber mounted speaker. Hand-rubbed cabinet in mahogany and mahogany veneers.

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

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

RADIO *& Television* RETAILING

Including Radio and Television Today

O. H. CALDWELL, Editorial Director

★

M. CLEMENTS, Publisher

“Selective” Customers— “Selective” Dealers

As customers continue to become more and more “selective,” progressive merchants meet the new conditions by becoming more “selective” too.

Realizing that '48 will be a great year for *genuine* merchandisers, alert retailers will meet “selective” buying with “selective” effort.

Some of the selective effort angles dealers will engage in include strict supervision over selecting merchandise for re-sale, stepped-up interest in selecting higher type persons for selling and servicing, and certainly, a closer watch over the selection of advertising mediums.

With Spring at hand, merchants have had a taste of what the remainder of the year will be like. Business will be *good*. That appears to be certain. Not only does business promise to be good, but it seems likely that *many more* products in our field will be sold this year than were placed in the hands of the consumer in 1947.

The reason for a general tightening up of the dealer's business structure is not because there won't be enough sales *to go around*, but because such sales just *won't go around* “by themselves.” Selective-minded, needing-to-be-sold consumers will see to that.

Such customers will go to the dealer who offers them the right selection, the right way. In other words, business in '48 is being concentrated in the stores where something *extra* in the way of *salesmanship* and *service* is available.

If the present financial status remains “quo” the rest of the year, the alert retailer stands to lose few sales to price resistance. The great majority of consumers already *know* that well-established list prices have been set for radios, appliances, records, etc. But the consumer still needs to be sold. He may consider list prices too high. It's up to the dealer to convince the buyer that prices are comparatively low.

Increased vigilance over selection—aimed to bring the most acceptable products to the people in his trading area, is a must for the retailer who wants to stay in the running. Next, the merchandise needs to be presented with lots of buy-appeal and eye-appeal. And, in addition, service by courteous and efficient mechanics, must be used to back up the sales policies of the progressive firm.

When the “selective” consumer meets the “selective” merchant a transaction can usually be made to the satisfaction and profit of both.

Radios, Electrical Appliances,

1948 RADIO PARTS & ELECTRONIC EQUIPMENT SHOW, May 11-14, at the Stevens in Chicago, will be the biggest ever, with the industry bringing out hundreds of new products, and facing a great new era of new business.

FM GETS TREMENDOUS BOOST through the simultaneous broadcasting of network musical programs over FM and AM. The joint announcement by the four major networks and Petrillo's union that they had reached an agreement, was hailed by J. N. Bailey, executive director of the FM Association, as "a great forward stride for FM," promising an "upsurge in the manufacture of FM sets."

PARADE OF PORTABLES COMING! In the April issue of this magazine, the reader will find an array of the latest carry-about receivers, together with brief specifications, prices, etc. Just in time for what promises to be the biggest portable season ever!

PORTABLE RADIOS, AND APPLIANCES THAT COOL are among the products makers, jobbers and dealers are readying for all-out sales promotion activity this Spring. There will be a big selection of portables available. Electric fans will be fairly plentiful, and the supply of compressor-type room coolers, while inadequate, will be much larger than it was last year.

AUDIENCE TESTS ON FM BROADCASTING have been made in Cincinnati's buses and street cars. Test sets were installed by WCTS. After five weeks, 96 per cent of bus riders voted that they had enjoyed it; wanted it regularly. Other questions and answers: 60.8 per cent wanted more music; 19 per cent more news, and 5.5 per cent wanted other programs such as sports. Approximately 15 per cent did not answer last question, apparently being satisfied with the sample programs.

WITH ITS TUBE TAPPER PENCIL STILL going great guns, Hytron will bring out another low-priced tool (sold without profit) for the serviceman. New-comer will be a miniature tube pin straightener which will sell for 49 cents.

MANY MANUFACTURERS IN THE RADIO AND APPLIANCE field planning to use existing facilities to bring out new products, many of which will be announced before this year is over. The idea is to further capitalize upon their familiar brand-names, and to eliminate lag in production of regular items which sometimes exist due to catching up with demand, or through inability to obtain certain materials.

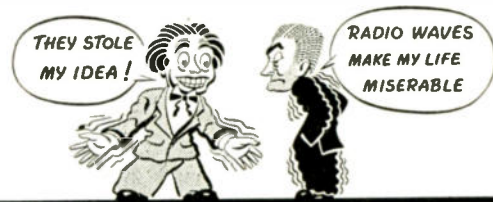
COMING NEXT MONTH—APRIL! RADIO & Television RETAILING's special FM issue. As usual, it will present the complete current picture of Frequency Modulation . . . manufacturing production, broadcasting, merchandising, etc.

SLEWS AND SLEWS OF ONE MATERIAL, scarcities of another a familiar pattern continuing to up the aspirin intake of manufacturers' purchasing agents. Steel, one of the scarcest, being batted around like the sparrow who bungled into the badminton game, by operators who are waist-deep in the chips.

ADOPTION OF A JOINT INDUSTRY program to improve radio set servicing, the decision to continue and expand the RMA "Radio in Every Room" campaign through '48, and merger of the 1949 RMA annual convention with the parts show, highlighted the recent RMA Conference. The RMA directors also approved continuation and expansion of a plan tried out in Philadelphia, under the name of "Town Meeting of Radio Technicians", after hearing a report that the Philadelphia experiment had been highly successful. RMA will copyright the name "Town Meeting of Radio Technicians" and the board approved a recommendation of the RMA parts division that similar clinics for radio servicemen be held in five major cities annually.

REFRIGERATOR DELIVERIES IMPROVING but still "erratic." All dealers have some models, but find it difficult to supply certain sizes, "deluxes" and "standards," "left-hand" doors, etc.

CONSUMER SKEPTICISM TREND, noticed for some time after the war, has disappeared, according to numbers of retailers who are no longer subjected to the proposition of having to deal with customers who preferred to "wait" until "the kinks were ironed out of" newly-launched products.



SOME MANUFACTURERS AND DEALERS still receiving letters and visits from "psychos." Two most popular angles harped on by the crackpots continue to be the "stolen idea" accusation, or the claim that the individual is being "bedeviled" by radio waves.

Records and Television Today

A GOOD TL TO THIS ONE MIGHT BE that "everything comes to him who waits." In going over a bunch of old records, a dealer found an old, unfilled "priority" order for a refrigerator. Dated January, 1946, it had been "lost" until it came to light in February, 1948. On a wild gamble, he called the customer on the phone. Yep—you guessed it! The customer accepted delivery, although the lady did admit that she'd almost given up hope of ever obtaining that particular product.

GIBSON REFRIGERATOR COMPANY BUYS the Coolerator Company, of Duluth, Minnesota, for an amount in excess of two million dollars. Combined sales of the two organizations in 1947 was \$34,500,000. Purchase will result in production of 2,000 refrigerators per day.

A MOST SUCCESSFUL MERCHANT HAS NO SALESMEN as such. His uniformed "service experts" sell on the floor and outside; receive commission on all sales, plus salary. This dealer does more than a quarter of a million dollars worth of business a year. He selects his men upon the following qualifications. Mechanical ability, sales ability, appearance, temperament and personality.

NUMBER OF LICENSED AMATEURS now set at 81,000 by FCC. At present there are 341,000 commercial radio operators, and about 62,000 aircraft radio operators.

MORE SALES PROMOTION MATERIAL than ever before being made available to dealers by manufacturers. One appliance maker, for example, is currently listing more than eighty separate items, which include signs, banners, literature, etc.

POCKET RECEIVING SETS POWERED by sunlight, personal sending sets also small enough to be carried about, facsimile newspapers with pictures in full color printed before breakfast on home receivers, globe-girdling color television . . . all these and more are going to be enjoyed within the next 25 years, Frank Stanton, CBS president, said in a talk on Columbia's "Family Hour" program.

NEW ELECTRONIC DEODORIZER being manufactured by Standard Electrical Products Co., Dayton, Ohio. Retail for \$34.50.

OUT OF THE HABIT OF BUYING "GIMMICK" advertising are the radio-appliance retailers who now, in great numbers, are turning backs, and giving out with the cold-shoulders to the increasing ranks of salesmen offering the sort of "gimmick" advertising which has proved to be worthless in the past.

A NORGE RETAILER, OF GREAT FALLS, MONTANA, uses a Taylorcraft plane for service calls within an 80 mile radius of the city. The firm is the Montana Electric Company.

TWO SOUTHERNERS REALLY WENT TO TOWN in the recent Bendix sales contest. T. E. Adams, who owns a retail appliance store at Channing, Texas, a hamlet of 450 population, sold 25 Bendix washers—five times his quota. And there are only 76 electric meters in town! Salesman George H. Roach, Louisville, Kentucky, sold 81 washers during the contest—at the rate of almost three per working day.

"THE GREATEST EXPANSION OF ALL is to be expected in the field of television, which is today America's fastest-growing postwar industry."—James H. Carmine, vice-president in charge of distribution, Philco Corp.

"ANTENNA-LESS" TELEVISION SET has been demonstrated by Arcturus Radio & Television Corp., Newark, N. J. Price of the firm's ten-inch screen receiver will be in the neighborhood of \$600.

EXAMPLE OF PRICELESS GOOD-WILL for the manufacturer apparent in the case of a reputable dealer who reports that due to his ads in the classified directory, and to his large manufacturer-furnished sign, several people have brought in products (of the brand he advertises) for free repairs under guarantee, which were purchased elsewhere, or were received as gifts. Since work involved was of a minor nature, he serviced them without charge. "I've retained all of such new-comers as regular customers," he says.

SIGNS OF RETURN TO NORMALCY: Fullerbrush and aluminum salesmen active on the doorbell front; number of cooking schools increasing; consumer "contests" back; headwaiters, automobile salesmen and butchers smiling at customers.



PHONO RECORD SALESMEN GETTING FED UP with the variety of Petrillo jokes being foisted upon them by customers. One of the favorites: "I'll take so-and-so, if you're sure Mr. Petrillo won't mind."

This advertisement appears in full color in:
 LIFE—March 15 COLLIER'S—March 13
 SATURDAY EVENING POST—March 13



Listen with enchantment... Own with pride

...an investment that pays daily dividends in musical beauty with the

"Golden Throat"

Richness of tone—the famous "Golden Throat"—matches richness of styling in this luxurious new Victrola radio-phonograph! Finest walnut or mahogany veneers, matched and contrasted, fashion the Hepplewhite cabinet.

For radio, you have standard, ocean-hopping short wave *plus* the clear, static-free beauty of RCA Victor Frequency Modulation. For records, there's a fine automatic changer, plays as many as twelve 10 inch records. RCA Victor's "Silent Sapphire" pickup brings you *pure music*—no hiss or needle chatter, no needle changing.

Yes, there's musical magic waiting for you at your RCA Victor dealer's . . . brilliant performance of radio and records . . . in this superlative Victrola 711V3.



Victrola 711V3 plays on AC. Your choice of hand-rubbed walnut or mahogany finish.



Finest
Tone System
in RCA Victor
History

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

RCA VICTOR  

DIVISION OF RADIO CORPORATION OF AMERICA

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

what's behind your bigger

RCA VICTOR

profits?

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

THE COUNTRY'S TOP MAGAZINES . . . a nation-wide radio hook-up . . . key newspapers everywhere . . . all *constantly* send customers to you for RCA Victor instruments.

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

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

Best" on your favorite of the 160 nation-wide NBC stations, 2:00 P.M., E.S.T.

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

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



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

RCA VICTOR



DIVISION OF RADIO CORPORATION OF AMERICA

Is Your Customer

Often Small Things, Easily Overlooked, Are Factors.

There is something radically wrong with the retail organization having an unduly high customer-loss rate. There is something wrong, too, with the firm which fails to add a satisfactorily large number of new customers to its list of patrons each year, provided potential for such addition exists.

Since the *reasons why* customers suddenly quit dealing with a certain store are often *obscure*, the alert

In cases where the dealer *knows* why a certain patron quit doing business with him, he can strive to prevent similar episodes from cropping up again. Perhaps the situation which caused an erstwhile good customer to switch was an "impossible" one from all viewpoints. Perhaps the dealer was to blame—or the customer.

At all events, the reason for such switch is known—and that's helpful.

What to seize upon as a clue to solving such bewildering action on the part of a customer is a problem which is often explained through thinking in terms of the *little* things which may have occurred between patron and dealer.

Because the *large* transactions are practically always *obvious* to the merchant, he needs to probe into the *little* ones, which are often *seemingly unimportant*.



A FORMULA FOR INCREASING GOOD WILL

1. Keep close watch over ALL transactions.
 2. Settle customer-retailer problems promptly, fairly.
 3. Realize that each NEW customer is another dealer's OLD one. Learn the newcomer's likes and dislikes.
-

merchant should make every endeavor to find out just *why* a definite reason for the "switch" isn't readily at hand. One of the functions of merchandising is to bend every effort toward finding out, for instance, why Mrs. Smith, a customer of long-standing, went over to the competitor's—and, equally important, why Mrs. White became a *new* customer.

No dealer, however efficiently he runs his business, can hope to hold a hundred per cent of his customers. He's certain to lose some to his competitors in the normal course of business. Such merchant needs to worry, though, when "old" customers, whose patronage has been of a consistent nature, suddenly quit him, *without explanation*, on their part, and without the dealer having at hand any legitimate reason he can attribute to such switch.

But when Merchant Doakes is forced to remain in the dark as to the reason why Mrs. Smith took her patronage and her dollars to another dealer, he has a real cause to be unhappy.

Where "large" differences crop up between the dealer and the customer, the situation is understandable so far as the results are concerned. The smart dealer will go to the mat with the customer fully determined to bend over backward in settling such controversy to the customer's satisfaction. More often than not the reliable merchant will be able to retain the patron's good-will because he knows that no retailer ever *won* an argument with a customer.

But—when it comes to an abrupt and mysterious end to good relationship between himself and a customer, it's another story.

Via adroit questioning of *new* customers, the merchant can often find out just what prompted the newly-acquired patron to come into his store. In most cases he'll learn that such customer came in as a result of advertising, by recommendation of another patron of the store, etc., but now and then the person will describe the reason why a switch was made as having been caused by some real or fancied grievance.

Remembering that the new customer he gets was once the client of a competitor, the dealer will do well to listen carefully to the reasons why a change was made. He'll find these reasons helpful, and enlightening.

When a customer decides to quit doing business with a certain merchant it is obvious that such cus-

Loss-Rate High?

Here's How to Keep Clients on Your Active List

tomer must also make another decision—which “new” store shall be chosen to take the place of the “old” one.

Whether the customer who left Store X for Store Z will remain a good client of Store Z depends upon the initial impression the customer obtains in the “new” place. If, for example, Mrs. Smith left Store X because she was “insulted” by being told that a small gadget she brought

ucts, and had spent a considerable sum of money for general service work during the period she patronized the store.

One day Mrs. Smith came into Store X carrying a small French-made perfume lamp. Here is what the floor salesman did not know about Mrs. Smith and the lamp: 1. Mrs. Smith had been born in France. 2. She attached great sentimental value to the lamp. 3. Mrs. Smith

He just failed to use good common sense. He should have described the make as “foreign,” and let it go at that. And, knowing Mrs. Smith as a customer who never haggled over price, he certainly was wrong in telling her that he didn't think the item “worth repairing.”

The salesman should have taken in the lamp for repair, regardless of the trouble or of the charges involved. An easy out would have been

Why some “old” patrons quit without warning; why some “new” ones are attracted to his store, are questions the smart merchant wants answered.

Outlined in this article are some of the reasons why consumers “switch” — and what the dealer can do to keep folk in his territory coming in.



in for repair couldn't be fixed because it was a “foreign” make, and a socket couldn't be replaced for this reason, she will doubtless seek a “third” store if the first new one she tries tells her the same story.

And don't think that a trivial thing like the before-described episode can't drive a customer away for keeps, because it can. The Mrs. Smith anecdote is an actual one, and it was described to the writer by “Mr. Smith.” Since it serves to point out the importance of watching the *little* things, let's see exactly what happened. Here it is:

Mrs. Smith had been dealing with Store X for twelve years. She had purchased, among other things, a refrigerator, a washing machine, two radios and a couple of vacuum cleaners from Store X. In addition, she had bought a number of small prod-

ucts, and had spent a considerable sum of money for general service work during the period she patronized the store.

Here's what caused this good customer to go elsewhere:

Salesman: “Good afternoon, Mrs. Smith. What can we do for you today?”

Mrs. Smith (handing lamp to salesman): “I hope you can fix this little lamp. I think a lot of it, having received it as a gift a few years ago. My husband says the socket is broken.”

Salesman (after examining lamp): “I'm afraid you are out of luck, Mrs. Smith. In the first place, it's a foreign socket—French. They make a lot of dizzy sizes over there, and in the second place, I don't think it's worth repairing.”

Now it must be borne in mind that the salesman was not disagreeable, nor was he rude or impatient,

to install a miniature American socket—then everyone would have been happy.

The point of the whole thing is that it is quite likely that neither the management of Store X nor its salesman will ever actually *know* why Mrs. Smith quit being a customer. The management might analyze its dealings with this customer and come up with nothing better than the feeling that the “switch” as unjustified.

Yes, the *little* things in business transactions can often be the most important. Some customers will “swallow” a lot of unpleasantness only to “choke on a gnat,” referring to the inevitable “someone” on every dealer's customer list who seems to play in hard luck with almost every transaction in spite of all effort on

(Continued on page 94)

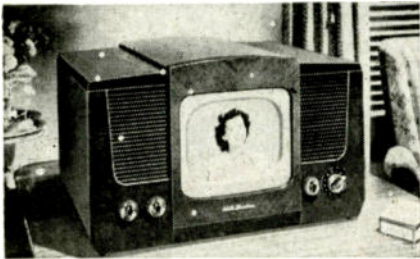


★ Service!

New Radio Products Are

RCA Victor TELE TABLE MODEL

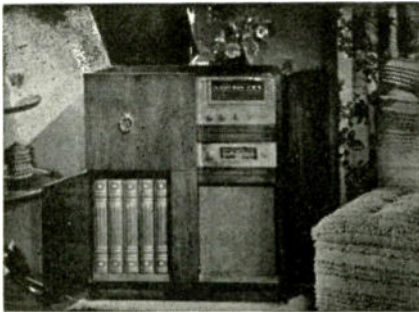
Model 8TS 30, features largest speaker ever employed in an RCA Victor table model television receiver, new styling and improved picture selectivity and sensitivity. This receiver introduces new 5 x 7 inch elliptical permanent magnet speaker



mounted to the cabinet. Model has a suggested list price of \$375, plus excise tax and installation. Cabinet's styling utilizes louvers on either side of the 10-inch picture tube. The 52-square inch picture is mounted in a light-toned frame. Set available in mahogany, walnut and blonde finishes. Overall dimensions are: height 15 inches; width 25 1/4 inches, depth, 19 inches. RCA Victor Div., Radio Corporation of America, Camden, N. J.—RADIO & Television RETAILING

Magnavox RADIO-PHONOGRAPH

"Mayfair" model radio-phonograph, available in mahogany and white oak. Equipped with 8 tubes plus rectifier; 10-

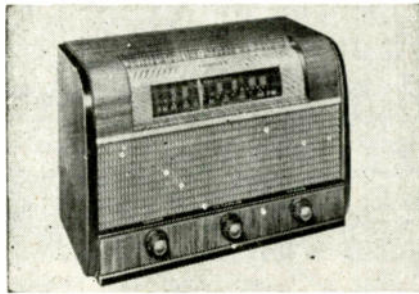


watt power output; 12-inch speaker; automatic record changer. Cabinet dimensions: 28 1/2 inches wide, 15 1/2 inches deep and 32 1/4 inches high. Contains storage space. Mayfair model 139 (AM) is listed at \$219.50. Armstrong FM tuner included in model 239, listing at \$268.50. The Magnavox Co., Ft. Wayne, Ind.—RADIO & Television RETAILING

Crosley TABLE MODEL

Model 88 TC AM FM table model is equipped with seven tubes, plus one recti-

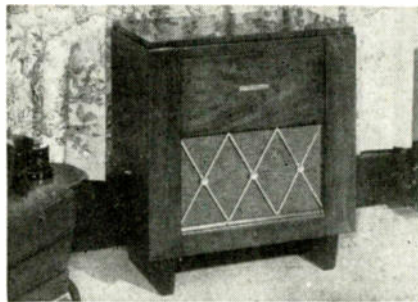
fier. Unit is housed in walnut cabinet 10 inches high, 15 inches wide and 7 1/2 inches deep. Features: continuous tone control,



sliderule dials, permanent magnet speaker. Two complete bands for broadcast and frequency modulation. Crosley Div., Avco Mfg. Corp., Cincinnati, O.—RADIO & Television RETAILING

GE CONSOLE

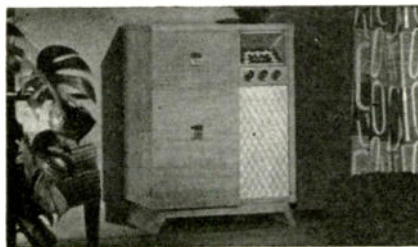
Model 119 combination radio-phonograph console, lists for \$159.95. Features company's "electronic reproducer" for record playing. Available in mahogany and wal-



nut cabinets, and styled to provide record storage space. Lift-top covers phonograph with its automatic record changer. Receiver is equipped with 12-inch Alnico 5 permanent magnet loudspeaker and has a built-in antenna. General Electric Receiver Div., Electronics Park, Syracuse, N. Y.—RADIO & Television RETAILING

Stewart-Warner Sets

"Santa Fe" console model, finished in new water-clear lacquer, called "blush."

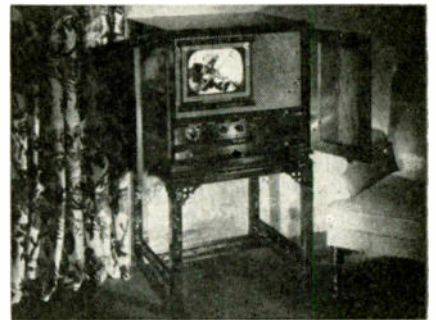


Finish retains natural color of the mahogany. Model retails for a little over \$300.00.

Stewart-Warner also announces production of "Continental" table model radio. This set has a "smoke finish" cabinet of walnut. It retails for \$139.95. The "Continental, Sr." table model has a cabinet of natural American walnut with the same "smoke finish." The set retails for \$179.95. Stewart-Warner Corp., Chicago 14, Ill.—RADIO & Television RETAILING

Westinghouse TELEVISION CONSOLE

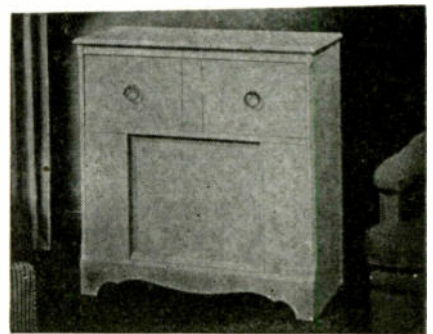
Model 181 television receiver, retails at \$485, plus federal excise tax of \$1.26 and an installation and warranty fee. Receiver features a 52 square inch screen, the West-



inghouse automatic focuser, and is housed in an authentic Chinese Chippendale cabinet made of high-quality mahogany veneers. Westinghouse Electric Corp., Home Radio Div., Sunbury, Pa.—RADIO & Television RETAILING

Bendix RADIO-PHONOGRAPH

Model 1533 radio-phonograph in Swedish mahogany finish. Features: phantom grille; drawer-type automatic record player,



standard broadcast and short wave; 12-inch Alnico dynamic speaker. Suggested retail in East and Mid-West \$189.95. Bendix Radio Div., Bendix Aviation Corp., Baltimore 4, Md.—RADIO & Television RETAILING

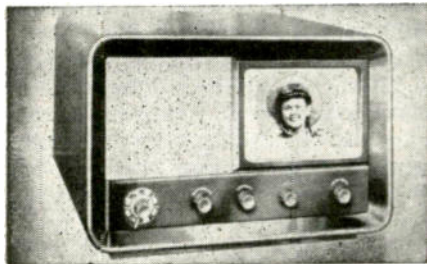
Dealer Profit-Makers

Wireway WIRE RECORDER

Portable magnetic wire recorder, for \$149.50. Built-in oscillator; turntable for playing discs which may be recorded on wire; also may be used as PA system. Weighs 23 lbs.; 18" x 11½" x 8". Comes with crystal mike and two ½-hour spools. Accessories are a telephone pick-up and an automatic timing device. Wire Recording Corp. of America, 1331 Halsey St., Brooklyn 27, New York—RADIO & Television RETAILING

Two Philco TV SETS

Model 700, direct view 23-tube television receiver shown. Unit uses a seven inch cathode ray picture tube; to retail for

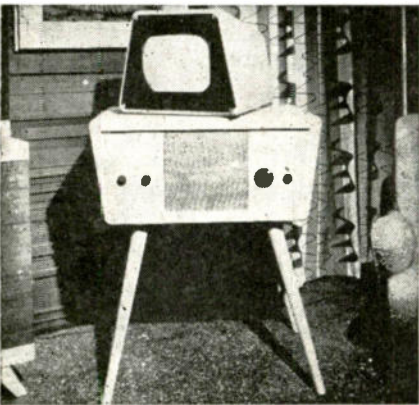


\$199.50 plus tax and antenna installation. Three controls for picture brightness, contrast and focus, one for sound volume, and a precision channel selector switch. Housed in mahogany cabinet.

Model 1001 television receiver has a 10-inch picture tube, and will retail for \$339.50 plus excise tax and installation. Philco automatic tuning system featured in both models. Philco Corp., Philadelphia 34, Pa.—RADIO & Television RETAILING

Cleervue TELE RECEIVER

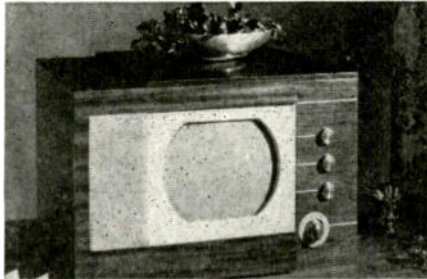
Hollywood model, in modern design. 12 inch direct view swivel screen can be focused in any direction. 5-deck chassis construction designed to reduce service problems. Each of the sections are plug-



in units which can be removed and replaced instantaneously. Specifications: 30-tube receiver; full 13 channel coverage; FM sound system; automatic frequency control for horizontal hold. Cleervue Television Corp., 81 Willoughby St., Brooklyn 1, New York—RADIO & Television RETAILING

US Television TABLE MODEL

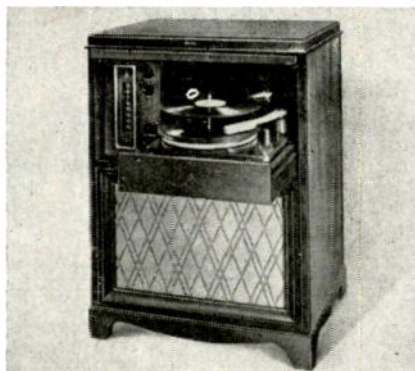
Table model television unit gives picture approximately 9 x 7 inches. Housed in attractive modern cabinet, the table model features: four controls for simplicity of operation; crystal picture detector; automatic picture synchronizing controls; top, front and



back removable for ease in servicing. Unit is priced at \$375 plus federal tax. The firm is planning to add 12 inch and 15 inch direct view sets to its table model line shortly. Size: 22½ inches wide, 19 inches deep and 14½ inches high. United States Television Mfg. Corp., 3 W. 61 St., New York 23, N. Y.—RADIO & Television RETAILING

Emerson PHONORADIO CONSOLETTA—OTHER SETS

Radio and phonograph combination Model 576, available in mahogany and bleached mahogany finishes. List price is \$99.95. Features: acoustically constructed consolette cabinet of striped mahogany



design, with vanishing door which reveals radio dial and control knobs, automatic phonograph mounted on sliding panel. Automatic record changer for 10-inch and 12-inch records. Uses: 1-12AT6, 1-12BA6, 1-12BE6, 1-50B5, 1-35W4 (Rectifier).

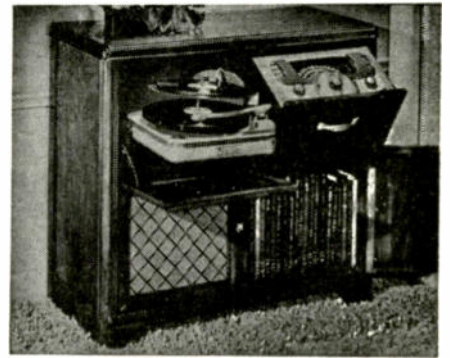
Model 573, combination radio and phonograph is a period console, designed with fixed top, made of fine mahogany veneers, and with album storage space.

Table models included in the new line include: Model 572, list price \$19.95, available in ivory and ebony; model 578, available in walnut and avodire, list price

\$19.95; model 577, AC superheterodyne set, with front panel control for phono attachment, retailing for \$69.95. Emerson Radio & Phonograph Corp., 111 Eighth Avenue, New York, N. Y.—RADIO & Television RETAILING

Zenith CONSOLES

"Regent" model console features: Cobra tone arm; Intermix record player; automatic operation; Armstrong FM; automatic volume control. Radio tilts out to convenient tuning height; phonograph slides forward

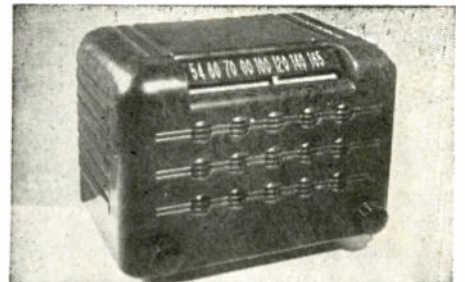


as door is pulled down. Ample record storage space. Cabinet of carefully selected American walnut veneers.

Another console, the "Georgian", was also announced by the company. This radio is equipped with the exclusive Cobra tone arm and Intermix record changer, two-band Armstrong FM, and superb standard broadcast reception. The cabinet comes in walnut, with attractive grill work. Zenith Radio Corp., 6001 West Dickens Ave., Chicago—RADIO & Television RETAILING

Regal TABLE MODEL

Model 1107, superhet table model with slide rule dial. Features: slide rule dial; 5-inch PM Alnico #5 speaker; built-in loop;



Bakelite plastic cabinet; automatic volume control. Size: 10 inches x 7¼ inches x 6 inches. Retail for \$9.75. Regal Electronics Corp., 603 W. 130 St., New York, N. Y.—RADIO & Television RETAILING

FM

Sales Ideas

Active Merchandising Will Bring Results. The Demand for Static-Free Sets Is Growing Daily

● There are several simple-to-operate sales steps which are bound to result in upped FM volume for the merchant who employs them. First, he should ask each and every store visitor a qualifying question about FM, for instance: "Do you have an FM receiver in your home, Mr. Brown?" Or, "Have you heard FM, the new static-free radio reception?" Second, he should invite the customer to listen to FM then and there. And, third, he should ask the person to buy—the right way, of course, via the good salesmanship route.

For successful in-store selling, the merchant should have an attractive and efficient demonstration set-up. The sets should be in first-class operating condition, and every consideration should be given to facilities for making the prospective buyer comfortable and relaxed.

In addition to the extra money that FM sales can bring him, the merchant is rendering a real service to his customer when he calls attention to FM, and acquaints him with the facts about this great something new radio. The consumer is always anxious to learn about the latest things for the home, and will buy when the right sort of sales presentation is made.

In selling FM, a cardinal rule is to explain in simple language exactly what FM is, how it works, and, more importantly, how it *sounds*. The dealer and his salespeople must guard against taking it for granted that the prospective customer knows just exactly what FM is. "This set has FM" is an inadequate, trite and usually futile statement, yet it's easy to fall into the habit of saying that very thing, or something equally weak in describing a receiver.

Thanks to widespread and effective advertising, the term "FM" is very well known today, but the dealer at the point-of-sale needs to supplement such advertising with interest-arousing verbal description before and after demonstrating one of the static-free sets.

In order to follow out the three steps outlined in the first paragraph of this article, the dealer must attract customers to his store, or obtain permission to place FM sets in the home for demonstration, if he follows such policy.

Arousing the interest of prospective customers calls for advertising and sales promotion effort. In ad writing, clear, simple statements should be made as they will prove to be the most effective. For instance, "FM RADIO IS STATIC-FREE and the MARVELOUS TONE RANGE PERMITS YOU TO

for every pocketbook, but many buyers will never know this unless they are told.

Writing articles for the newspapers is always good sound sales promotion, and, in addition, helps to build up the prestige of the dealer. Almost any newspaper will welcome an interesting piece on FM, written at the layman level. Top-drawer publicity can be obtained also through speaking before clubs, chambers of commerce and other civic organizations.

Dealer show-windows can be used to increase FM sales. As pointed out

FM SELLING POINTERS

- Tell Customers about **FM**
 - Demonstrate **FM**
 - Ask them to buy **FM**
 - Advertise **FM**
 - Show **FM** in window displays
 - Write about **FM** for the newspapers
 - Speak about **FM** at gatherings
-

HEAR ALL OF THE 'HIGHS' and 'LOWS,' is copy that tells a lot in a little space. The "thunderstorm" angle is always good, too, because it's something every radio owner can grasp at once. To be able to get perfect reception during the height of an electrical storm is a much-to-be-desired feature of FM.

In preparing ad copy, the dealer should be sure to get over the message that FM today is *not* expensive, because many of his customers will shy away from even asking about it on the premise that FM is out of their price bracket. The wide price range of FM today provides a set

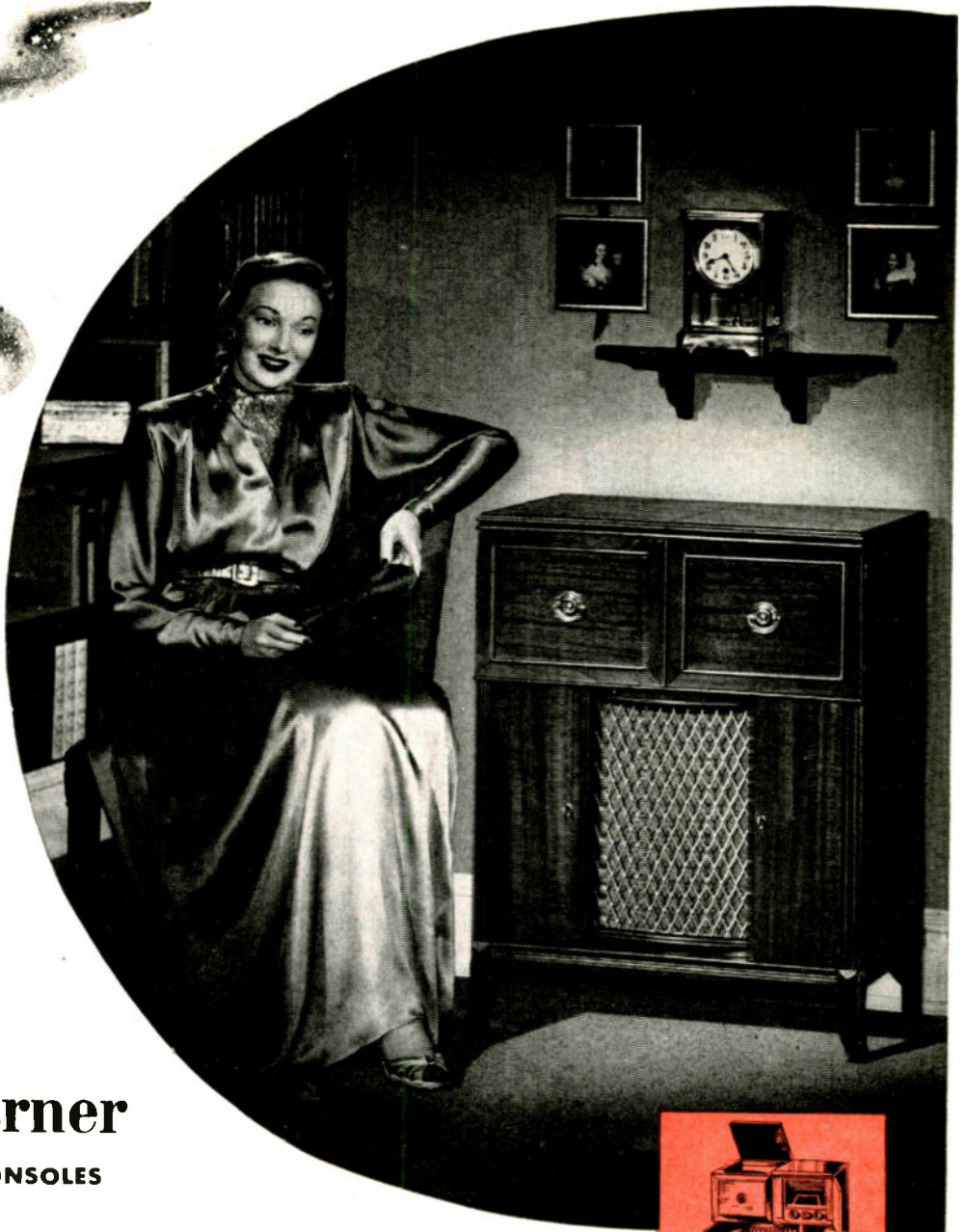
in previous issues of this magazine there are numerous window-dressing plans at the merchant's disposal. For example, by cutting "lightning streaks" out of pieces of red cardboard, and fastening them together to make one continuous jagged "bolt," the window dresser can bring this piece down from the ceiling to the set, thus stressing the static-free operation which is explained via a card reading, "Perfect Reception Even During the Severest Electrical Storm!"

Musical instruments such as flutes, violins, clarinets, etc., can be placed

(Continued on page 104)



*finer
in
Every Way...
plus FM!*



NEW

Stewart-Warner

"AMERICAN GROUP" CONSOLES

If you saw these finer sets at the January market . . . listened to them . . . looked *inside* them . . . you know they are greater values through and through.

Every performance-making detail has been refined and improved, to achieve *performance balance*.

The enhanced styling . . . the finer cabinet-making . . . are convincing visual expressions of superb engineering inside.

AM, FM, and automatic phonograph—all in one set—provide *complete* sales opportunities for all Stewart-Warner dealers.

MT. VERNON. Polished old-world mahogany, reflecting the popular 18th Century period, with dimensional bronze grille.



MANHATTAN. Rich mahogany sleekly groomed, in smooth modern manner, style-proportioned for the home today.



PALM SPRINGS. "Manhattan" design expressed in beautiful blond mahogany, for the "new-look" living room.



HOLLYWOOD. Smart contemporary design styled in rich, warm walnut. Slide-out type automatic phonograph. A great value!

Stewart-Warner

AM RADIOS FM • RADIO-PHONOGRAPHS • TELEVISION

CHICAGO 14

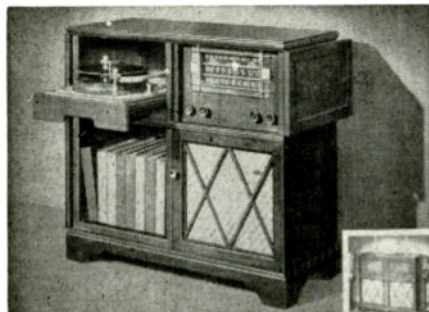


ILLINOIS

More Radio Lines

Majestic CONSOLE-COMBINATION

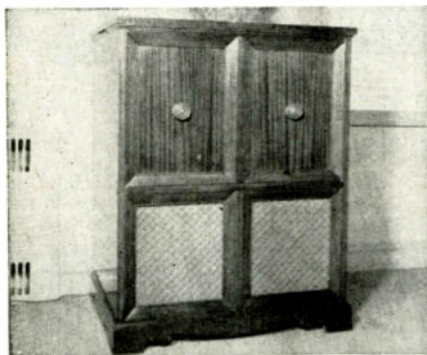
Model 10FM782, classic modern FM-AM combination console, features ample storage space; noise-gate; six-watt power out-



put; three-band reception through giant electro-dynamic speaker. Top is solid. Changer of pull-out design. Majestic Radio & Television Corp., St. Charles, Ill.—RADIO & Television RETAILING

Telectro TELEVISION COMBINATION CONSOLE

Model 1505-F, direct view television console set, retails for \$1465.00. Features: 120 square-inch picture; 30 tubes including 14-inch picture tube; extra stages sync-ampli-

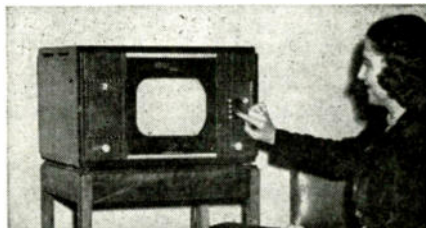


fication for positive synchronization; FM discriminator sound; automatic record changer; standard broadcast, short wave, FM and television. Telectro Corp., 385 Flatbush Ave., Brooklyn, New York.—RADIO & Television RETAILING

Guest Television Set

Individual table top television viewers, for a centralized television system for

hotels. Patron has choice of television channels by means of push button controls.

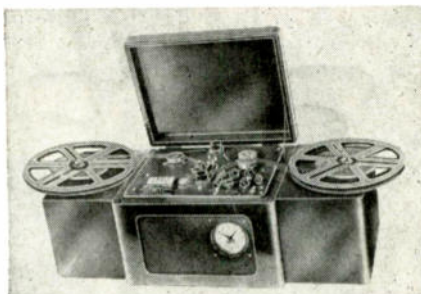


and can regulate density of image. Unit is completely portable. Guest Television Co., 354 Fourth Ave., New York City—RADIO & Television RETAILING

Acousticon Radion RADIO-HEARING AID

Hearing aid and tiny radio, combined in unit so small it nestles in the hand; fits in any pocket. Aid permits direct (not re-transmitted) hearing from radio. By detaching radio, device becomes a hearing aid. Dictograph Products Inc., 580 Fifth Ave., New York City—RADIO & Television RETAILING

Magnetape RECORDER



Model 900D magnetic tape recorder providing 8 continuous hours of recording or playback time—for home recording of complete operas or symphonies, 8-hour telephone monitoring for offices, etc. Constant tape pull, automatic forward limit switch, local or remote control instantaneous start-stop clutch mechanism. Tape reels can be replayed unlimited times, erased, or edited. Patented "E-Z-Cue" built-in automatic program-timer. Choice of response ranges. Magnephone Division, Amplifier Corp. of America, 396 Broadway, New York, N. Y.—RADIO & Television RETAILING

Talk-A-Phone INTERCOM SYSTEM

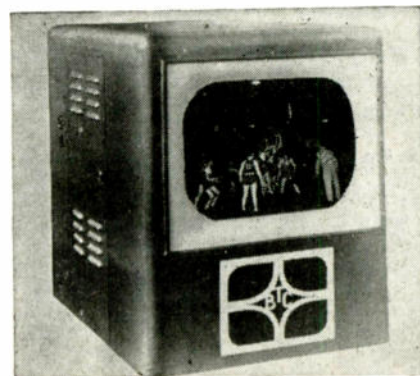
"Elsie" Model (LC-2), two-station intercommunication system, suitable for installation in homes, farms, professional offices, etc. System consists of a master unit, one sub-station and fifty feet of cable sold as a "package." Can be used as either "private" or "non-private." Talk-A-Phone Co., 1512 S. Pulaski Rd., Chicago 23, Ill.—RADIO & Television RETAILING

Magnasonic RECORDER and REPRODUCER

Magnetic tape recorder and reproducer is a high fidelity instrument designed for home use. Through finger-tip control, the instrument will record, playback, select programs, rewind or select tone with equal speed and facility. Reproduction either through microphone or through attachment to radio. To sell for \$179.50. Sound Recorder and Reproducer Corp., 5501 Wayne Ave., Philadelphia, Pa.—RADIO & Television RETAILING

Bace TV RECEIVER

Television receiver with 15" picture tube, giving picture of 120 sq. in. Features remote control system providing for control of additional receivers and sound systems. Covers all 13 channels. Metal cabinets



designed with locking doors for easy accessibility in servicing. Measures 25" high by 20" wide by 25" long. Bace Television Corp., Green & Leaning Streets, South Hackensack, N.J.—RADIO & Television RETAILING

Reason [#] 1

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

In every field there is one line that carries acknowledged leadership and unchallengeable prestige. In Television the Du Mont dealer has it.

DUMONT *First with the Finest in Television*

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

GRACIE FIELDS

Singing the original
"NOW IS THE HOUR"

and
"Come Back to Sorrento"
with Phil Green and his orchestra

NATIONAL HIT!

No. 110

75c Plus Tax



COMING UP FAST!

SAM BROWNE'S

"A TREE IN THE MEADOW"

England's No. 1 Song —
By the writer of "The Gypsy"

and
"An Old Sombrero"

with Bert Thompson and his orchestra

No. 123

75c Plus Tax

ORDER FROM THE FOLLOWING DISTRIBUTORS

ALL STATE DISTRIBUTORS, INC.
30 WARREN PLACE
NEWARK 2, N. J.

KAYLER COMPANY
131 S. 24th STREET
PHILADELPHIA 3, PENNA.

NIAGARA-MIDLAND CO., INC.
881 MAIN STREET
BUFFALO 3, N. Y.

BARNETT DISTRIBUTING CO., INC.
15 E. 21 STREET
BALTIMORE 18, MD.

LEROY H. BENNETT CO.
1355 MARKET STREET
SAN FRANCISCO 3, CAL.

PENN-MIDLAND COMPANY
2211 5th AVENUE
PITTSBURGH 19, PA.

C. & C. DISTRIBUTING CO.
902 FOURTH AVENUE
SEATTLE 4, WASH.

LONDON RECORD SALES, INC.
16 W. 22nd STREET
NEW YORK 10, N. Y.

ROBERTS RECORD DISTRIBUTING CO.
22-34 OLIVE STREET
ST. LOUIS 3, MO.

DAVIS SALES COMPANY
1010 17th STREET
DENVER 2, COLORADO

JAMES H. MARTIN, INC.
1407 DIVERSEY PARKWAY
CHICAGO 14, ILL.

ROBERTS RECORD DISTRIBUTING CO.
1615 MAIN STREET
KANSAS CITY, MO.

DIXIE RECORD SUPPLIERS, INC.
731 W. CAREY STREET
RICHMOND 20, VA.

MERCURY DISTRIBUTORS, INC.
1139 TREMONT STREET
BOSTON 20, MASS.

STANDARD SUPPLY COMPANY
531 So. STATE STREET
SALT LAKE CITY 1, UTAH

DUNBAR DISTRIBUTING CO.
1900 No. HENDERSON STREET
DALLAS, TEXAS

MERCURY DISTRIBUTORS, INC.
50 FLOWER STREET
HARTFORD, CONN.

SUNLAND SUPPLY CO., INC.
120 DURANGO STREET
EL PASO, TEXAS

W. E. HARVEY CO., INC.
1312 ONTARIO STREET
CLEVELAND 13, OHIO

MUSIC SALES COMPANY
680 UNION AVENUE
MEMPHIS 3, TENN.

TARAN DISTRIBUTING CO.
90 RIVERSIDE AVE.
JACKSONVILLE, FLA.

W. E. HARVEY CO., INC.
12649 LINWOOD AVENUE
DETROIT 6, MICH.

MUSIC SALES COMPANY
704 BARRONE STREET
NEW ORLEANS, LA.

WILFORD BROS., INC.
1226 So. STANFORD AVE.
LOS ANGELES 21, CALIF.


IMPORTED
LONDON RECORDS
FULL RANGE


THE LONDON GRAMOPHONE CORP., 16 W. 22nd ST., NEW YORK 10, N. Y.


RECORDS


Section of **RADIO & TELEVISION RETAILING**

Platter Profit-Pointers


 **DAILY REPORTS**, obtained from record salespeople, make excellent aids in formulating buying schedules. Each report is dated, and filled in with comments on which discs were "best sellers" for the day, what was found to be out of stock, what seemed to be low in stock, and which records were requested that were not available.


 **FOLLOW-UPS** should be maintained for "lost sales" as well as for sales that have been made. An attempt to get the name and address of those people who didn't buy, for the purpose of sending them a courteous letter asking them to try the establishment some other time, will usually result in a repeat visit. Lost sales can be converted into "extra" sales, by those dealers who know how to go after them.


 **ESTABLISHED DEALERS** have often found the setting up of a branch operation in an outlying district profitable. A limited amount of stock is carried at the smaller establishment, with dealers filling most orders from their main supply, and promising delivery the following day.


 **AROUSE MUSICAL INTERESTS**, suggests *NAMM*, by displaying photographs of customers "at home," enjoying


the radio sets, records, or instruments purchased in the dealer's store. Such a plan will result in additional good-will, much word-of-mouth advertising, and offers innumerable opportunities for additional tie-in promotions.


 **EASY SALES** are coming the dealer's way, from customers whose orders for favorite albums previously out of stock, have been filled. In addition, singles from incomplete albums are more readily available. The manufacturers' ability to provide dealers with these "much in demand" items during the past three months has resulted in much "extra" profit.

 **"DON'T GO AFTER SALES,"** suggests one retailer. "Go after customers! The proper approach is to cultivate the individual, and then sales will be a natural outgrowth."

 **UNITED FRONT** formed by record and radio manufacturers during the Petrillo ban hearings on Capitol Hill gave retailers across the country a strong feeling of support. The biggest names in the industry represented not only the interests of the dealer's record department, but of every other aspect of his business. This industry-wide cooperation encouraged all members of the trade.

 **ADVERTISING** continues to be an important phase of the dealer's business operations. To get the most out of advertising dollars, the merchant should determine where his selling area is, and then concentrate on it. The pulling power that can be garnered from newspapers, radio, direct mail and displays varies with the establishment. The merchant can only decide which is the most successful method for him by experimenting with all of them.

 **LIBERAL USE OF GLASS** in store remodeling jobs, is giving many establishments that "new look" in architectural design. Another new trend that has excited store planners is the use of glass that curves inward. Huge windows equipped with this type of glass makes merchandise appear as though displayed in an open show window—out on the street. Passers-by frequently reach out to "touch" the window they cannot see, and stores and displays receive extra attention.

 **RECORDS MADE ABROAD**, but manufactured and distributed here, are adding something new and different to the record dealer's shelves. Famous artists, in a distinguished assortment of "seldom recorded" material, are available on these pressings. American audiences are welcoming the chance to hear for the first time performers that have been famous abroad.

From this package
come the finest recordings
in the world

Presto

GREEN LABEL DISCS

ALSO AVAILABLE—

Presto Brown Label discs. They're one-side perfect . . . with a flaw on the other side you probably couldn't find. Perfect for one-side recordings, reference recordings and tests, and at greatly reduced cost.

FREE! Presto will send you free of charge a complete bibliography of all technical and engineering articles on disc recording published since 1921. Send us a post card.



PRESTO

RECORDING CORPORATION
244 WEST 55TH STREET
NEW YORK 19, N. Y.

Model Store Floor Plan

Suggestions Incorporate Latest Trends in Design

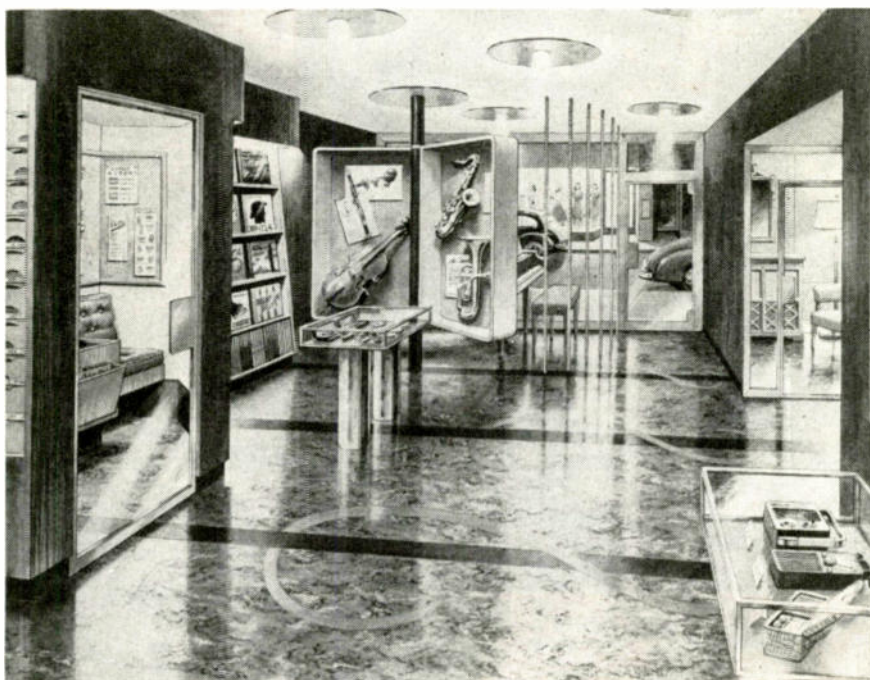
● A design for a "model" radio-record store which combines a number of unusual ideas for improving customer service through attractive and intelligent planning of store space and displays is being offered to the music industry by the Armstrong Cork Co., Lancaster, Pa., in collaboration with the National Association of Music Merchants.

The "model" store is planned to present ideas for effective modernization of store interiors and merchandising methods to both established music merchants and newcomers to the field.

One of the modern design features of the store is the full length front window which turns the entire place of business into a showcase. A shallow display window on the left side of the store front is suggested for featuring some of the smaller items, in addition to records, such as accessories, sheet music or musical instruments.

The radio display and tryout section is located along one side of the shop. Radios, combination units and television sets in the open sections are clearly visible from the main store area.

On the outside wall of one of the listening rooms a shallow display case exhibits small bedside and table model radios. The listening rooms are handsomely furnished so that the customer may see the instrument in home-like surroundings. Glass par-



(Photograph by the Makers of Armstrong's Linoleum)

Interior view of the model music store shows up as a "window display" to passers-by. Brass cables running from the floor to the ceiling just inside the entrance are architecturally attractive, and also serve to guide traffic. Note large "G-Clef" insets on the linoleum floor, which highlight the musical character of the establishment, and help set a decorative motif.

titions give customers a bird's-eye view of all the sets, as well as keep the merchandise on constant display.

Self-service record stocks are available in the bays located between the listening booths. Units of this type encourage self-service and cut interbooth noise to a minimum. The booths have built-in record players with convenient troughs for holding trial records and albums.

Slanted shelves and step-back record racks are used on the display-storage pieces.

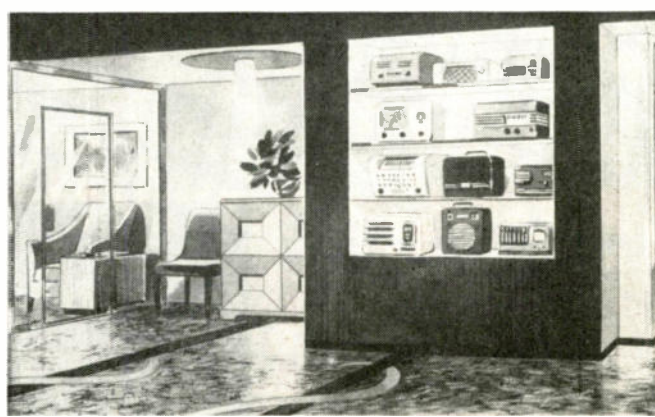
The cashier's desk has been placed in a large open bay centrally located for a good view of the sales area. Behind the counter, library-type shelf units are used to store the main record stock. Since mostly popular records will be sold in this area, small, open, stand-up booths are placed nearby so customers can listen to records through single earphones.

Another section of the store, in one of the large open bays, is suggested for those dealers who carry

(Continued on page 60)



Alternating booths and bays are stressed again in the designs to promote the sale of records. Note the shelf arrangements for albums and singles, also, the comfortable upholstered seats and bulletin boards for promotion material.



(Photograph by the Makers of Armstrong's Linoleum)

Comfortable listening-units such as these are suggested for demonstrating radio-phonographs. These rooms are located along one side of the store alternating with the open bays and shallow display cases for exhibiting small radios.



This section of the store is devoted to model demonstration rooms. Note liberal use of glass.

Attractive



Close-up view of one of the radio display rooms showing comfortable chairs in a home-like setting.



Attractive wall unit provides display space for radios, records and sheet music, as well as some additional storage space below.

Lyon & Healy, Omaha, Spend \$25,000 to Remodel Store; Gleaming Front and Interior Bring in the Customers

Lyon & Healy window display ties in with local appearance of a popular platter artist.



Record Selling Set-Up

● The Lyon & Healy establishment in Omaha, Nebraska, incorporates the latest architectural developments in store layout and operating efficiency, with up-to-the-minute sales techniques. Approximately \$25,000 was spent to completely redecorate the store, transforming it from an "ordinary" place of business into a "model" radio-record-music retail outlet.

Modern installations include a complete air conditioning system, model demonstration rooms, all-glass listening booths, and fluorescent lighting.

Harold F. Brown, manager of the store, is well aware of the advantages of the store's location in the midst of heavy pedestrian and motor traffic. In remodeling the store front, ample allowance was made for huge plate-glass windows, which permit passers-by a good view of the store's stock of radios, records, pianos and sheet music.

The management makes a point of maintaining attractive window displays, as a further inducement to bring customers into the store. A successful device for pushing disc sales, Mr. Brown finds, is to feature a display which ties in with the local appearance of an artist.

The interior is colorful, with walls painted yellow, green, red, blue, white and gray. These differentiations in color heighten the visual separations between the various selling areas. Fluorescent tubes recessed in the ceiling provide the general illumination. In addition, each of the various display sections for table radios, records and sheet music has its own built-in lighting unit.

Radio Rooms

Radio combinations are displayed in specially designed demonstration rooms. Modern furniture, floor coverings and pictures are placed in the demonstration rooms to simulate a home setting, suitable for the sets displayed. The "window walls" of the model rooms permit shoppers in all parts of the store to see the merchandise. The management reports that this display device is extremely effective, as customers immediately visualize the sets in their own home.

Seven listening booths, also constructed of glass, are provided for record purchasers. Listening booths

of this type help speed-up sales, lessen breakage, and discourage pranksters.

Curving, sectionalized showcases, with glass tops, are used to display needles and other record accessories.

Self-service is practiced to a limited extent at Lyon & Healy. Some popular music, standard albums, and children's records are within easy reach on the self-service racks. But most of the singles come from a huge, sectionalized wall bin, and are dispensed by the salesgirls from behind a counter.

Mr. Brown credits his sales force with much of the success of the store. An attractive personality, a pleasant smile, and a basic knowledge of music are the things he looks for in record salespeople.

Close Customer Contact

Record clerks are instructed to keep close tabs on the musical tastes of their customers. In this way, few mistakes are made in planning future orders, and current stocks move off the shelves quickly.

"Modern merchandising" is the keynote of the store's selling policies. Therefore, Lyon & Healy is doing a job promoting television now, and

laying the groundwork for future sales when television programs will be available in the territory.

They do their best to pioneer video in the vicinity by staging exhibitions at various civic functions. The demonstrations are put on in conjunction with a local radio station, and are followed by a brief talk, and a question-and-answer session.

Advertising Methods

The organization is an advocate of direct-mail promotion. Special mailings are sent to teachers, music clubs, schools and homeowners, who are interested in the various publications of the record and radio companies. In addition, Sunday newspaper advertisements and radio spot announcements are utilized.

"Prestige advertising," as Harold Brown terms it, is the most frequent theme of newspaper copy. These ads play up brands carried, and extra facilities and services of the store. About once every six weeks, the routine is varied, and the ad plugs a particular "bargain" item.

This combination of good looks, good service, and smart promotion is keeping the customers at Lyon & Healy happy.

Huge wall bins, flanked by counters, provide plenty of space for storing single discs.



New Record Releases

Current Platter Crop Abundant and Varied

VOCAL ARTISTS

ALBANESE, LICIA: "Otello Arias" (Sides 1 and 2), Frieder Weissman, conductor. RCA Victor 11-9957

Two arias, "Willow Song" and "Ave Maria," are sung by the soprano with intense feeling and technical skill.

STEVENS, RISE — EDDY, NELSON: "Excerpts from the 'Student Prince'." Columbia MM-724

Popular pair do the top songs from the Romberg operetta, including "Golden Days," "Deep in My Heart, Dear" and the "Serenade."

TEYTE, MAGGIE: "French Operatic Arias." RCA Victor MO-1169

Shortly after the war, Miss Teyte returned to these shores for a series of concerts. Old fans who are familiar with her albums of five and ten years ago, as well as her many new admirers, will welcome this splendid collection.

Popular Music

ARMSTRONG, LOUIS: "I Can't Give You Anything but Love"—"Black and Blue." Columbia 38052

Another release in the "hot jazz classics" series that is bound to draw "oh's and ah's" from the collectors.

BARNET, CHARLIE: "Jubilee Jump"—"Deep Purple." Apollo 1092

Barnet's band carries out the orch leader's ideas of "jumping jazz" that has caused much comment in the trade. Flip is the familiar ballad, done in a "mellow" mood.

BENEKE, TEX: "Dream Girl"—"Moonlight Whispers." RCA Victor 20-2667

Garry Stevens does vocal from theme song of film, "Dream Girl." Flip features the Beneke sax in some original Glenn Miller-mood music.

"CAPTAIN FROM CASTILE," Alfred Newman and his orchestra. Majestic MZ-6

Newman wrote the theme for the movie, and this recorded version under his own direction will appeal particularly as a movie tie-in.

CARLE, FRANKIE: "My Promise to You"—"Tell Me a Story." Columbia 38050

"... Promise," an adaptation of a Chopin Nocturne, styled just right for dancing; coupling an appealing love song.

COMO, PERRY: "Because"—"If You Had All the World and Its Gold." RCA Victor 20-2653

Public's willingness to favor "oldie" tunes bound to make this pair of old-timers catch on—especially with Como's superior song-selling of the ditties.

DAMONE, VIC: "Thoughtless"—"Love Is so Terrific." Mercury 5104

With music by Camaratta, the young crooner offers another pair of popular tunes to his enthusiastic public.

GODFREY, ARTHUR: "I'm Looking Over a Four Leaf Clover"—"The Thousand Islands Song." Columbia 38081

In the mood for fun, both sides feature Godfrey's infectious giggle coupled with his own brand of singing, and clever choral arrangements.

GOODMAN, BENNY — LEE, PEGGY: "For Every Man There's a Woman"—"Beyond the Sea." Capitol 15030

From the film, "Casbah," first side combining the talents of the two top artists makes a torrid combination. Reverse is an instrumental.

HAINES, CONNIE: "But What Are These?"—"They're Mine, They're Mine, They're Mine." Signature 15167

Signature is giving this new singer



to the label a big build-up. Ray Bloch's orchestra does the accompaniment.

JAMES, HARRY: "I Understand"—"East Coast Blues." Columbia 38059

"I Understand," the old familiar tune, climaxed by the James trumpet; flip also spots some good instrumental solos.



KAY THOMPSON, new Columbia Records artist, has recorded "Back Home in Indiana", backed by "Jubilee."

KAYE, SAMMY: "Hand in Hand"—"We Just Couldn't Say Good-bye." RCA Victor 20-2679

A pair of standards which have been re-issued due to demand.

KYSER, KAY: "Teresa"—"Big Brass Band From Brazil." Columbia 38067

Something slow and sweet paired with a big, brassy, catchy novelty for a sales-appealing Kyser disc.

LAINE, FRANKIE: "Monday Again"—"I'm Looking Over a Four Leaf Clover." Mercury 5105

Carl Fischer's orch does the accompaniment for the popular "Clover" tune.

LUND, ART: "I'll Always Be in Love With You"—"What'll I Do?" MGM 10142

Pair of standards given the special Lund "jump" interpretations.

MARTIN, FREDDY: "You're Too Dangerous, Cherie"—"No Longer." RCA Victor 20-2666

First side ballad is beautiful tune from "To the Victor" film, that is bound to go places.

MERCER, JOHNNY—PIED PIPERS: "The Thousand Islands Song"—"Hooray for Love." Capitol 15028

Lively coupling that Mercer does with a catching enthusiasm.

MONROE, VAUGHN: "Matinee"—"Someone Cares." RCA Victor 20-2671

"Matinee" disc is being groomed as follow-up to "Ballerina" hit; "Somecne Cares" is a ballad in the romantic Monroe manner.

MOONEY, ART: "You Were Meant for Me"—"Beg Your Pardon." *MGM 10140*

"You Were Meant for Me" from film of the same name is in a distinctly different vein from Mooney's "Four Leaf Clover." Flip is reminiscent of "Near You."

"MUSIC OF COLE PORTER," *Andre Kostelanetz. Columbia MM-721*

Rich Kostelanetz treatment given six favorite Porter tunes, including: "In the Still of the Night," "I've Got You Under My Skin," and "Blow, Gabriel, Blow."

PAGE CAVANAUGH TRIO: "Ok'l Baby Dok'l"—"Anything for You." *RCA Victor 20-2646*

Bouncy number with a catchy vocal, "Ok'l Baby . . ." is sung by the trio in a forthcoming MGM flicker. Reverse is a smooth ballad.

KAYE, BUDDY: "Thoughtless"—"Carnival in Venice." *MGM 10137*



Composer Kaye's recorded version of his tune, "Thoughtless," has been creating a stir among disc jockeys and juke operators; the reverse is another Kaye original in a "different" rhythm.

PHILLIPS, TEDDY: "Yes, Sir, That's My Baby"—"Blooming Apple Tree." *National 7020*
". . . That's My Baby" one of those old-time, infectious numbers that people can't help but remember.

PASTOR, TONY: "I'm My Own Grandpaw"—"The Secretary Song." *Columbia 38068*

Pastor's original stylings tailor-made for these two novelty tunes.

PRIMA, LOUIS: "Thousand Islands Song"—"I'm Living a Lie." *RCA Victor 20-2619*

From B'way musical, "Angel in the Wings," the ". . . Islands" tune, as performed by Prima, brings laughs

to listeners. Flipover is danceable disc with Cathy Allen on the vocals.

SAUNDERS, JIMMY: "I'm Looking Over a Four Leaf Clover"—"Heart Breaker." *Rainbow 10043*
". . . Clover" tune rendition nicely delivered by Saunders.

THE RAVENS: "Fool That I am"—"Be I Bumblebee or Not." *National 9040*

Deep bass and high tenor technique that has marked this group's arrangements continued on this platter.

TORME, MEL: "County Fair"—"I Cover the Waterfront." *Muscraft 5009*

This coupling will have the Torme fans swooning in their bobby-sox; songs have been special favorites during the crooner's personal appearances.

WELK, LAWRENCE: "I'm a Lonely Little Petunia"—"Svenska Flicka." *Decca 24197*

Coupling, with vocals by Bob Cromer and Bobby Beers, has been cashing in on the juke boxes.



"A TREASURY OF HARPSICHORD MUSIC," *Wanda Landowska, harpsichordist. RCA Victor DM-1181*

Composers Chambonnieres, Bach, Handel, Vivaldi and Mozart are represented in this unique collection. Mme. Landowska's musical accomplishments are well known, and dealers who did well with the same artist's "Goldberg Variations" can expect bigger things from this album.

BACH: "Magnificat," *Robert Shaw conducting the RCA Victor Chorale and Orchestra, Blanche Thebom, mezzo-soprano. RCA Victor DM-1182*

During recent New York appearances Shaw's group received rave notices. This follow-up album to recent "Sleeper's Awake!" should create the same favorable comment.

BACH: "Sonatas for Harpsichord and Violin," *Ralph Kirkpatrick, harpsichord, and Alexander Schneider, violin. Columbia MM-719*

The six harpsichord and violin sonatas of Bach performed in their entirety by these two noted performers will appeal particularly to those buyers who are students of the history of music, and to those who are performers, or who are interested in the masterful technique required for a proper performance.

BRUCH: "Scottish Fantasy, Op. 46," *Jascha Heifetz, violinist, RCA Victor Symphony Orchestra, William Steinberg, conduc-*

tor, Stanley Chaloupka, harp. RCA Victor DM-1183

Most buyers will purchase this album for Heifetz. First recorded version of this Bruch Fantasy, though should appeal to all music lovers, even if they are not too familiar with the piece.

CHOPIN: "Etudes," *Op. 10 and Op. 25, Alexander Brailowsky, pianist. RCA Victor DM-1171*

This release is noteworthy in that it marks the first time that Op. 10 and 25, plus three additional etudes (included as the final side) have been waxed and collected and have become



available in one album. In addition, Brailowsky's expert technique will make music teachers, students, and collectors marvel.

DVORAK: "Notturmo for Strings, Op. 40," *Busch Chamber Players, Adolf Busch, conductor. Columbia 17513*

Busch Chamber Players offer the Dvorak music for pleasant listening.

GOULD: "Interplay for Piano and Orchestra," *Morton Gould, piano, with the Robin Hood Dell Orchestra of Philadelphia. Columbia MX-289*

Music in a modern idiom is presented on these two records. In fact, buyers may recognize the Gould original as the background of a recent Jerome Robbins ballet.

SCHUBERT: "Overture in the Italian style in C Major," *Liverpool Philharmonic Orchestra conducted by Sir Malcolm Sargent. Columbia 72464*

Noted English conductor wields a masterful baton in this recorded version of an early Schubert work.

STRAUSS-DORATI: "Graduation Ball," *Dallas Symphony Orchestra, Antal Dorati conductor. RCA Victor DM-1180*

Dorati arranged the ballet music of Johann Strauss for this recording with dash and skill. Dance enthusiasts know of Dorati as a noted ballet conductor.

For added sales
(and profits!)



demonstrate

the amazing Shockproof

nylon needle*

by

DUOTONE

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

\$2.50
LIST

*pat. pending



And Now... Introducing
LIGHTED - MOTION

KASSON Model "712"
Roto-Sho
ELECTRIC TURNTABLES

For Sales-Producing Displays!



MODEL "712" ROTO SHO's two-way, built-in electric outlet permits novel, self-contained lighting effects as well as operation of electrical devices while the turntable revolves three times a minute! There's nothing like "712" to revolutionize your window trim and stop passersby dead in their tracks. Sturdy steel construction, guaranteed, "712" ROTO SHO carries up to 200 l. s. 7" high with 18" diameter table. A.C. only.

● For winning displays, why not write TODAY for full information and our complete ROTO-PRODUCTS catalog.



GENERAL DIE AND STAMPING COMPANY

Dept. TV, 262 Mott St., New York 12, N. Y.

Music Merchants Get Together in New York



Members of the board of directors, National Association of Music Merchants, meeting in their semi-annual session in New York. Present at the meeting (seated left to right): Thomas Dahl, Thayer Piano Co., Honolulu, T. H.; Arthur E. Godfrey, Williams Piano Co., Sioux Falls, South Dakota; Stuart D. Julius, Julius Music House, York, Pa.; E. D. Turner, Jr., Sherman, Clay & Co., and treasurer, NAMM; George L. Byerly, Byerly Bras. Music Co., Peoria, Ill., and vice-president, NAMM; Edwin R. McDuff, chairman of the board, NAMM; Louis G. LaMair, president, NAMM; B. E. Neal, Neal-Clark-Neal, Buffalo, N. Y.; Ray S. Erlandsen, San Antonio Music Co., San Antonio, Texas; Paul W. Jenkins, Jenkins Music Co., Kansas City, Mo.; (standing left to right) Warren S. Treadwell, NAMM; William R. Gard, NAMM; Russell B. Wells, Chas. E. Wells Music Co., Denver, Colo.; Jerome F. Murphy, M. Steinert & Sons, Boston, Mass.; Hugh W. Randall, secretary, NAMM; Ted H. Brown, Brown Music Co., Tacoma, Wash.; Wm. Howard Beasley, Wittle Music Co., Dallas, Texas; George H. Beasley, Beasley Music Co., Texarkana, Ark.-Tex.; J. M. Wylie, Wylie Piano Co., Fargo, North Dakota; Melville Clark, Clark Music Co., Syracuse, N. Y.; C. W. Gauld, Gauld Music Store, Minneapolis, Minn.; Otto B. Heaton, Heaton's Music Store, Columbus, Ohio.

Columbia Board Member

The board of directors of Columbia Records, Inc., elected Goddard Lieberson, vice-president in charge of Masterworks artists and repertoire, to membership of the board.

Powell has been elected to the company's board of directors.

RCA Victor Dealer Jobber Promotions

RCA Victor Division, Radio Corp. of America, sponsored a dealer window display contest offering cash prizes totaling \$4,100 for displays most effectively promoting the RCA Victor Sunday radio program featuring Robert Merrill, Metropolitan Opera baritone, and orchestra conductor Russ Case. Tagged "Double D," the contest aimed at a concentrated one-month promotion of the program through attractive dealer window displays.

RCA Victor has inaugurated a weekly series of hour-long programs broadcast to a network of the company's record distributors coast-to-coast via a telephone closed circuit. The initial series of eight programs was designed to promote closer working relations between RCA Victor and its distributors. The distributors' record sales organization is also provided with an opportunity to hear the new record releases simultaneously with announcement of their scheduled release.

New Storage Album

Record Accessories Corp., 314 W. 52nd St., New York City, announce production of a new Vinylite deluxe record album. These albums are constructed of a solid wood backbone covered with Vinylite material. The albums are embossed with gold stamping and are available in red, blue and brown. List price for 10-inch albums is \$2.00; for 12-inch albums, \$2.50.

On Musieraft Staff

Marvin Frank has been appointed publicity and advertising director of Musieraft Records, Inc., it was announced by Jack Meyerson, president.

Children's Disc Firm

Caravan Records, 113 W. 57th St., New York City, announce that they have acquired the Tone Products "Merry-Go-Sound" line of children's records. All recordings will be made on pure cherry red Vinylite, 10-inch size, and distributed nationally by Caravan.

Melodee Price Change

Melodee Records, Inc., 314 W. 52nd St., New York City, announce a reduction in the list price of children's albums to \$2.75 plus tax. Two new albums have been released by the firm entitled "Freedom Songs" and "Songs Children Love."

Vitacoustic Disc

Jack Buckley, vice-president Vitacoustic Records, Inc., Chicago, was host to a group of New York models in connection with the promotion of a new Vitacoustic disc called "Get a Pin-up Girl," sung by the Honeydreamers to the music of Bill McRae.

New Major Album

Thomas J. Valentino, Inc., New York City, manufacturers of Major Records, announce the release of an album entitled "Story of the Nativity." The three 10-inch records are narrated by Walter Handen.

Showpiece Productions

Tiffany Productions, Inc., manufacturers of a line of kiddie albums, will be known as Showpiece Productions, Inc., 200 W. 57th St., New York City. Bruce

THESE COLUMBIA NEEDLES

Headed by the sensational

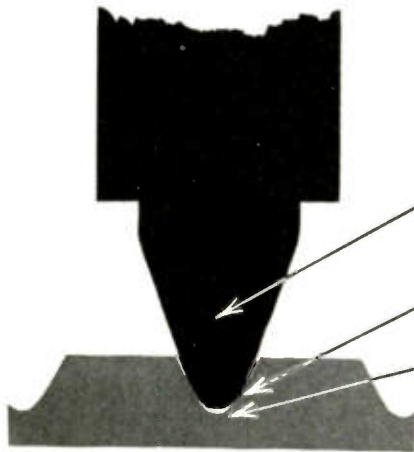
Columbia "Tailored-Tip"* Sapphire

*Trade-mark

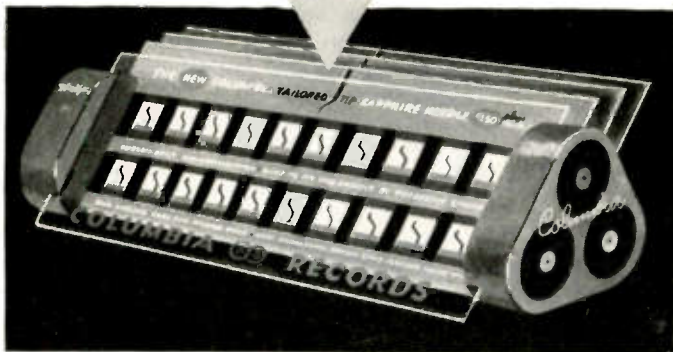
All priced for fast profitable turnover



RETAILS FOR ONLY
\$1.50



- 1 The point is "tailored" to fit record groove for more lifelike reproduction.
- 2 It rides on sidewalls of record groove only for less surface noise.
- 3 It does not "plough" bottom of record groove—assures less wear.



Sapphire Needle Display — Holds 60 Needles

A Columbia needle for every need! The "Tailored-Tip"* Sapphire is microscopically shaped and designed for amazing clarity, brilliance, fidelity and long life. "Tailored" to fit the groove by master recording engineers—then Shadowgraphed for uniform perfection.

Backed by advertising in Life, American Record Guide, and Saturday Review of Literature's supplement, "Recordings" . . . more than 800 radio stations!

SELL FROM THESE 3 BEAUTIFUL DISPLAYS

COLUMBIA CHROMIUM NEEDLES

Packaged 6 to a card in clear plastic envelopes which are stapled to the handsome blue display card, 50 packages to each.

Size: 12" x 15". Needles to package: 6. Packages to card: 50.

Suggested List \$.25 per package

COLUMBIA MASTERWORKS NEEDLES

Packaged 50 needles to a package, 50 of which are stapled to the eye-catching counter display shown at the right.

Size: 12" x 15". Needles to package: 50. Packages to card: 50.

Suggested List \$.25 per package



Columbia Records INC.

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

DEALERS:

ADD TO YOUR RECORD SALES BY SELLING

MAJOR CHIME AND SACRED ORGAN RECORDS

SEND FOR CATALOG RTR3

Distributed By

THOMAS J VALENTINO, Inc.

1600 BROADWAY

NEW YORK 19, N. Y.

LAST CALL
for advertising in the
May
TRADE SHOW ISSUE

The Most Decisive Period in Radio History

May will mark another great upturn in radio—perhaps the greatest in a quarter century—with television giving new growth and new vitality to the entire radio field.

Revelations at the Chicago Trade Show and manufacturers' announcements to be made at the same time will greatly influence the planning and future activity of dealers, distributors and service dealers everywhere.

Because **RADIO & TELEVISION RETAILING** will have a special distribution at the show and will be the main source of information for many thousands unable to attend, the May Show Issue will be the logical issue for promoting new products and improvements or for stimulating trade interest in established products.

Closing Dates

May issue closes April 5 for advertisements to be set; April 10 for complete plates.

CALDWELL-CLEMENTS, INC.
480 Lexington Avenue New York 17, N. Y.

**RADIO & TELEVISION
RETAILING**

Big Columbia Sales



Edward Wallerstein, left, chairman of the board of directors of Columbia Records, Inc., presents Arthur Godfrey with the millionth recording of Godfrey's "Too Fat Polka." The award was made on the latter's morning radio show.

Model Floor Plan

(Continued from page 53)

musical instruments. At the back of the section a staircase leads to the piano department and practice studio.

A versatile wing showcase, designed to feature special displays, is placed near the front of the store. Mounted on a pole, the case can be swung in any direction and has shelves which can be installed and removed at will.

Direct and indirect lighting has been used in the interior. Large opaque discs reflect light to the ceiling and provide space for spotlights to highlight individual displays. An acoustical material is used on the ceiling for noise quieting.

Dealers can take any of the ideas that are particularly suited to their business operations and incorporate them into their remodeling plans. Armstrong is offering a detailed "Ideas" portfolio for free distribution to those who are interested.

London Records



Gracie Fields receives a shipment of her popular London Records disc, "Now Is the Hour," at the San Francisco airport. 24,000 waxings of this tune were flown to New York from London.

ELECTRICAL APPLIANCES

Section of **RADIO & TELEVISION RETAILING**

Economics of Cut Prices

To What Extent Does the Law of Supply and Demand Require Mark-Downs?

● How often is it actually necessary for the merchant to cut the price on electrical appliances and radios? Some dealers seem to feel that when products are slow-moving, some mysterious force called supply and demand will require them to cut the price.

Economic theory is far from an exact science because it deals partly with human psychology. But it may be of interest to see whether this economic theory actually indicates you should cut prices on the products you handle in your store.

Classic economists have pointed out that luxuries have "elastic" demand. A slight fall in price leads to a great expansion in the demand for such items. In contrast, necessities are said to be "inelastic." The same drop in price will not affect demand materially and a great drop is necessary to stimulate any substantial increase in demand.

The question arises as to whether electrical appliances and radios are luxuries or necessities. The answer is that most of these products are actually more in the necessity class than in the luxury class. They perform essential services.

It is important to consider the place these products have in the budget of the American household. A housewife is often more interested in saving a few pennies on a can of food than she is in saving many dollars on the price of an electrical appliance or radio. The reason is that a woman's food budget amounts to perhaps half her expenditures for a year.

In contrast, an electric refrigerator

or a radio which she buys once in five or ten years constitutes only a very small percentage of her total expenditures. Through the device of installment sale she can break the total price down into sufficiently small units so that she can fit them into her schedule of expenditures.

The appliances you sell are worth many times their cost in the number of woman-hours of work they save. They supplant other less advanced methods of accomplishing important household tasks. The radios you sell are used by your customers during hours when they might be engaged

composite of a large number of individual demand attitudes of the customers who are brought into contact with your merchandise.

If you find from experience in your store that it is necessary to cut price frequently in order to stimulate sales volume it may be that you are appealing to the lower-income classes in your community. When you do so you are laying yourself open to continual price cutting.

You have the power of selection of your customers to a certain extent. Therefore you should try to reach those people who have the

OVERCOME PRICE RESISTANCE BY

- 1 "Selection" of customers
- 2 Proving to purchasers that radios and appliances constitute but a small percentage of their total expenditures.
- 3 Explaining that appliances are worth many times their price in number of woman-hours of work they save
- 4 Showing that radio products provide the utmost in entertainment at lowest cost

in more expensive entertainment.

Because of these factors radios and appliances must not be considered at all in the luxury class even though the original cost of some models may be high. These products are fairly inelastic in demand. You should not cut the price unnecessarily.

Economists call the chart of demand at various prices a "demand curve". Any such curve is simply a

proper demand attitude toward the merchandise you have to sell. When you do this it is less necessary to mark down the price.

The subject of price is intertwined with that of salesmanship. You can avoid unnecessary mark-downs partly by the development of aggressive selling methods which stress the value of the merchandise you have to sell as a means of overcoming sales resistance arising out of price.

This is a NORGE year!

MODEL E-457 Norge electric range is "styled to the minute" and provides all the latest advancements known to the science of electric cooking. Seven cooking speeds for surface units and deep-well cooker; automatic turn-on-and-turn-off operation of oven, deep-well cooker and appliance outlet; two-elements. (one top one bottom); centrally placed oven; two locker-type utensil compartments.



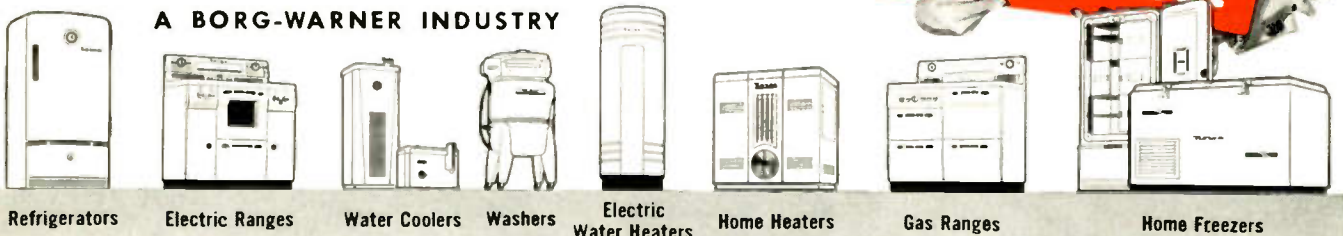
MODEL E-427 Norge electric range has surface-cooking units clustered at left of the one-piece porcelain-enameled top. It features automatic control of the oven operation and the appliance outlet. It has the same contour-front styling as the De Luxe model. Seven cooking speeds for each of the surface units and deep-well cooker. The Model E-427 is priced moderately to attract a broad mid-range market.



Norge electric ranges, like all Norge products, are backed-up by aggressive national advertising in the country's leading magazines, such as Saturday Evening Post, Life, Ladies' Home Journal, McCall's, Woman's Home Companion, Good Housekeeping, Better Homes and Gardens, American Home, True Story, Household and others. Norge Division, Borg-Warner Corporation, Detroit 26, Michigan.



A BORG-WARNER INDUSTRY

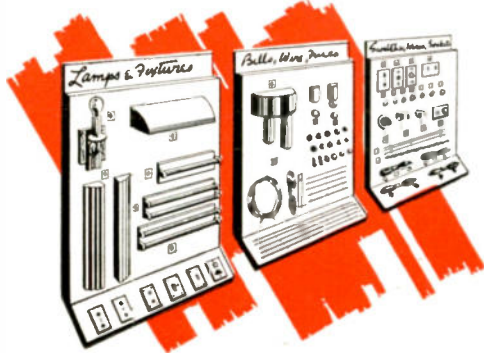


Refrigerators Electric Ranges Water Coolers Washers Electric Water Heaters Home Heaters Gas Ranges Home Freezers

Successful Selling of Small Electrical Items

Self-service displays of small electrical supplies, such as sockets, switches, fuses, and the like, bring valuable traffic into any store. In addition, the sale of such items can be made profitable to the firm.

While it is true that bins, racks or tables used to show lines of small electrical accessories get "mussed up" quickly, and require time to be spent in replenishing and cleaning



"Silent salesman" sample displays may be set up around walls in the store.

them, many a new, steady customer is obtained by the merchant as a result of providing supplies of small items.

Discriminating customers prefer to buy electrical supplies from established radio/appliance retailers. First, because they know that the products are usually better than those sold in out-of-the-field chain stores. Second, they know that if they ask a question about some electrical component in the radio/appliance store they'll receive an intelligent and accurate answer.

There are two methods for installation and operation of self-service set-ups. One is the "sample-board" sort; the other the kind where the merchandise selected is actually taken from the table by the customer. Both plans have merit, though many dealers say that the second set-up is better because it saves time, since salespeople do not have to go to the stockroom for desired items, but there is the constant need for replenishment. Where pilferage is a potential problem, sample board layouts seem more desirable.

Whichever kind of display is used, the need for consistent policing is apparent. The following set of rules should be strictly adhered to:

1. Displays must be kept clean at all times. Customers who pick up dusty items won't think favorably of the store or its management.

2. All items must be priced. Small-ticket products only have price-appeal in cases where the price is known. In addition to speeding up "impulse sales" to customers, pricing of items helps clerks to operate faster, and prevents the necessity for "guessing" on the part of the salesperson.

3. Keep bins or sample cards filled at all times. A gaping space where an item has been ripped from a holder is a most displeasing sight to the customer, as is an empty bin, price-ticketed, but devoid of merchandise.

4. Make all displays appear "large." Give as much space as possible to them.

5. Strive for variety of merchandise. Since investment involved is not large, go in for numbers of types, colors, styles, etc.

Tables having wooden, glass or metal separators to form bins, may be used as actual merchandise dispensers. Such tables may be purchased in metal, or may be made of wood in a local shop. The space under the tables can be utilized to hold reels of lamp and heater cord. This may be accomplished through the use of rods held in open brackets. For measuring purposes, a yardstick can be fastened to the side of the table. Price-card holders for price and descriptive data that clip over the top of bin separators may be purchased.

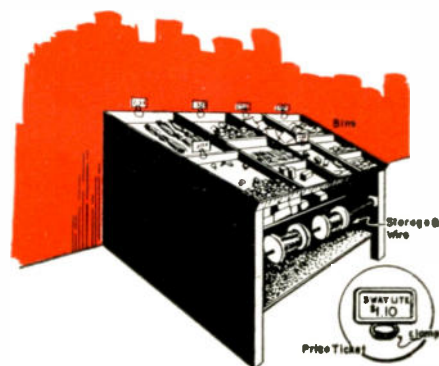
Construction Hints

Where the use of tables is not desirable, bins may be built into shelves along a wall. The shelves may slope a trifle away from the wall to produce better display results.

In using the "sample" set-up, most merchants find that it is better to make all such displays "non-portable," and for this reason, the sample layout lends itself better to installation either on the sides of an available wall, or on sloping shelves. The reason for making such installations non-portable is to prevent customers

from carrying samples about with them. The selling procedure in the case of the permanent sample method is to have the customer point out the product desired. The item is then taken out of stock.

The resourceful merchant can find many attractive ways to fasten products to their backgrounds. Wiring, though, is used in most cases, because it is hard to find a means for



Help-yourself installations must be kept in top-notch order; items priced, bins filled.

otherwise anchoring the many shapes and sizes of items in the line.

Some dealers handle only those supplies of the sort wanted by the average householder. A few of such items are cordsets, plugs, cord connectors, tube taps, lamp sockets and clusters, socket adapters, extensions, reducers; house and appliances fuses, vacuum cleaner and waxer belts, electric doorbells and buzzers, small transformers, heater elements, switch plates, switch pull-cords and a variety of wire.

In cases where the merchant sells supplies to professional and would-be electricians, a great deal more space is required for display, since he must add such items as element wire, outlet boxes, porcelain cut-outs, to mention but a few.

Now and then a retailer, who is also an electrical contractor, dislikes selling small electrical supplies to the customer on the premise that such sales rob his shop of work. But, there are so many ramifications to the question, that it certainly would be tough job to decide whether, in the long run, a particular electrical retailer is behind or ahead

(Continued on page 104)

Refrigerators ★

★ Washers

★ Ironers

★ Ranges

★ Vacuum Cleaners

★ Food Freezers

New Electrical

Westinghouse CLOTHES DRYER

Automatic electric clothes dryer, handles full load of wet clothes and tumbles them damp dry or completely dry by setting of dial. Dryer is housed in an all-white cabinet identical in size and shape to the



Laundromat washer. Features inclined loading chute. Plastic dial is adjustable, when dryer reaches point selected it automatically shuts heat off. Screen type lint trap. Removable service panel. Westinghouse Electric Corp., Mansfield, O.—RADIO & Television RETAILING

Handi Glow TEST LIGHT

Plug-in pilot light for standard electric outlet or socket. Neon-light indicator takes usual plug prongs slipping through its slots and into standard outlet. Bulb is over the head of plug, in full sight at all times. Red glow also convenient for locating outlets in dark places. Industrial Devices, Inc., 22 State Road, Edgewater, N. J.—RADIO & Television RETAILING.

Markel HEATER

"Fan-glow" portable heater features: roomwide heat circulated by fan; radiated heat; streamlined case; quiet-running induction type motor; hi-lo switching permits use of either element without the other. Markel Electric Co., 145 Seneca St., Buffalo 3, N. Y.—RADIO & Television RETAILING.

GE REFRIGERATOR

NB-10 ten cubic foot refrigerator, designed primarily for farm use. Priced at \$299.75. Refrigerator provides 10.3 cubic feet storage space. Cabinet is approximately 33 inches wide, 64 inches high. Large interior volume, plus flexible shelf arrangements makes storing of tall cream cans and crocks convenient. Freezing compartment holds 32 pounds frozen food. Two drawers are provided for storage of foods. General Electric Co., Bridgeport 2, Conn.—RADIO & Television RETAILING

Deepfreeze HOME FREEZER

Model B-5 home freezer, price delivered and installed \$239.95. Has a 4.8 cu. ft. capacity. One-piece, all steel cabinet with Bonderized finish and chromium trim and counter-balanced lid. Equipped with metal dividers for easy storage of foods. Temperature control permits temperatures from -10 to 0 degrees F. Deepfreeze Div., Motor Products Corp., 2460 Davis St., No. Chicago, Ill.—RADIO & Television RETAILING

Fan-Glo HEETAIRE

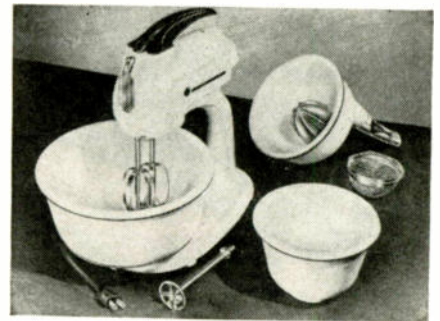
Portable heater produces hot infra-red rays plus fan-forced heated air. Features: patented heating elements "neo-glo" when the heater is on both the coil and the bar produce heat; powerful fan pushes warm air into the room. Light, safe, has a guard in case of accidental tipping. Finished in rippled enamel. La Salle Lighting Products, Inc., and Markel Electric Products, Inc., Buffalo, N.Y.—RADIO & Television RETAILING

Airette AIR CONDITIONER

Portable air conditioner, humidifies and dries, in addition to controlling temperature. Light weight, weighs less than 22 lbs. Overall dimensions: 26" x 13" x 12". Plugs in a standard electric socket and requires no other connection. Can be switched to "cold" or "heat". Finished in metallic gray or brown cabinet, with a grille of hand polished aluminum. Airette Mfg., Inc., Los Angeles, Calif.—RADIO & Television RETAILING

Universal FOOD MIXER

Streamlined food mixer of white enamel trimmed with black. Features: stainless steel beaters, 2 easy to clean glass bowls.



a juicer, beverage mixer and strainer attachment. Equipped with rubber feet to stand solidly and to prevent marring. Has radio interference eliminator. Detachable motor evenly balanced for portable use. Landers, Frary & Clark, New Britain, Conn.—RADIO & Television RETAILING

Bernhardt BUTTER CHURN

Model "G" electric butter churn features: powerful, fan-cooled motor guaranteed against overheating; four-blade dasher for quicker churning, motor cover of baked white enamel. Retail at \$22.95. Customers have a choice of a three or five gallon glass jar at slight additional cost. Gross weight less jar, 14 lbs. Bernhardt Co., Inc., McDonough, Ga.—RADIO & Television RETAILING

Everhot FAN-HEATER

Model 915 fan and heater. Beautifully styled, light in weight. Produces a quick flood of warmth, circulating 80.7 cu. ft. of heated air per minute. When lever is on "cold" heater becomes a noiseless electric fan. Made of steel and aluminum finished in blue, with a hammered effect. 9-louvre polished aluminum grille. Weighs 6 lbs. The Swartzbaugh Mfg. Co., Toledo 6, O.—RADIO & Television RETAILING

Home Appliances

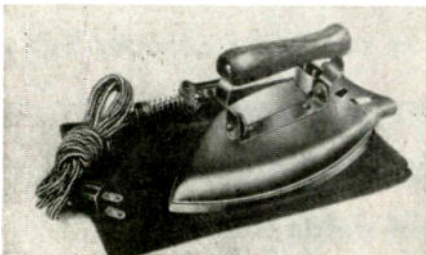
★ Toasters
★ Roasters
★ Hand Irons
★ Mixers
★ Clocks
★ Coffee Makers

Rheem WATER HEATER

Series 60-T, table top electric storage water heater, completely automatic. 30-gallon capacity incorporates features of durability, thermostatic safety devices and efficiency of the larger Rheem heaters. Unit is encased in a steel jacket, recessed at bottom to fit over baseboard. Features thick wall of Fiberglas insulation which sustains water temperatures; finger tip control dials on heads of thermostats. Size: 36 inches high, rectangular in shape. Rheem Mfg. Co., 570 Lexington Ave., New York, N. Y.—RADIO & Television RETAILING

Superstar FOLDING IRON

Model No. 80, folding iron weighs 2¼ lbs. Handle folds down, so iron fits com-



pactly into small case. Sole plate scientifically designed. Stern-Brown, 42-24 Orchard St., Long Island City.—RADIO & Television RETAILING

Sensation MOWER

Mower electric models available with ½ H. P. motors, 24" swath, and 1/3 H. P. motor, 20" swath. Four wheels distribute its light weight to four points; weight cushioned by a pneumatic tire. Four bolts hold chassis together. Equipment includes 125 ft. of insulated electric cord. Handle adjustable to fit operator's height. Available in a gasoline model. Sensation Mower Co., Ralston, Neb.—RADIO & Television RETAILING

Whirlette PORTABLE WASHER

Portable washer has a 6-gallon tub, and takes a three-pound load. It washes a load in 7 to 12 minutes. Overall height with wringer demounted and stored in tub is 19 inches, diameter 15½ inches. Power pump



drains washer into sink; power switch for starting and stopping; rubber tipped legs; sturdy 1/12 horsepower motor; chassis insulated from the tub; handles facilitate moving unit; equipped with six-vane agitator; wringer detachable, sold as extra equipment. Nineteen Hundred Corp., St. Joseph, Mich.—RADIO & Television RETAILING

ABC-O-Matic WASHER

New washer features: principle of "centric agitation"; scum-free rinse; requires no permanent installation; automatic time control; garments may be added or removed at any time during operation; standard sink height; occupies 23 inches x 30 inches floor space. Altorfer Bros. Co., Peoria, Ill.—RADIO & Television RETAILING

Broan FAN

Model 70, laundri-vent fan. Fan fits any basement window, can be installed easily, exhausts steam, dust, lint and fumes. Features: all-weather door, safety grille front

and back to protect fingers, 9 inch diameter fan; strong spring and locking chain to keep door shut when not in use. Retail at \$22.95. Broan Mfg. Co., Inc., 1669 North Water St., Milwaukee, Wis.—RADIO & Television RETAILING

Eureka VACUUM CLEANER

"De Luxe" upright cleaner, priced to sell for \$64.50. New in design and construction, stresses greater efficiency, longer life, silent operation. The body is low-slung, less than six inches in height; three-position automatic handle; "disturbulator" double-action brush; two-position nozzle adjustor; "pocketbook closure" dust bag; recessed floodlight. Model can be equipped with adapter so that the above-the-floor cleaning tools can be used. Eureka Williams Corp., Bloomington, Ill.—RADIO & Television RETAILING

Electrical THERM-O-JUG

Jug brings a full pint of water to a boil quickly, shuts off automatically and keeps liquid a few degrees below boiling indefinitely. Made of ribbed aluminum with jet black plastic base and a washable heat-proof grip. Inner container is aluminum to retain a satin inside surface. Priced at \$9.95. Electrical Industries, Inc., 44 Summer Ave., Newark 4, N.J.—RADIO & Television RETAILING

Sno-Breze COOLER

Air-stream, fan-type, evaporative cooler, available in 14 in. and 16 in. models, V-design permits rapid fan suction, both sides removable for quick pad change; dripper feeds water through metal tube to metal wick across pad; 22-gauge, rust-resistant steel cabinet; blue baked enamel finish. Palmer Mfg. Corp., Phoenix, Ariz.—RADIO & Television RETAILING.

NEW RADIO PRODUCTS

Pages 44, 45 and 48

Only Philco has
Balanced
Humidity

Only Philco has
Complete
Shelf Control

PHILCO FOR

The **Leaders**

Leadership in service . . . leadership in
Advanced Design . . . leadership in genuinely new
and exclusive features . . . leadership in sales appeal.

That's Philco for 1948, by far the most exciting line of refrigerators ever
introduced to the American public. Look
them over and judge for yourself!



Only Philco has
The New Improved
Conservador

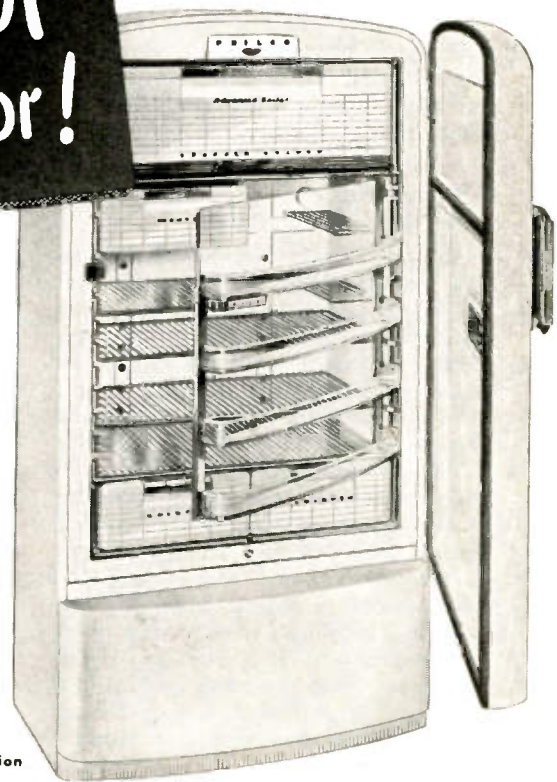
Only Philco has
The
Cold Shelf

Only Philco has
THE King Size
Super Power System

1948

hip Line!

It's a
WONDERFUL
Refrigerator!

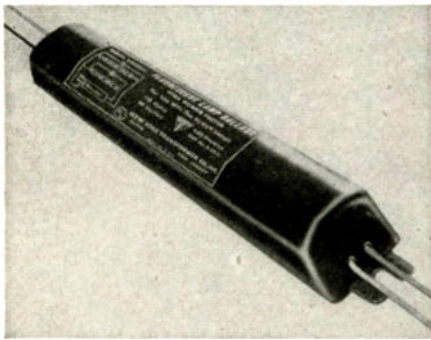


Copyright 1948, Philco Corporation

What's New In Lighting

New Ballast Units

The New York Transformer Company is now introducing a complete line of fluorescent lamp ballast units. Available in over 30 standard types, these units meet practically every fluorescent lighting requirement. Included in the standard line are many special small cross-section ballasts for streamlined housings as well as



New York's fluorescent lamp ballast is compact, light in weight, and silent. Manufacturer guarantees for one year.

normal and high power factor types. All units are very compact, light in weight and silent in operation.

Every N. Y. T. ballast is unconditionally guaranteed for workmanship and materials for a period of one year from date of manufacture. Complete details will be supplied on request to New York Transformer Co., Alpha, New Jersey.

"Making" Decorative Lamps

Many a dealer is capitalizing on the "make a lamp of it" craze which is being actively revived. In order to do a good job in converting vases, coffee grinders and what-have-you into decorative floor and table lamps, the service department must possess two things. First, the shop must have the know-how. Second, it must have adequate tools, and parts, such as lamp harps, sockets, shade holders, teakwood bases, etc. In cases where lamps are to be made of valuable vases or other objects which require drilling, it will be wise for the service department to secure a written "release" from the customer for the purpose of relieving the dealer of responsibility for accidental breakage.

Westinghouse Luminaire

A new troffer luminaire designed to give a wide choice of decorative lighting effects is announced by Westinghouse Electric Corporation. Available for one 40-watt, one 100-watt or two 40-watt fluorescent lamps, any of these luminaires can be shielded by egg-crate louvers, cross baffles, glass door, or left open without additional shielding.

Troffers are 12 inches wide and either 48 inches long for 40-watt lamps or 60 inches long for the 100-watt size. These dimensions match the 12-inch block pattern of many acoustical ceilings. They can be installed in any standard suspended ceiling in which a suitable metal or wood frame is provided.

All lamp operating equipment such as shields, electrical assembly including ballasts, and reflector can be removed from or installed in the housing easily while it is in place on the ceiling, simplifying service and installation.

Further information concerning the troffer luminaire may be obtained from the Westinghouse Electric Corp., P. O. Box 868, Pittsburgh 30, Pa.

Baby Boom Light

Radiant Manufacturing Corp., Chicago, Ill., have announced an addition to the Radiant product family. The newcomer is their new Baby Boom Utility Light, a device specifically designed to fulfill a long-felt need among home photographers for a flexible, mobile light unit.

Operation is simple—boom rod is held in place by a pair of matched teeth metal grippers . . . a twist of knob on grippers and boom adjusts to an almost limitless variety of angles and heights from vertical to more than 90 degrees. No counterbalance is required. Folding tripod features exclusive Radiant finger-tip control, to open or close unit at the flip of a finger.

Perfect for use with floodlight, spotlight, or reflector, the new Radiant Baby Boom is made of steel and aluminum, to create a sturdy, lightweight unit, which folds up compactly for easy carrying and storage. It is priced at \$11.95, plus tax.

Selling Decorative Lamps

"Live" floor and table lamps sell much more readily than those which are not plugged in. All customers want to see them lighted. There's quite a difference of opinion among retail merchants concerning the display of decorative lamps. Some think lamps should be massed; others that they should be distributed throughout the store, placing them here and there at strategic locations. One leading merchant has some good advice. Says he: "If you have a large selection of numbers, keep them together. If you stock but a few, space them around the store."

"House in Order Hint"

Lamp salesmen should be trained to keep the stock in an orderly manner. Putting loose lamps back in proper packages, and the packages where they belong helps to prevent an accumulation of "odd" bulbs; makes inventory-taking easier and quicker.

Speed Health Lamp Sales

Coming months will see greatly increased sales of therapeutic lamps—infra-reds and ultra-violets—by merchants who really promote them. Both bulbs and fixtures will bring additional profits to the firm that merchandises them via advertising, display, and the time-proven technique of asking 'em to buy.

"Twin-Ray" Fixture



Made by Mitchell Mfg. Co., 2525 Clybourn Ave., Chicago, the "Twin-Ray" takes a standard ultra-violet and an infrared bulb. Three-way switch permits use of one or both lamps. Retail for \$9.95, less bulbs.



© The New Yorker Magazine, Inc.

**"...but you ought to see the Rheem
'Design For Better Business'"**

Do profit figures attract you?

Then let us introduce you to some tested merchandising ideas. We know a couple of humdingers.

We've a complete plan. Sales aids free or

Rheem **R**

HOME COMFORT APPLIANCES

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

Water Heaters
Soft Water Appliances
Heating Appliances
Cooling Appliances

at cost. Better not let this opportunity pass you by. Sign the coupon now.

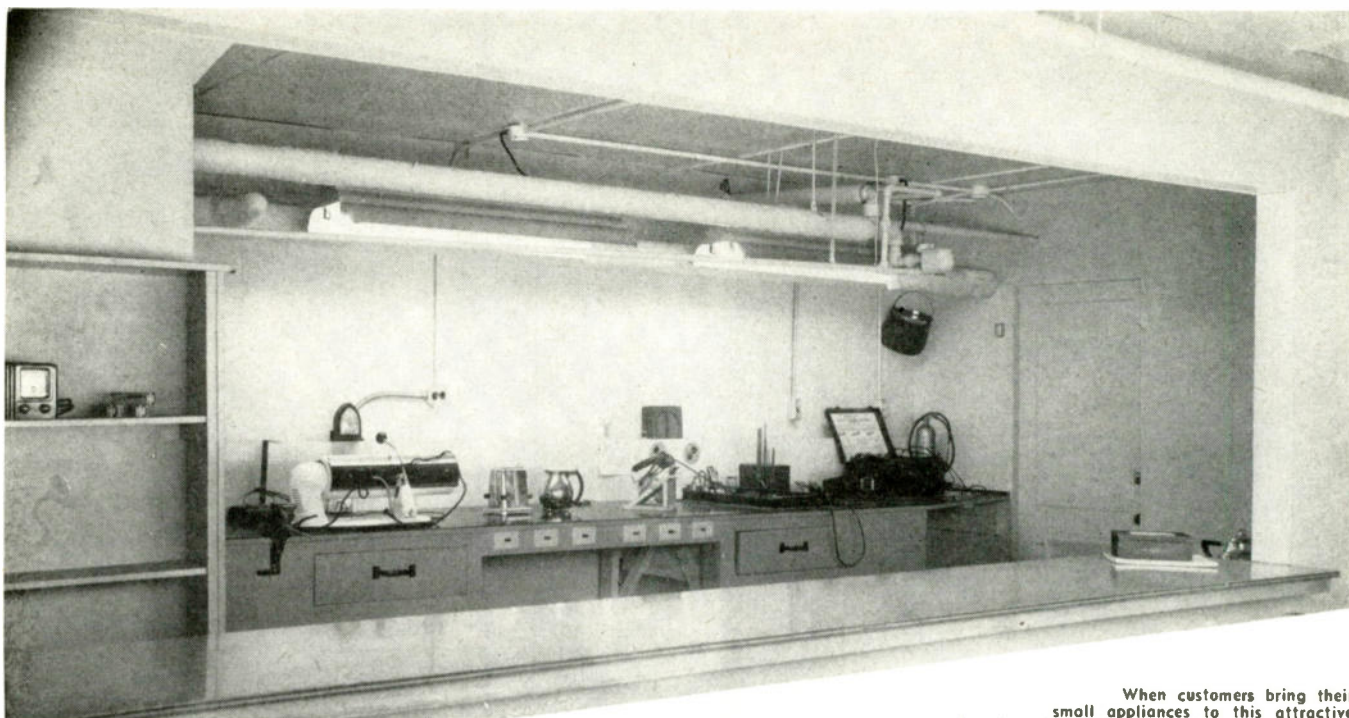
RHEEM MANUFACTURING COMPANY
Dept. RT-3
570 LEXINGTON AVE., NEW YORK 22, N. Y.

What do you mean, profit figures? Let me in on the Rheem "Design For Better Business."

Name _____ (Please Print)

Address _____

City _____ State _____



When customers bring their small appliances to this attractive service department, they are favorably impressed.

Service Profit-Pattern

Illinois Dealer Gives Public a Bright Store Plus Modern Merchandising and Maintenance Methods

When one enters the Golden Rule Appliance Co., Inc., store at 111 East Monroe Avenue, Bloomington, Ill., he is at once impressed with the extreme neatness and brightness of the store. In fact, the passerby doesn't even have to enter the store to sense this feeling—he can see it through the two display windows, which are made with low ledges so that everything in the store is plainly visible.

The Golden Rule ownership consists of Lyle White, manager, W. O. Van Gundy and Charles Baker. Mr. White was a partner in a combined automotive and appliance business in another location from 1937 to July 1, 1946. The automotive business was sold at the latter date and Messrs. White and Van Gundy then started an appliance store in temporary quarters until Dec. 15, 1946, when they opened the store at the present location.

The store building is of brick. The sales floor at present consists of 1100 square feet of floor space. At the rear of the sales floor is 1500 square feet of storage space. The walls and ceiling of the sales room are of a neutral light tint, with the floor covering the same. These are a very decided help in making the store a bright spot.

The firm is located on a heavy traffic street in the downtown section of the city, close to the postoffice, the

city hall, the electric power company and hotels.

Advantage is taken of this large traffic by the window displays, which form an important part of the promotional program. The displays are changed weekly so they always show something new and inviting. The displays are kept low so as not to obscure the brightness of the light from the windows reaching the sales floor and to render the entire floor visible, thus practically forming one big window display.

Display Sales-Makers

An endeavor is made to carry a sample of every type of major appliance and radio the firm sells on the floor. Major appliances for the most part are shown along the walls.

A complete line of small appliances is displayed on special fixtures arranged through the center of the room. There are three of these two-stepped table fixtures. On these are shown such items as toasters, hand irons, waffle irons, electric clocks in large variety, radiant and circulator types of room heaters, hot plates, coffee makers and desk lamps.

Newspaper display ads are used constantly to promote sales of merchandise. The ads sometimes feature only one item in the store. At other

times they stress several items, and often are used to plug the service department.

Another prolific source of prospects is the service department, which is made to serve as a feeder for sales of new appliances.

The service department, located in the basement, is just as neat, clean and bright as the sales floor. There are several rooms in the basement. The front one is fitted up as a repair shop for small appliances. This room has the same light walls, the same abundance of fluorescent lighting and the same cleanliness as prevails on the main floor. There are also rooms for major appliance repairing, major appliance storage and a small parts room.

The small appliance repair shop, to which all customers come with repair work, is provided with a work bench and a counter. Both of these are kept clean at all times. The work bench is provided with analyzers for fluorescent tubes and instruments for testing temperature of automatic irons, along with a series analyzer. A large number of bench tools for regular and special work are in use.

In addition to the regular equipment, Mr. Baker has improvised numerous gadgets to help in repair work. One of these is a stand on

(Continued on page 96)



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

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

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

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

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

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

In one writing you

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

Standard Register

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

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

THE STANDARD REGISTER COMPANY

Dept. 1303, Dayton 1, Ohio

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

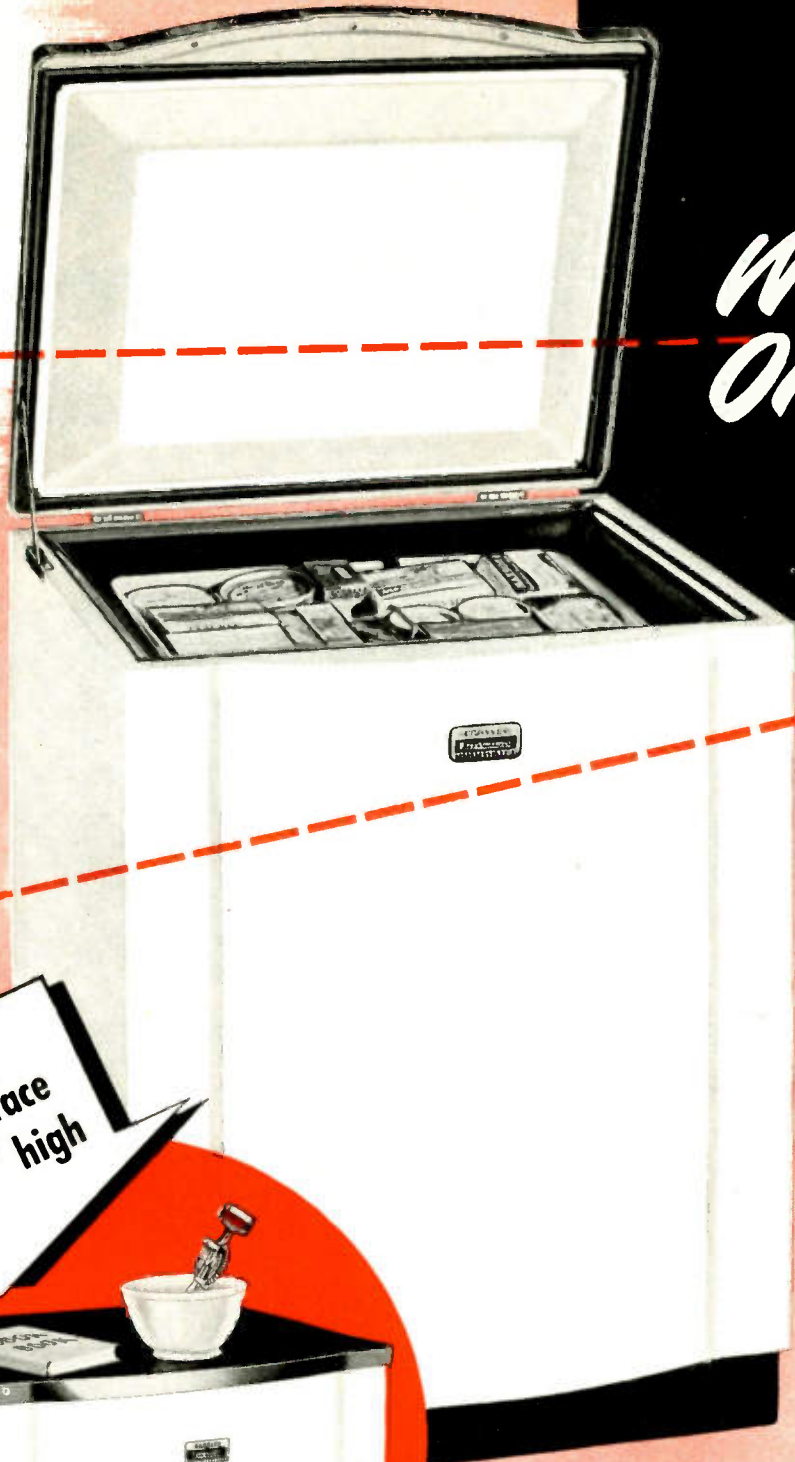
Name

Company

Street

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

**IT'S
WIDE
OPEN...**



**table-top
working surface
exactly 36" high**



It's the right capacity for your average customer!

Holds over 100 pounds of frozen foods, freezes family quantities of properly prepared meats and vegetables.

It's the right size for the average kitchen!

Compact enough to fit in kitchens without crowding the cook, the right height to provide extra table-top work surface; fits flush to floor, close to wall.

It's engineered right—for efficiency, economy!

The famous Crosley Electrosaver refrigeration unit (warranted for 5 years); sure-sealing lid; complete insulation; depth-designed for easy access to bottom.

FOR PROFITS NOW!

CROSLEY FROSTMASTER

DEALER



backed by a complete promotion plan

Here's the kind of opening any profit-minded dealer welcomes like a long lost brother! It hinges on: (1) a market that's ripe 'n ready, (2) a product that fits the situation like a glove, (3) a plan that's got more punch than a wedding reception!

If you think that's promising a lot, read on mister . . . and check us on each of these three points:

The Market is Ready and Waiting!

The market for frozen foods is growing like a weed! It's way past the idea stage . . . it's BIG business. Yes, and it's getting bigger every day as more and more women find out how handy and convenient and time saving for them this modern method of food processing really is.

Do you realize there are over 200 kinds of food now put up in frozen packages? Do you realize that every week in your own neighborhood thousands of dollars are being spent for frozen foods? Do you realize that as more women become sold on using frozen foods, they become sold on their need for a frozen food cabinet? That's why we say . . .

The Product is packed with Sell!

From its rock-bottom price to its top-notch performance, the Crosley Frostmaster gives dealers a sales story that has the happiest vending you ever saw!

The plan is Practical-Complete-Local!

It's practical because it is sound, easy to put in operation, costs little more than the "oomph" it calls for. It is complete . . . with materials, approaches, appeals. It is local

. . . flexible enough to fit any dealer like it was made for him (and it sure was!).

LOOK WHAT IT COVERS

Counter Displays, window displays, store displays, exchange displays.

ADS—newspaper advertising, national magazine advertising.

PROMOTIONS—"Free Frozen Food" Introductory Plan, "Frozen Food Week," "Food Bank" Plan.

CANVASS—by telephone, by mail.

RADIO—spot announcements and commercials . . . all ready to use!

FILMS—sales training films to alert your personnel to sales opportunities.

LITERATURE—of all kinds, for a really concentrated sales program . . . and a lot more sales stimulators and ideas that will ring the bell—the cash register bell, that is!

MAKE THE MOST OF IT!

Copies of this live wire promotion plan are ready now—to help Crosley dealers take advantage of a market that is **WIDE OPEN FOR PROFIT NOW**. Watch for yours, or if you're not in line for one, just watch!



CROSLEY

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

CROSLEY DIVISION—AVCO MANUFACTURING CORPORATION, CINCINNATI 25, OHIO



*TRADEMARK REG U S PAT OFF
© 1948 CROSLEY DIV AVCO MFG. CORP

Hotpoint Enlarges Its Field Sales Structure

An enlarged field selling structure under a manager of distribution; a product planning division coordinating product sales departments; and a market development division to plan dealer development, utility sales and special markets, are highlights of the expanded Hotpoint, Inc., marketing organization announced by Leonard C. Truesdell, vice-president of marketing.

The marketing organization has seven divisions for: product service, product planning, merchandising, market development, distribution, commercial cooking sales, and business services. To staff these functions, the personnel will be:

William F. Ogden, product planning division manager; with Gregory L. Rees, manager, range sales; John F. McDaniel, manager, refrigeration sales; Hollis C. Doss, manager, electric sink and cabinet sales; Dwight R. Anneaux, manager, water heater sales, and Lloyd I. Sweetland, manager, home laundry sales.

Howard J. Scaife has been named to manage the market development division, and Gene E. McEwan to manager distribution division.

The new distribution division field organization has eight sales districts staffed by a manager and sales manager in various key markets of the districts. The field organization setup, some of them new assignments, are:

District Set-Up

New England-New York district, New York City: A. A. Borgemenke, manager, with Frank L. Cashman, sales manager at Boston, and W. Robert Hall, sales manager at New York; Atlantic district, Philadelphia: A. A. Borgemenke, manager, with Hal B. Cromleigh, sales manager at Philadelphia; Great Lakes district, Cleveland: Walter H. Bon Durant, manager, with James E. Brickenden, sales manager at Cleveland, and James D. Walker, sales manager at Cincinnati; north central district, Chicago: Floyd M. Slasor, manager, with Otto P. Hondlik, sales manager at Minneapolis, and Elmer H. Ruesch, sales manager at Chicago; central district, Kansas City: James N. Thompson, manager, and James A. Hlayden, sales manager, Kansas City.

Other Territories

Southwestern district, Dallas: M. M. Mowbray, manager, and H. L. Cushing, sales manager, Dallas; southeastern district, Atlanta: Floyd B. Williams, manager, and John T. Nee, sales manager, Atlanta; Pacific district, San Francisco: Donald W. Rennewanz, manager, with August H. Jaeger, sales manager at Seattle, and Vincent E. Koch, sales manager at Los Angeles.

David C. Marble, veteran Hotpoint sales executive, will continue as manager of the product service department with an expanded operation that includes seven field service specialists. The staff for the market development division is not as yet completely filled, Truesdell said, adding that its personnel will be announced later.

APPLIANCE NEWS

(More on page 104)

Easy as Pie!



Cooking in a Universal range is just about as easy as eating the good things baked in it. Here, Ronald Reagon, Warner Brothers star, samples a piece of pumpkin made by Mrs. J. Wade Collins, wife of Londers, Frory & Clark's Mid-West sales rep. Mrs. Collins was a colleague of Mr. Reagon at Eureka College, Eureka, Ill., where photo was made at recent festival.

Otter Sees Big Demand

After completing the greatest year in its history in radio, television, refrigeration and home freezers with total sales of approximately \$225 million, Philco is ready with new products, efficient factories, and well-laid sales and advertising plans to handle an increased volume of business in 1948, it was announced by John M. Otter, general sales manager, in introducing the 1948 line of Philco refrigerators.

"A strong, urgent pent-up demand exists today for at least 6,000,000 refrigerators," Mr. Otter said. "Philco plans to obtain its full share of this business, and assuming a free flow of raw materials, our refrigerator-freezer sales volume should reach \$100,000,000 in 1948, as compared with \$65,000,000 last year and \$17,000,000 in pre-war 1941."

Toasters—Old and New



Right off the production line—in 1929 we mean—is this first Proctor toaster made by the "old-timer" Proctor employes of that day and shown by Mary Corlin one of the company's present-day employes. Its present-day counterpart, the new 1948 Proctor postwar model, is shown in the foreground together with the first and the latest model Proctor irons.

Norge Brings Out New Line of Refrigerators

The Norge division of Borg-Warner Corp. has presented to the trade a new and advanced line of household refrigerators which, among other improvements, feature greater interior space without added floor space, according to M. G. O'Harra, vice-president and director of sales.

Other new features of the line include installation of the automatic defrosting mechanism in the refrigerator door at eye level, flashing new interior styling, and the addition of a new small-family or apartment-size six-cubic-foot model.

Four of the refrigerators are of the eight-cubic-foot size and these, according to O'Harra, provide 33 1/3 per cent more refrigerated food storage space than the prewar six-cubic-foot model, in the same floor space. In addition, they provide better and greater bottle storage capacity and more frozen food storage space. With one exception, all refrigerators in the line have the freezer compartments mounted at and extending down one side of the interior.



Time for bed, and time for the new, automatic defrosting Norge refrigerator to work its magic. Pretty model portrays housewife admiring new product which shuts off automatically at midnight and turns on again three hours later, thereby eliminating weekly defrosting chore.

There is a total of seven models in the line. Two of these are of ten-cubic-foot capacity and of these, one has the freezer compartment extending across the top of the interior. The other ten-foot model which has a side-mounted freezer will hold up to 40 pounds of frozen food.

The greater interior space was achieved through a new assembly of the condenser-compressor unit, and subsequent elimination of the flue in the rear.

Filter Queen Dealer Aid

Filter Queen Division of Health-Mor, Inc., has issued an elaborate new broad-side designed to enable the dealer to use the entire reverse side as an interior or window display.

Field Sales Manager

Harry F. Bell, former eastern manager of the Electric Refrigeration Division of Serval, Inc., Evansville, Indiana, has been named field sales manager, according to W. J. Aulsebrook, electric refrigeration division sales manager of the company.



LIGHT THE WAY

for more **CUSTOMERS**

Here's a beacon that can put the business spotlight on you!

The 'yellow pages' of your telephone directory guide buyers clearly and directly to your door.

Representation (listings, display, etc.) in the Classified is a proven method of letting the whole community know what stocks of merchandise you carry...what advertised brands you sell...and what services you offer. Your advertising in the 'yellow pages' tells people what they want to know *at that important time—when they're ready to buy.*

Thus, you will find the 'yellow pages' an effective medium to help brighten your business future.



For further information, call your local telephone business office.

You Can Pull Profits out of the Air



...if you get ready now!

Summer's heat and humidity will be along before you know it! People will be hot prospects for FANS.

You'll be able to make sales "in a breeze" -- if you have popular fans to offer. The way to make sure you'll have 'em is to order now from Graybar. We have desk-type fans, pedestal fans (including giants), kitchen ventilator fans, all types of exhaust fans -- every kind of fan for home or office -- all nationally advertised.

There might be a shortage of fans again this year. If you want to profit fully from the heavy summer demand, order now!



Dealers throughout the nation know it pays to follow the recommendations of Graybar Merchandising Specialists—in ordering merchandise, training personnel, and planning store layout, window display, advertising and promotion. Graybar dealers get convenient deliveries of top-flight merchandise from our near-by warehouses located in nearly 100 principal cities. *Appliance Department, Graybar Electric Company, Inc. Executive offices: Graybar Building, New York 17, N. Y.*

4811

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

recommended by
Graybar

SERVICE & SOUND

Section of **RADIO & Television RETAILING**

New Profits On the Way!

***Simultaneous FM Broadcasts Create Sales Interest—
Servicing Know-How, Equipment, a MUST***

● On February 1, 1948, FM stations began duplicating the programs heard over AM stations. As a result, it is expected soon that listeners in most parts of the country will be able to get all their familiar programs—from comedians to concerts, soap operas to sermons — over FM as easily as they now tune them in on their standard broadcast receivers.

The consequences of this event are more important than realized by most. For the radio servicer in particular, it will result in a marked increase in activity and profit.

In many areas and for many persons, FM is the most desirable form of radio reception. Discouraging to some extent the purchase of these new receivers, however, has been the lack of popular program material, resulting from conflicts between broadcasters and employed musicians. The new move resolves this conflict, and now FM-excited people will start shopping for every type of FM receiver, including FM-only midgets

which are sure to hit the market very soon.

But installing FM receivers is often somewhat different from installing AM sets. It requires proper dipole aerials and special lead-in transmis-

FM

sion lines in many instances; while servicing these sets requires special test equipment, knowledge, and parts, with a concomitantly higher hourly charge.

Television is very rightly termed a golden opportunity for radio servicers, and for many the opportunity

is right at hand in their own home town. But the same sort of opportunity is now pounding on the door of the servicer in virtually every large city and many small towns, in a far more immediate and profitable form, in relation to FM.

While special equipment is necessary in FM servicing, the main immediate problem which many a radio man must face is his own lack of technical knowledge and preparation. Associations of electronic technicians, radio manufacturers, distributors and others will be conducting many more classes, meetings and schools than heretofore, in an effort to cover this lack.

Basically, however, the onus is on the technician himself to read textbooks, take short courses, and study the articles on FM service such as those which will appear in the special April FM issue of RADIO & TELEVISION RETAILING, and in Service & Sound Sections of other months.

FM Means Business For You--

RIGHT NOW !!!

Cash in on the new developments in the **FM** broadcasting situation !

Set your profit compass toward **FM** !

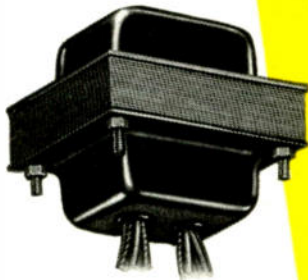
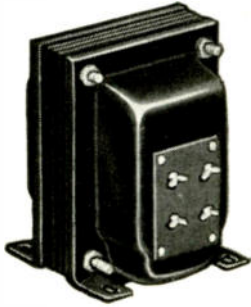
Chart your course with the April **FM** issue of RADIO & TELEVISION RETAILING--

IT'S ALL ABOUT FM !!!

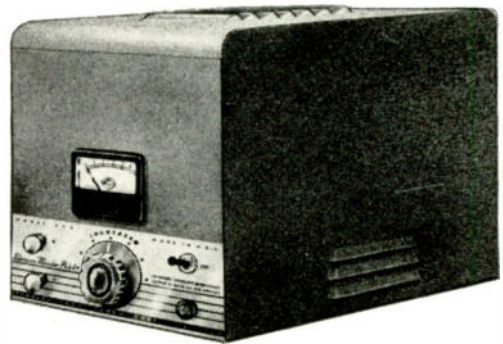
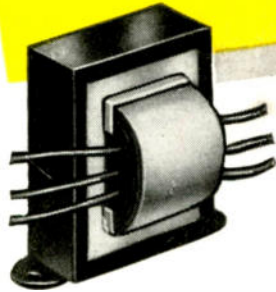
only

STANCOR

gives you all this...



- IMMEDIATE DELIVERY!
- DEPENDABLE PERFORMANCE!
- MORE FOR YOUR DOLLAR!
- MOST COMPLETE LINE IN THE INDUSTRY!



NO Transformer can match Stancor for all-round dependable performance and universal adaptability. And no Transformer can fulfill the complete needs of the Radio Service Engineer as Stancor... the Transformers that meet your radio replacement requirements. Immediate delivery!... Any quantity!... Priced right!... Guaranteed satisfaction!

SEE YOUR STANCOR DISTRIBUTOR TODAY!

GET YOUR FREE CATALOG TODAY!

This book contains important technical data and approximately 410 catalog items. See your STANCOR DISTRIBUTOR or write direct.



standardize on

STANCOR



TRANSFORMERS

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

Quick Intercom Checks

Fundamentals of Expediency Servicing When Full Circuit Information Is Missing

● The servicing of intercommunication sets lends itself well to organization on a special setup basis of some sort. Some servicers arrange with manufacturers whose products are sold direct from distributor or factory branch, to handle all service and maintenance of one or another make in their territory. Other dealers ad-

not too serious a shortcoming, generally, since most intercom amplifier circuits are relatively simple to trace through, and are not nearly as complicated as a radio amplifier. Where trouble is generally experienced, however, is in the interconnecting cables and switch wiring . . . often extremely complicated and confus-

an assistant talking back through a station unit to identify circuits.

As shown in Figure 1, the identification of incoming lines is quickly and easily compared with selector switch or pushbutton positions with this instrument's aid, allowing an immediate determination of whether faults on any particular circuit are due to interconnecting cables or the unit's internal contacts.

In the case of one faulty circuit, for example, should the generator produce a signal at all incoming terminals, feed the output into the incoming line at the remote station's terminal strip, as in Figure 2. If the line is broken, no signal will be heard at the master station. If one is heard, the remote unit itself is at fault.

On the other hand, if checking at the master unit's terminals does not produce a signal on the faulty channel, the corresponding switch terminals should be inspected and cleaned. A flexible abrasive strip known as "Flexistone" and by other names is very convenient for this purpose, being stiffer than the usual fine sandpaper or emery cloth. This makes it easier to work in the cramped quarters generally found.

Oscillation or audio howl is another recurrent fault. The cause is most often a faulty tube or filter condenser, but is also known to occur as a result of coupling within the connecting cables. This is apt to be magnetic induction, in the case of low-impedance cables, or capacitive feedback in high-impedance circuits. When no possibility exists for changing the interwiring impedance, an extra cable may have to be run, and the circuits distributed between the two, thus separating the lines.

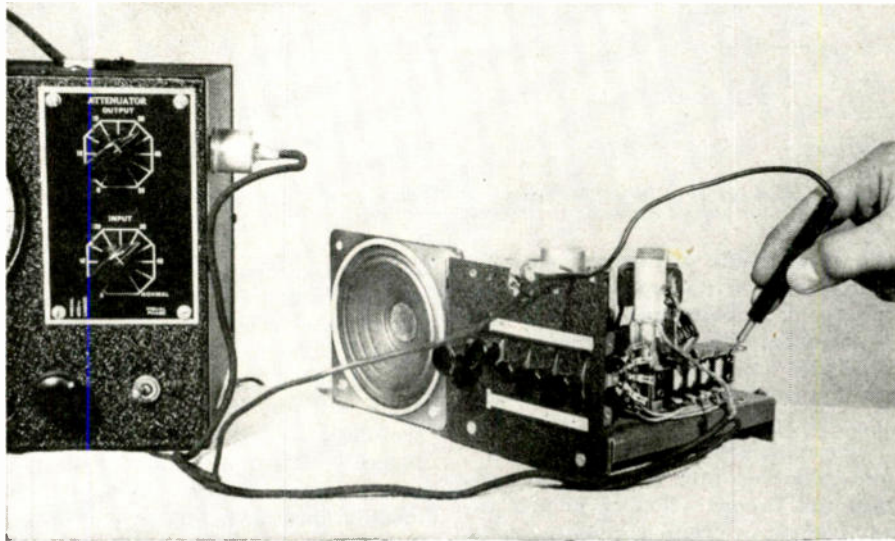


Fig. 1. Check out each channel by feeding audio to incoming terminals. Breaks in interconnecting lines are at fault, if master unit operates. Then feed signal into "outward" lines.

vertise a special quick service for office or plant intercoms, and promote a yearly-maintenance-charge business on an independent basis.

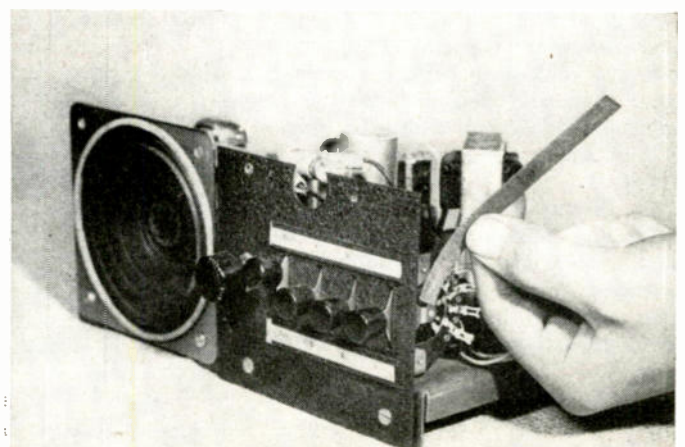
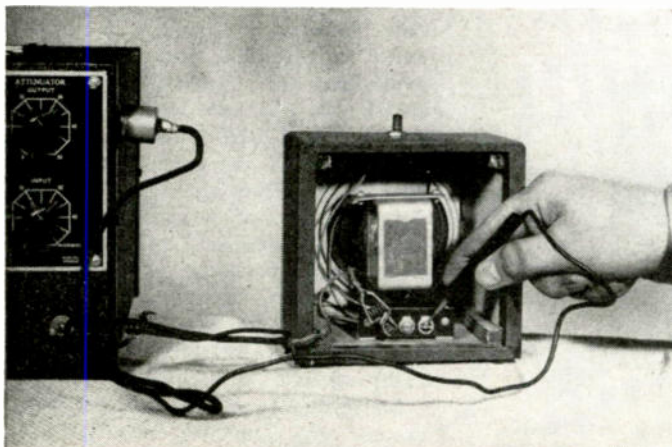
For most radiomen, however, intercoms represent only an occasional service job, and for this reason they often do not have the proper file of circuit information handy. This is

ing to the uninitiated.

In tracing through troubles, it is best to work only from terminals, rather than attempt to follow the individual paths. Unless the solder joints or wire insulation has gone bad, the troubles will be found either in the amplifier and speaker, or the switches, cables and contacts.

Carrying a portable signal generator capable of producing a strong 400 cycle signal is a great help on these jobs, and will prevent the need for

Fig. 2. Left, if oscillating signal from master end of line isn't heard at remote, check latter locally. Right, cleaning rotary switch contacts with flexible abrasive strip.



Central Dipoles Aid Tele Setups

Master System Avoids Time-Wasting Duplications

● The television expert today, with a rapidly growing demand for his services, is often reluctant to accept installation jobs in certain particularly troublesome areas, such as in large apartment houses having restrictions against roof-top antenna, and marginal-reception or outlying communities.

A not insignificant percentage of television sales have been forfeited because of this, while in frequent instances dealers have had to go ahead with the jobs, even allowing the extra time and material expenses to come out of their markup.

In cases like these, particularly, the centralized antenna system has

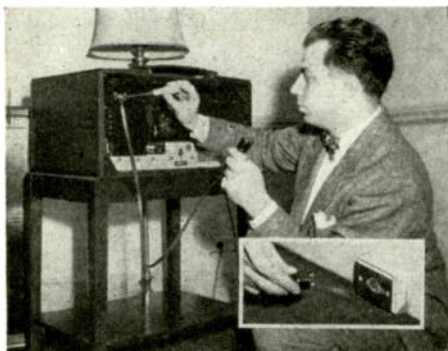


Figure 1. Demonstrating the ease with which a new television receiver is installed in an apartment having a central antenna outlet.

much to offer to the dealer, realty operator and set-owner. Typically, these systems use a tall, sturdy mast structure holding several antennas, each array being assembled and oriented for best possible interference-free pickup from one station, and each connected through a separate transmission line to a central point.

It is at this point that the rival systems differ; the end result, however, in each case being individualized apartment outlets into which any television receiver may be quickly and easily plugged, as shown in Figure 1.

In the case of the Intra-Video, RCA and Multenna systems, wide-band television r-f amplifiers are installed at this point, and the signals amplified, filtered and equalized for distribution throughout the buildings.

The Intra-Video system of Figure 2 uses a group of amplifier strips in

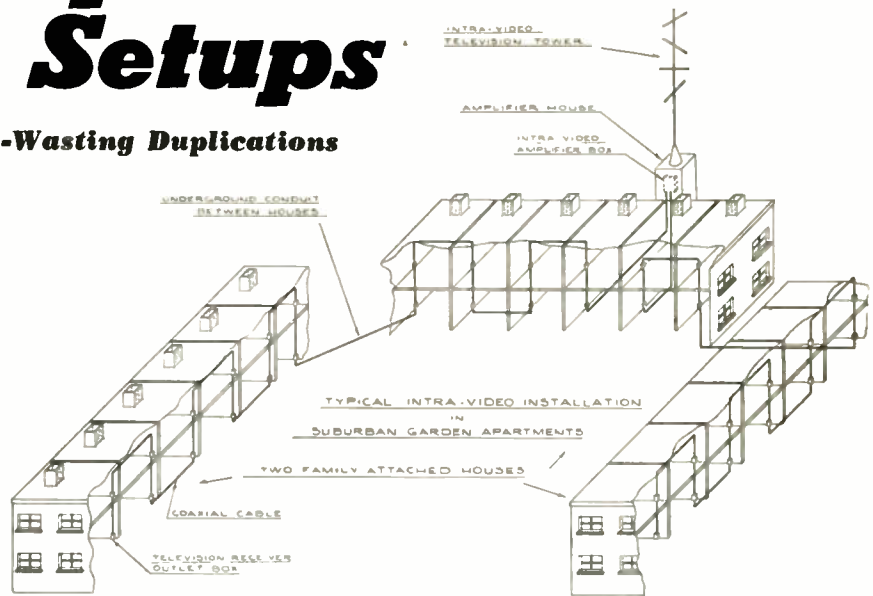


Figure 2. Block layout of Intra-Video system installed in a group of garden apartments in a suburban area. This is one possible arrangement of the many which can be used.

one ventilated wall-mounting box, located where it is easily accessible for rapid troubleshooting and tube replacement. The amplifier box shown in Figure 3 contains three television channel amplifiers and one additional amplifier strip for FM signals.

The equalized output of all the amplifiers is fed into one thin coaxial lead run to one or more outlets in any number or group of rooms, apartments or buildings. The centralized antenna wall outlet matches the input impedance of any television receiver through the use of a combination plug, permitting a receiver installation to be made literally in seconds.

The RCA system shown in Figure 4 is combined with an AM and FM reception system, and has a somewhat different method of distribution of the signals. As indicated in the block diagram, distribution transformers connect from the centralized amplifier (located in this instance in one of the rooftop structures) to the individual outlets. These distribution transformers are arranged in a

sort of cascaded setup, with one line coming in and four phase-split lines leaving the transformer box.

Thus, any number of outlets may be had, in multiples of four, such as 4, 16, 64, or 256. The amplifiers are designed with a sensitivity of 10 millivolts, developing 1 volt output on each channel. On simpler installations, however, resistive networks can be used instead of the transformer boxes.

The receiver outlet mounts on a flush plate which fits into a standard switch or outlet electrical wiring box. Two outputs are provided in the same box: one is a three-pronged, polarized, high impedance outlet for AM signals, and the second is a coaxial receptacle for FM and television receivers.

A short length of wire is used to connect the receiver to the outlet. Each outlet accommodates only one receiver. If two or more receivers are used in a room, an outlet is provided for each.

Although full information on the new "Multenna" system, produced by a Philadelphia company, is not available, early publicity indicates that it too operates along somewhat similar lines. The Multenna systems installed thus far serve up to 200 apartment outlets for each unit. Each unit consists of a master antenna mast carrying several arrays oriented to individual stations, fed to a master control console in which the antenna and amplifier are matched, and then the amplifier is matched to the line, resulting in a 50 db gain.

As with the other systems illustrated, any television receiver may

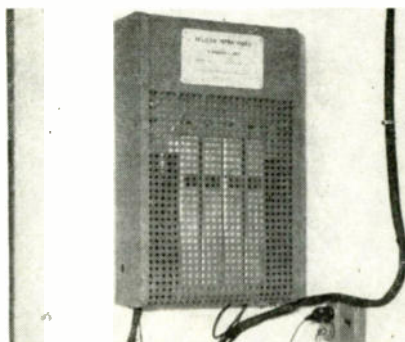


Figure 3. Amplifier bank for four channels.

be connected to the outlet, although popular makes vary from 72 to 300 ohms input. Coaxial cables are used, run through existing conduits or elevator shafts whenever convenient and accessible.

Radically different from the three arrangements already described is the Brach Mul-Tel system. Made by the makers of the Puratone Signal Booster for store demonstrations of AM and FM receivers, the Mul-Tel system in its earliest version, is not designed to amplify, but rather to permit multiple connections to one antenna with a minimum of loading and inter-coupling.

Its basic unit is a small box quickly and easily installed by the servicer in the individual apartment, and no central console or amplifier is used. The individual box, as originally displayed in an advance showing to a small group of engineers, uses the circuit shown in Figure 5, consisting of a 6J6 triode in a cathode follower stage, drawing power from the set itself.

Quite apart from the use of central dipole systems outlined thus far, the advantages of ghost-free, equalized signals on all bands can be secured for the private home or bar television receivers, as well as for those installed in city or suburban apartments where central systems are not desired.

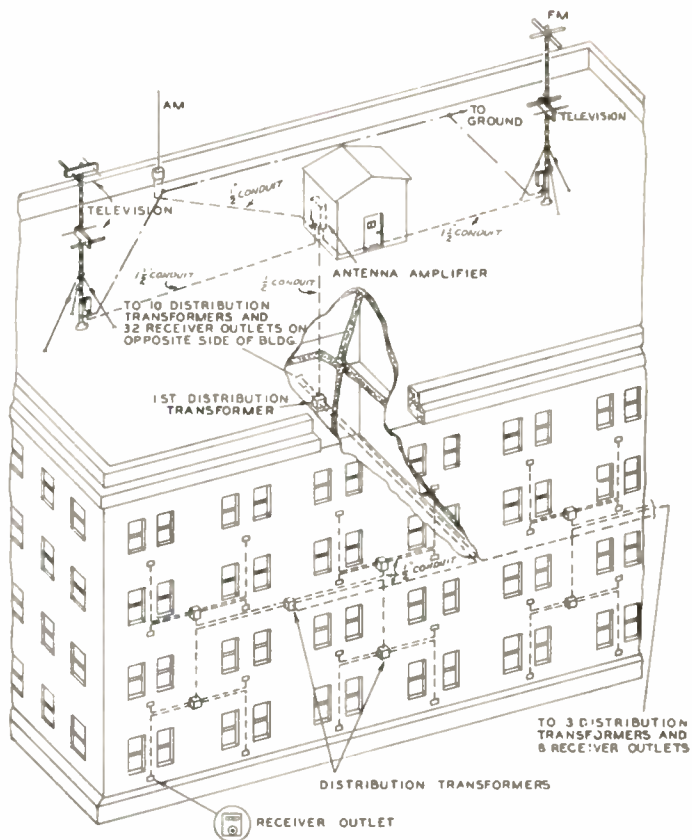
The basic method is to erect as many as three dipoles, each cut to the center of a different channel from #1 to #13 and each oriented for perfect reception of one or two stations. The incoming transmission lines are run to a selector box mounted on the side or back of the receiver, where the signals are equalized by means of preset attenuation pads, and fed through one short lead to the receiver antenna terminals.

This method permits matching any impedance transmission lines, such as 300 ohm twinex or 73 ohm coaxial to any type of receiver, without the development of ghosts due to standing waves, tearing pictures caused by overloading signals in strong signal areas, or excessive retuning operations when the television set is switched from one channel to another.

In weak signal areas, the use of separately oriented dipoles tuned exactly to the frequency of the individual stations will often boost the signal several much-needed db's in intensity.

For store demonstrations, where it is vital to have perfect signals on tap at all times, this sort of selector and equalizer will be of definite help as pointed out in the January issue, page 102. This is the principle utilized by Roger Television Inc.'s Tel-

Figure 4. RCA master antenno system for AM, FM and television provides outlets in groups of four, using phase-split transformers working out of a central amplifier.

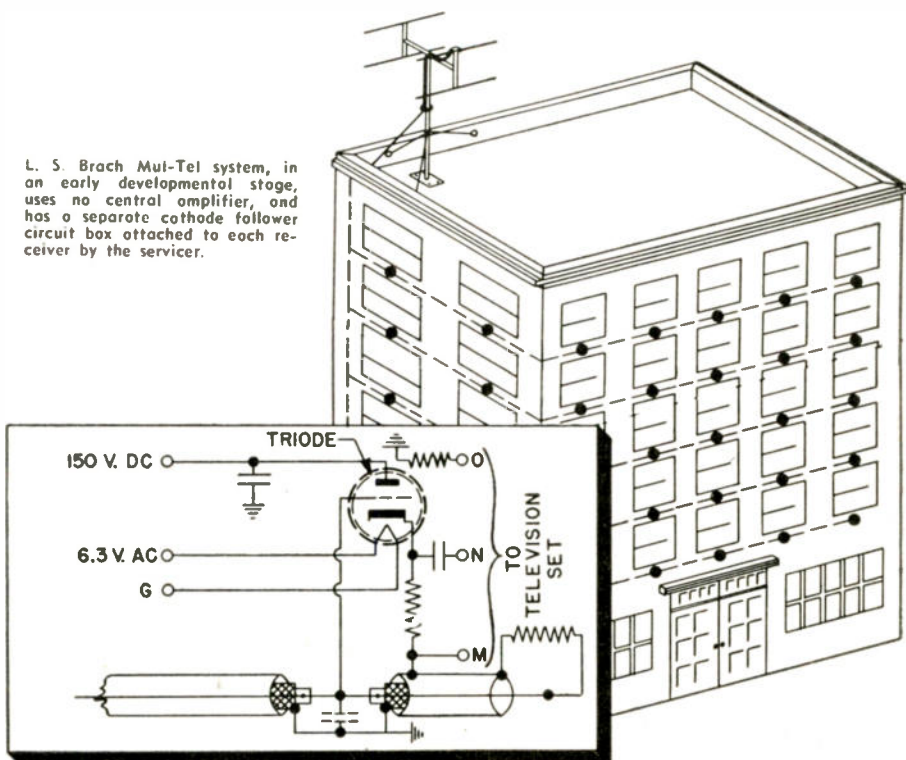


Adjust and Tele-Pad units, which are sold with complete circuit information and charts for any type of installation.

These, then, are several of the most recently announced systems of multiple television installation an-

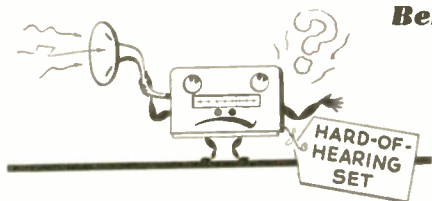
tennas. No doubt many more will be announced in time, for the idea is basically quite sound, and should go a long way to help promote television. For the dealer too, the multiple antenna setups may prove very profitable.

L. S. Brach Mul-Tel system, in an early developmental stage, uses no central amplifier, and has a separate cathode follower circuit box attached to each receiver by the servicer.



Lack-of-Pep Jobs Need

Behind the "Simple" Capacitor Lies Many a Service Pitfall.



● The exasperating problem of the intermittent trouble has justifiably been treated time and again in radio servicing articles. Sadly neglected, however, has been another problem occurring at least as frequently and producing, if not exasperation, at least an equivalent amount of discouragement. This is the problem of the radio which has not practiced what it preaches . . . the eating of breakfast food to "get more pep".

It is a rare customer, to be sure, who enters a repair department with a complaint of "no pep" in the radio. Generally, this feature has crept up on the receiver so gradually that the owner is not fully aware of it as an actual fault, but is only vaguely dissatisfied.

In fact, even the servicer himself is not always sure that the set should have greater gain, unless he has the facts and equipment to make a gain data check; in which case he can also hope to isolate the trouble to a single stage. The highly experienced worker, however, can generally spot the presence of the condition even without formal gain tests.

In taking corrective steps, the common practice is to make a "quick-and-dirty" alignment by ear, to see if more gain can be squeezed out, and the substitution of tubes one at a time. Unquestionably, a large proportion of the no-pep sets perk up considerably with such treatment. But many do not, and in those cases, the problem is generally one of the gradual deterioration of component parts and wiring.

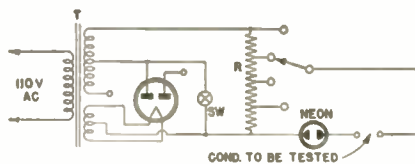
Resistors and capacitors, as they age, change their characteristics. While individual units by themselves may not cause apparent change in any circuit, their aggregate effect shows up as low gain and low output.

Any accurate ohmmeter will take care of checking resistance values. Condensers, however, are a problem unto themselves. Replacing the completely shorted, or the completely open condenser of known capacity and voltage gives the service man no pause. But those of unknown size

and of dubious condition do, and all too frequently.

In the case of the aged midget radio, the solution is simple: replace all the condensers with the exception of the micas. They are relatively indestructible. In the case of a multi-tube set, on the other hand, the cost of the great number of condensers used make the wholesale replace system, although a sure-fire cure, uneconomical. As a result, a condenser tester is a requisite.

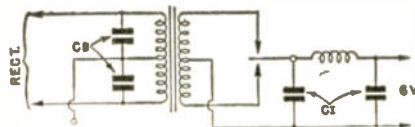
Home made condenser testers using a neon bulb of a watt or so in series with a variable d-c or a-c volt-



Basic circuit, home-made condenser checker.

age are useful only in a limited degree. For one thing they are usually too sensitive and while a series of resistors shunted across the bulb will control its sensitivity, the flicker of a neon bulb is much too complex for the eye to follow with any degree of accuracy.

They are often considered useful in determining the condition of extreme cases, such as open or shorts, but these usually give themselves away by their action in the set, thus eliminating the need for a crude condenser tester in the first place.



Capacitors used in vibrator power supplies.

Commercial capacity bridges are of far greater usefulness, but in a way even the exact measurement of power factor by a laboratory bridge is but a tool . . . a broad gauge of a condenser's remaining life, and usefulness, to be applied with discretion.

Manufacturers do not generally list their various types of condensers by power factor. Neither do they state at which point a condenser ceases to be worth its presence in a circuit. The decision of how bad is bad rests upon the service man.

The power factor of condensers vary with each manufacturer, type,

year of manufacture, room temperature and even individual condenser. For example, dry electrolytics manufactured years ago were considered satisfactory if their power factor was 6% or less when shipped. Today, dry electrolytics are manufactured with a better than 1% power factor.

Within the set itself, however, single section d-c dry electrolytics operating quite satisfactorily may show a nominal value of 5 to 10%, while combination units, having both low and high voltage sections, may show as high as 50% power factor, and wet electrolytics even higher. Only when such a condition is accompanied by a loss of capacity, and/or poor operation of the circuit, need the capacitor be replaced.

The service man has to "use his noodle". When testing electrolytics, the simplest, and therefore perhaps the best method is by substitution. Just connect a condenser of proper capacity and voltage across the suspected condenser. Listen for any drop in hum level, and use a voltmeter to check for any increase in output voltage.

How to Judge Results

If the plate voltage is being held down by the amount of current being drawn by a leaky filter, and not because of lack of filter input capacity, the condenser may feel warm, giving itself away. A check of its power factor on a capacity bridge will quickly settle the point.

Putting a milliammeter in series with a filter condenser to measure its leakage is risky business and inaccurate. Aside from the possibility that the condenser may short at that moment, the popular conception that one milliampere per mfd is an acceptable amount of leakage doesn't stand up when one stops to consider the 40 mfd. filter input condensers some of the midgets use. 40 ma would be more than half the rectifier's output.

Another point to be borne in mind is the use to which the condenser is put. The loss of capacity of the second filter in a three section plate supply filter is not nearly so important to the operation of a set as the loss of input capacity in the B+ circuit of a midget. In the three-section case, the hum level would often be but

Condenser Technique

Know These Facts Before You Shoot for More Gain.

slightly affected even if the condenser was removed entirely.

Removing the input filter capacitor of an ac-dc midget would drop the B+ voltage considerably, increase the hum manifold and even increase static noise in the set. The increased hum will break up the signal, make it sound lower, and the increased static will further break up the signal and make it sound still lower. It can be seen where a partial loss of capacity is permissible in one case and not to be tolerated in another.

Considering the same point in another portion of the set; a drop of 50% of the capacity across the cathode resistor will partially affect the bass response of a set. The bass response, in turn is part of the set's audio output. Depending upon the design of the set and the audio system, the effect may or may not be very apparent.

This doesn't mean that the defective condensers should be left in the set, but it does mean that certain condensers need not concern the service man until they do make themselves apparent.

Watch This Point!

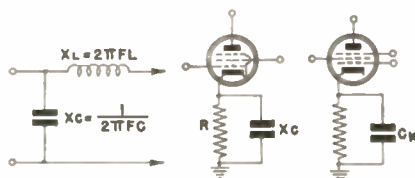
Yet another point to be considered is the r-f impedance of the condenser. Dry electrolytic condensers, sometimes brand new, develop a high resistance to r-f, and result in ac-dc midgets having abnormal static, but still give perfect service in filtering the 60-cycle power component. These condensers have to be replaced, but may be used satisfactorily in audio and other low frequency filter circuits.

The capacity of a replacement filter condenser need not be exactly like the old. In midgets it is better to err on the oversize. Roughly, the reactance of a capacitor in a filter circuit should be one-tenth the impedance of the resistor or choke to the particular frequency to be filtered out, generally 60 cycles in ac-dc radios, and 120 cycles in transformer sets. Where the frequency varies, the lowest frequency is used in the reactance formula.

The voltage rating of a paper condenser should be as high as the original or higher. That of an electrolytic should be the same, not higher. The

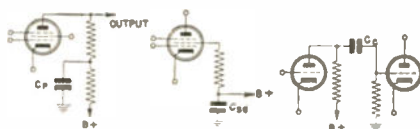
use of a high voltage electrolytic on a low voltage circuit leads to the loss of capacity due to deforming of the condenser plates.

Electrolytics should not be placed in series without a resistor drawing some 5% of the total rectified current across each of the condensers, and connected also in series. Otherwise, the inequality in condensers of the same capacity and size will cause one to take most of the load and be short lived. It is better to use a single paper, space permitting, even if the cost involved means that it will have to be of smaller size.



B+ filter's X_C should have 1/10 value of X_L . At audio cathode, use high capacity.

Paper condensers present a somewhat similar problem. The smaller sizes cannot be measured very accurately for power factor, and their use determines their discard point as much as their leakage. Intermittents can be wriggled to their pigtails and heated in their metal can by bringing a soldering iron close, but not touching. Some service men even go so far as to heat the condensers with high frequency RF. These extremes are unwarranted. A light tug on the condenser, a careful visual inspection of the sealing wax is all that should be



Typical by-passes; values given in text.

resorted to. The operation of the set itself should be the determining factor in replacing a condenser.

For example, leakage through a grid to plate coupling condenser is best measured by disconnecting the condenser and measuring the grid voltage, replacing the condenser and noting the change, if any. Opens could be checked by using a signal tracer on the grid and watching or listening for any change.

The size of paper replacement condensers is not very critical. Audio

couplers need not run over .05 mfd, while .01 mfd is usually sufficient. Screen grid by-pass, plate filters, grid return filters rarely go over .5 mfd and .25 mfd is sufficient in most cases. Cathode by-passes sometimes go up to 50 mfd. But in most cases, the service man will not be far wrong with 10 mfd of the proper voltage.

Vibrator circuit buffers must be exact replacements. Not only does the high voltage winding condenser serve to keep the vibrator and transformer from acting as a spark coil, but it serves to tune the transformer to the vibrator frequency.

Such units are rated at 1600 volts and a set should never be operated without buffers, as the voltage will go up that high, and ruin the power transformer without them. Ordinary micas will usually not stand up to this voltage.

The condensers across the primary side of the vibrator transformer are rated at 150 volts, working, although the applied d-c voltage is only six.

Micas used in tuned circuits should also be exact replacements. These are best secured from the set manufacturer, and not replaced by another with similar capacitance rating. The manufacturer may be using closer tolerances.

Special Electrolytics

Non-polarized electrolytics are checked the same way as single direction condensers. Leakage, however, is measured in both directions.

A-C electrolytics are not tested for leakage but for loss of capacity and power factor changes. This is done in the usual way. Loss of capacity will result in a proportional loss of starting torque in the motors with which these types of condensers are frequently used.

When installing condensers care should be taken to keep the weight off the pig-tails although they may seem sufficiently strong. Push the condensers against the chassis and under wires, for although the leads may be strong enough, speaker vibrations may eventually break them. Heat, of course, should be kept away from all condensers, and midgets that suffer from repeated condenser failures may often be cured by moving the line dropping resistors and or by increasing the ventilation of the set.

DESIGNED FOR THE BETTER SERVICE SHOP . . .



RCA's NEW TEST OSCILLATOR
 . . . second unit of a
 revolutionary new line

**Reduces testing and alignment time
 by as much as 50 per cent**

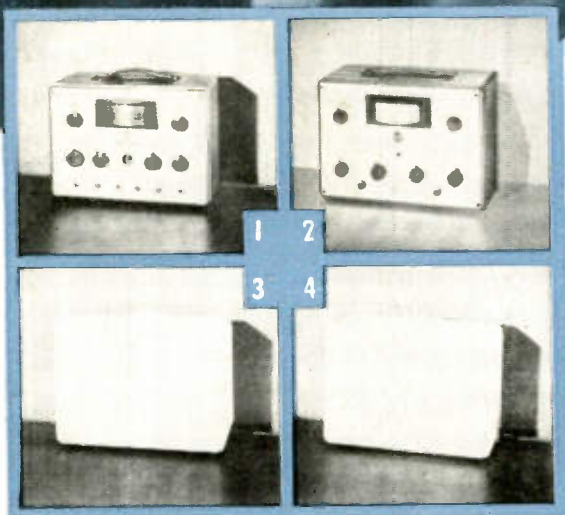
● The WR-67A is a time-saver that adds *profitable* hours to your service day . . . puts you dollars ahead.

When aligning a receiver, for example, you can switch from a pre-tuned i-f signal to pretuned broadcast-band signals without dialing or retuning. The range switch gives you three fixed frequencies: 1500, 600, and 455 kc. It also permits instant switching to any other frequency you select between 100 kc and 30 mc by presetting the smoothly variable tuning control.

Other outstanding features include: a signal injection probe for high-speed servicing . . . a four-step attenuator with fine control . . . double

shielding . . . miniature-type tubes throughout . . . a six-band drum dial with an easy-to-read, four-foot scale spread . . . adjustable modulation level for internal and external modulation . . . a two-stage power-line filter to minimize leakage, and a 400-cycle *audio* signal source.

Every RCA WR-67A is factory-tested with the finest precision measuring equipment. Heavy-duty components—plus the WR-67A's ability to withstand rigorous "drop," "shake," and humidity tests—add up to real on-the-job reliability. A new bulletin is yours for the asking. *Keep in touch with your RCA Test Equipment Distributor.*



ON THE WAY—a superior line of test equipment that puts time-consuming service jobs on a profitable, production-line basis . . . that anticipates all FM and television needs. Matched styling of all instruments permits attractive, convenient grouping. Watch for announcements of the other units in this new line.



RADIO CORPORATION of AMERICA

TEST AND MEASURING EQUIPMENT

HARRISON, N. J.

To Speed AM, FM, Tele Service

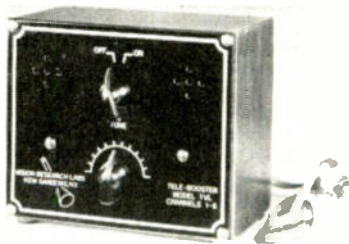
Some of the Sensational New Products for Repair Dept. Profits

Triplett Combination TESTER



Model 3480 is a combination volt-ohm-mil-ammeter and tube tester covering all new tubes including the 9-prong and hearing aid types. A roll chart supplies tester data, while circuit testing ranges are: 5 a-c and 5 d-c ranges from 0-3 to 0-1200V, four resistance ranges to 50 megohms, and four current ranges from 0-1.2 ma to 0-12 A. A battery testing load potentiometer is calibrated from 0-100. The Triplett Electrical Instrument Co., Bluffton, Ohio.—RADIO & Television RETAILING

Vision Research TELE-BOOSTER



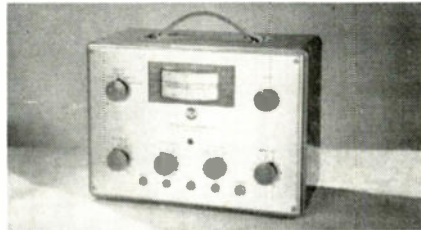
The Tele-Booster is a compact r-f amplifier for television signal frequencies, with self-contained power supply. It is connected to the television receiver by attachment in series with the television antenna. Model TVL covers channels 1-6, while Model TVH covers channels 7-13. Another unit, Model FM, is also available. The bakelite-panel wooden container, with walnut or mahogany finish, measures 3" x 5" x 6". The unit has an off-on switch, which cuts off all power on "off", without disconnecting the antenna from the receiver on stations which require no boosting. Vision Research Labs, 87-50 Lefferts Blvd., Richmond Hill, N. Y.—RADIO & Television RETAILING

ClaroStat BEAM BENDER

The Beam-Bender is a permanent magnet type ion controlling device, requiring no power source. The two ring magnets, held in a non-magnetic mounting collar are fitted to the tube by means of three frictional spring fingers, the whole assembly slipping over the neck of the tube. ClaroStat Mfg. Co., Inc., 130 Clinton St., Brooklyn, N. Y.—RADIO & Television RETAILING

RCA SWEEP GENERATOR

Type WR-53A is a sweep generator designed exclusively for servicing and alignment of FM receivers. Covering from 88 to 110 mc, it can also be used with a microphone or phonograph recording to demon-



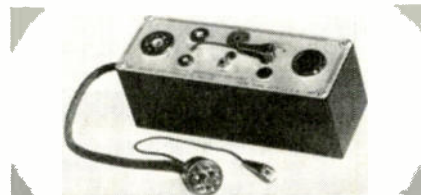
strate frequency modulation operation. Terminals are provided for obtaining deflection voltages for use with an oscilloscope when doing visual alignments. RCA Victor Division, Camden, N. J.—RADIO & Television RETAILING

DuMont CALIBRATOR

Type 264-A is a small voltage calibrator for use with all models of cathode-ray oscillographs. The output, essentially a square wave continuously variable to 100V, provides a comparative measurement for the peak-to-peak voltage of any signal being viewed. Allen B. DuMont Labs., Inc., 2 Main Ave., Passaic, N. J.—RADIO & Television RETAILING

RCP TUBE TESTER MODERNIZATION UNITS

Models 120 and 125 modernization units are designed to bring up to date the tube testers of many manufacturers including Radio City Products, Inc. The unit has a flexible cable with plug which is inserted into the local socket of the old tube tester.



The new tubes under test including miniatures and sub-miniatures, are then inserted into sockets provided on the modernization units, and tested according to charts and data supplied with the unit. Radio City Products Co., Inc., 152 W. 25th St., New York 1, N. Y.—RADIO & Television RETAILING

Shallcross ATTENUATORS

Series 420-0B0 is a 20-step bridged-T unit for use as mixer or master gain controls in speech input work. The attenuation characteristic is essentially flat from 30 to 15,000 cycles. Shallcross Mfg. Co., Collingdale, Pa.—RADIO & Television RETAILING

Philco CROSSHATCH GENERATOR



Model 5072 is designed to produce a crosshatch pattern on the picture-tube screen of a television receiver. By means of this pattern the servicer can check and adjust the linearity of the vertical and horizontal sweeps quickly and accurately, without depending on test charts from a television station. A special adapter harness is used for each make or model receiver, from which power and synch voltages to operate the generator are obtained. Philco Corp., Accessory Div., Philadelphia, Pa.—RADIO & Television RETAILING

Roger Television SELECTOR & EQUALIZER



Model RQ-33 Tel-Adjust selects and equalizes up to three dipoles and four television station signals at any tele receiver of any antenna impedance. Sold and installed by the servicer, its resistor values are set by means of a variable pad box such as the Roger Tele-Pad Model RQ-30, and acts to eliminate ghosts caused by mismatched dipoles, prevent tearing pictures caused by overloading signals and switch in separate antennas for TV channels 7 to 13. Reduces customer retuning time when changing channels. For both 300 ~ and 73 ~ Lists for \$14.95. Roger Television, Inc., 366 Madison Ave., New York 17, N. Y.—RADIO & Television RETAILING

Stackpole CONTROL

These dual concentric volume and tone controls for television, sound, auto radio and other uses measure 57/64" in diameter. They are available with on-off switches as a dual unit with single control at the panel or as a dual concentric with two separately controlled continuously variable resistance units mounted in tandem. Stackpole Carbon Co., St. Mary's, Pa.—RADIO & Television RETAILING

RIDER MANUALS

Mean

SUCCESSFUL
SERVICING

KAY HAS ALL 16

(AND VOL. XVII ON ORDER)

Kay's
RADIO *And* APPLIANCE
REPAIRS *Free* ESTIMATES
Auto Radios Installed



"... up-to-date . . . latest information."

"Rider manuals bring us the authentic, accurate, dependable servicing data every shop must have to operate profitably. They give us this material in a systematic form, and are up to date with the latest information needed. That's why we have all Sixteen," says T. F. Tennes, Manager Radio Dept. of Kay's Department Stores, Los Angeles, Calif.

find all sixteen volumes of Rider Manuals. These complete sets are there for a reason. The most fundamental reason. They enable the technician to work more productively, make more money.

If that is what you want, then benefit from the findings of experienced, successful men in the servicing industry. Keep a complete set of all 17 Rider Manuals at your fingertips. Give your shop the Sign of Successful Servicing.

So it is with successful servicemen in towns from coast to coast, over whose servicing benches you will

You NEED ALL 17—ORDER TODAY

VOLUME XVII.....	\$15.00	Record Changers and Recorders	. 9.00
Volume XVI	8.40	Master Index, (covering Manuals,	
Volume XV	18.00	Vols. I to XV)	1.50
Volumes XIV to VII (ea. vol.)	15.00		
Volume VI	11.00	NOTE: Individual Volumes VI, VII and VIII	
Abridged Manuals I to V (one vol.)	17.50	will be replaced after this year by a single	
		Abridged Manual Vol. VI to VIII.	

24 HOUR DATA SERVICE. For 10c you receive schematic, voltage data parts list (everything that will fit on two 8 x 11 inch sheets) on any new or old receivers. Additional material 5c a sheet. Send 20c with order.

JOHN F. RIDER PUBLISHER, Inc., 404 Fourth Avenue, N. Y. 16
Export Agent: Rocke International Corp., 13 E. 40th St., N.Y.C. Cable ARLAB

NOWHERE

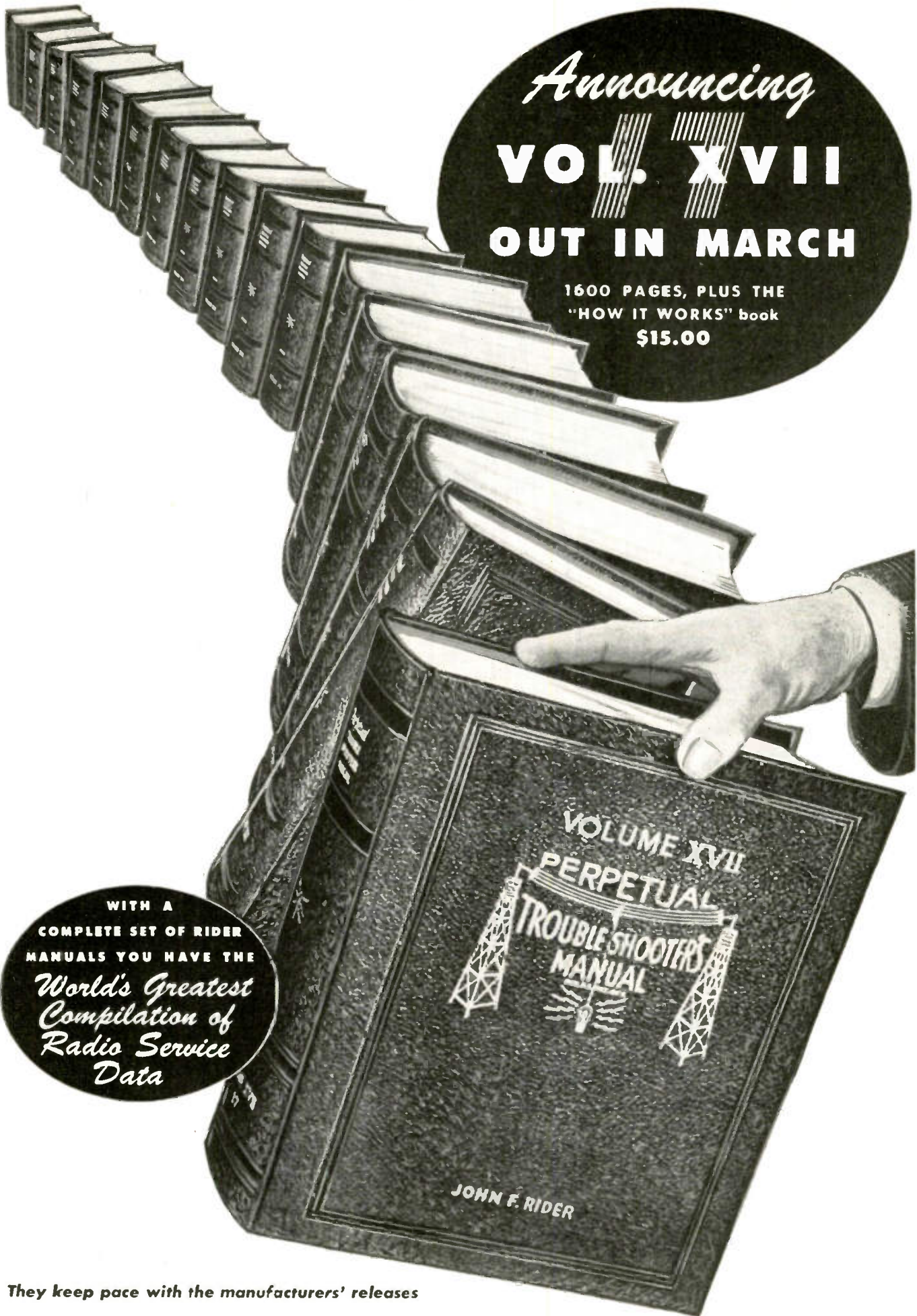
nowhere but in Rider Manuals will you find:

- so many single band receivers • so many multi band receivers • so many manufacturers • so many models • wire recorders and record players when part of a set • "How It Works" book explaining the theory of complexities in new receivers • "clarified-schematics" with their time-saving breakdowns of multi-band jobs—all the data you need for fast diagnosis of troubles

RIDER MANUALS OFFER
**OFFICIAL, AUTHORIZED
SERVICING DATA**

Direct from the service departments of the set manufacturers come the makers' own recommendations for **PROPER SERVICING PROCEDURES**

Give Your Shop The Sign
of Successful Servicing
RIDER MANUALS



Announcing

**VOL. XVII
OUT IN MARCH**

1600 PAGES, PLUS THE
"HOW IT WORKS" book
\$15.00

WITH A
COMPLETE SET OF RIDER
MANUALS YOU HAVE THE

*World's Greatest
Compilation of
Radio Service
Data*

VOLUME XVII
PERPETUAL
TROUBLE SHOOTERS
MANUAL

JOHN F. RIDER

They keep pace with the manufacturers' releases

Vote for MASCO's Mobile Sound Equipment



For Election Use and All Sound Truck Purposes

Here is the first U. L. Approved sound equipment for mobile use... ready for the greatest demand ever created by any national election.

Masco-designed and Masco-built of quality components with superior engineering skill it is ideal for use in sound trucks and moving vehicles, for public speakers and record amplification, for police, safety, traffic and fire department work and for indoor use too.

The flexible-purpose 25-watt MC-25PN Phono-Top Mobile Amplifier illustrated, which operates either on 6-Volt battery or on AC lighting current may be had with automatic record changer and as a complete outdoor portable system or indoor fixed system.

MC-25 PN Phono-top mobile amplifier, less tubes \$149.50
West of Rockies add 5% to above list price

For Masco's 10-watt mobile amplifier and for the complete range of Masco Sound Systems and Accessories, see your Masco distributor or write to us for information.



FEATURES

- U. L. Approved.
- Four input channels.
- Battery saver standby switch.
- Heavy duty U. L. approved switches.
- Low battery drain.
- Double-fused circuit.
- Hum and ripple free operation.
- Heavy duty dual vibrator.
- Compensated crystal pick-up input.
- Low pressure pick-up.

MASCO

MARK SIMPSON MANUFACTURING CO., Inc.
32-28 49th Street, Long Island City 3, N.Y.

SOUND SYSTEMS and Accessories



RAvenswood 8-5810-1-2-3-4

In Zenith Sales Post



A. V. Duke, Zenith employe for 20 years, has been appointed assistant sales manager for the firm.

Westinghouse Appointments

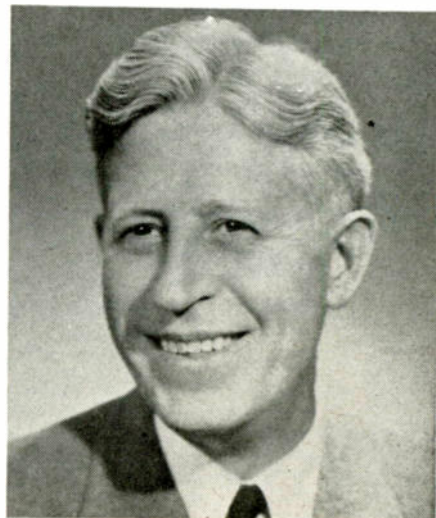
F. M. Sloan, manager of the Home Radio Division, Westinghouse Electric Corp., Sunbury, Pa., has announced the appointments of James W. Hitchcock as assistant sales manager, and H. Earle Walker as cabinet manager.

Mr. Hitchcock, formerly assistant to Ed Herrmann, Division sales manager, has had 20 years' experience in radio and allied merchandising fields. He joined the Westinghouse Industrial Electronics Division in 1942 and transferred to the Home Radio Division when it was organized in 1945. Mr. Hitchcock's wide radio experience includes five years as assistant sales manager for Atwater Kent, three years as sales manager of a Philco division, and four years as a manufacturer's agent in the west.

Fidelotuner Rep

The Edwards FM Radio Corp., New York, has appointed the Morris F. Taylor Co., Silver Spring, Md., to represent its Fidelotuner FM tuner in a large territory including the southern and middle Atlantic states.

Tower Appointee



Carl K. Nickell has been named vice-president in charge of sales by H. M. Tower Corp., Crasley distributors for Connecticut. William G. Miller is president of the wholesale firm.

Permoflux SPEAKERS

YOUR JOBBER CAN SUPPLY YOU!

Permoflux quality and dependability—the same as supplied to the major set manufacturers—is your assurance of complete customer satisfaction. You'll find Permoflux Speakers easy to install and readily available in both PM and Electrodynamic types. You'll find too, that it pays to give your customers "tops in tone" with a Permoflux Replacement Speaker.

TWO COMPLETE
FACTORIES TO SERVE YOU

PERMOFLUX

WRITE FOR
FREE BULLETIN

PIONEER MANUFACTURERS OF PERMANENT MAGNET DYNAMIC TRANSDUCERS

PERMOFLUX CORPORATION

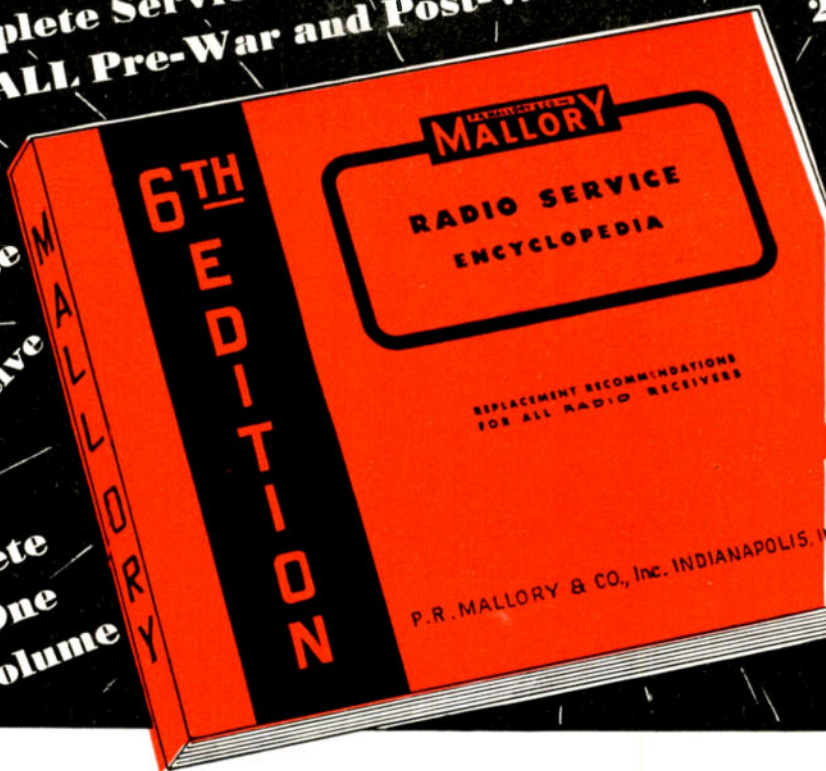
4900 W. GRAND AVE., CHICAGO 39, ILL.

236 S. VERDUGO RD., GLENDALE 5, CALIF.

The **ONLY**
Complete Servicing Reference
on ALL Pre-War and Post-War Receivers

25% More Listings
Than the
5th Edition

Accurate
Authoritative
Complete
in One
Volume



SALES of previous editions offer the best evidence of its worth.

Edition	Year	Copies sold
1st	1937	51,000
2nd	1938	25,000
3rd	1939	55,000
4th	1941	60,000
5th	1946	75,000

Here's what you get:

- Data on correct replacement parts
- Circuit information
- Servicing hints
- Installation notes
- IF peaks
- Tube complements and number of tubes
- References to Rider, giving volume and page number

RESERVE YOUR COPY NOW

Ready April 1st— The 6th Edition Mallory Radio Service Encyclopedia

Here it is—up to date—the only accurate, authoritative radio service engineers guide, complete in one volume—the Mallory Radio Service Encyclopedia, 6th Edition.

Made up in the same easy-to-use form that proved so popular in the 5th Edition, it gives you the complete facts on servicing all pre-war and post-war sets . . . volume and tone controls, capacitors, and vibrators . . . circuit information, servicing hints, installation notes, IF peaks, tube complements and

number of tubes . . . and in addition, cross-index to Rider by volume and page number for easy reference. **NO OTHER BOOK GIVES YOU ALL THIS INFORMATION**—that's why it's a **MUST** for every radio service engineer.

25% more listings than the 5th Edition. Our ability to supply these books is taxed to the limit. The only way of being sure that you will get *your copy quickly* is to order a copy today. Your Mallory Distributor will reserve one for you. The cost to you is \$2.00 net. It's the buy of the year.

THE MALLORY RADIO SERVICE ENCYCLOPEDIA

Complete—Authoritative—All in One Volume

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

MAKE THE MOST OF THE

NEW

SHURE

Monoplex

MODEL "737A"

Available Now!

THE *Only* SUPER-CARDIOID CRYSTAL MICROPHONE



Here indeed is *the* crystal microphone of all time—a high-output, unidirectional microphone that ranks far, far above ordinary crystal microphones. Why? Because it is a SUPER-CARDIOID microphone. What does this mean? It means that the "Monoplex" is twice as unidirectional as the Cardioid. It has wide angle pickup across the front of the microphone but it reduces sound pickup from the rear by 15 db—over a broad range of frequencies, and reduces pickup of random sound by 73%! The "Monoplex" employs the same type of acoustic phase-shifting network used in the highest-cost Shure Broadcast microphones. New "Metal-Seal" crystal. The case is pivoted at the rear and can be pointed toward desired sound or upwards for horizontal plane pickup. The "Monoplex" is excellent for high-quality public-address, communications, recording and similar applications. It will operate under adverse conditions of background noise and reverberation where a conventional microphone would be practically useless. Make the most of the "Monoplex"—it is destined for a performance record unique in crystal microphone history!

Manufactured under Shure patents issued and pending.
Licensed under patents of Brush Development Co.

SHURE

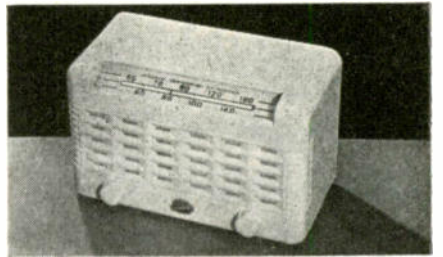
Model "737A" CODE: RUMON List Price: \$35.50

SHURE BROTHERS, INC.

Microphones & Acoustic Devices

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

Minerva "Ivory-Belle"



Minerva Corp. of America, 238 William St., N. Y., now making deliveries on its model 411, a four-tube in Ivory cabinet.

New Free Display Guide Offered to Retailers

A new display guide for spring and summer has been published by Sherman Paper Products, which presents many new pictorial and background ideas for window and interior decoration. Pictorial products are shown in full color, simplifying ordering.

In addition to the background and construction materials, there are many seasonal printed design materials, including stonewall, knotty pine, wild rose, and jonquil. Copies of the guide may be obtained without charge from Sherman Paper Products Corp., Newton Upper Falls 64, Mass.

Ingraham Appointments

The E. Ingraham Company, Bristol, Conn., manufacturers of Sentinel clocks and watches, has appointed two new district managers: Hermon P. Haynes, for the West Coast district, comprising eleven western states, and Theodore H. Klein, for the district covering northern Illinois, Wisconsin, Minnesota, and North and South Dakota.

Heads Dishwasher Sales

S. D. Hackley, vice-president and general manager of Kaiser Fleetwings Sales Corp. of Oakland, Cal., and Bristol, Pa., has announced the appointment of Alfred D. Howard as general sales manager to supervise sales of the Kaiser Dishwasher.

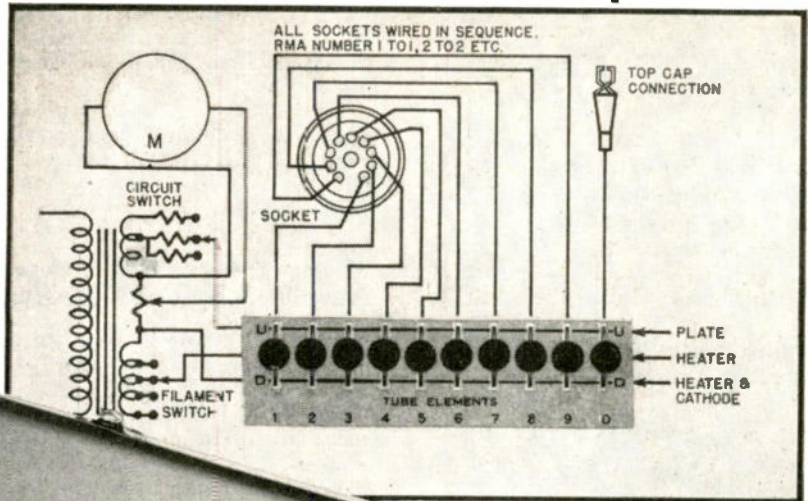
Mr. Howard, who for several months has been assistant general sales manager, will continue to make his headquarters in the Kaiser Building, Oakland.

III Men Promoted

Promotion of H. L. Sawvell, assistant product specialist, general line sales department, International Harvester Company, Chicago, to the position of manager of the company's St. Cloud, Minnesota, branch, has been announced by A. J. Peterson, manager, general line sales department.

Succeeding Mr. Sawvell as assistant product specialist is N. M. Callahan, formerly refrigeration sales representative in the eastern district. The position of eastern district refrigeration representative will be filled by Larry Beville, of the eastern district staff.

UP and DOWN Lever Switching Connects Each Tube Pin to Proper Circuit



TUBE TESTER

Triplet lever switching circuit arrangement has 7 distinct advantages contributing to maximum flexibility, simplicity of operation and anti-obsolence.

MODEL
3413 \$60⁷⁵
DEALER NET

1. ALL ELEMENT CHECK—Thorough conclusive test of tube elements, shields and taps. The only commercial tester to get at each tube pin and make an open and short check.

2. NO HUNTING FOR SOCKETS—No plugging into wrong socket—Circuit flexibility requires only one socket for each type of tube base.

3. CIRCUIT CLARITY—Lever switch numbering corresponds to RMA tube pin numbers, connected to bring out each active tube element. A simple up or down motion of the lever instantly makes the connection.

4. OPERATION SIMPLICITY—Minimum of control settings plus straightforward arrangement of this outstanding emission circuit. Generally

not more than five of the 10 lever switches need be set.

5. PICTURE YOUR CIRCUIT—Assures confidence in tests and enables special tube checks for balanced circuits, special loads, etc. "Trick" switching circuits make it more difficult for the serviceman to "picture" his test circuit.

6. SET UP YOUR OWN TEST FOR NEW TUBES—The "pictured" circuit and straightforward test procedures enable the user to set up for new tubes. A feature rarely found in commercial type tube testers.

7. INDIVIDUAL CONTROL FOR EACH TUBE ELEMENT—Takes care of roaming elements, dual cathode structures, multi-purpose tubes etc., in addition to standard value tests.

Precision first...to Last



TRIPLET ELECTRICAL INSTRUMENT CO. • BLUFFTON, OHIO, U.S.A.

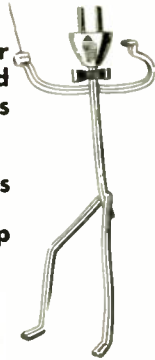
In Canada: Triplet Instruments of Canada, Georgetown, Ontario.

PHALO MAKES THEM-

Cables For Inter
Communicating and
Public Address
Systems

•
Microphone Cables

•
Phonograph Pick-up
Arm Cables



For general station-to-station wiring, speaker extensions, etc. Cables can be especially designed to meet customer's specifications. For complete information, ask for new PHALO catalog.



Have low capacitance, high dielectric and low attenuation plus a tough jacket.



Construction of this cable allows extreme flexibility, highly desirable in this application.

• • •
For details on these and other available PHALO Cables, write NOW for the illustrated 22-page PHALO Catalog.

PHALO
Plastics Corporation
GRAPHIC ARTS BLDG. WORCESTER, MASS.

Manufacturers of Insulated Wire, Cables and Thermoplastic Tubing —

Simons New Ad Manager

George E. Simons has been appointed advertising manager for General Electric major appliances, it has been announced by A. L. Scaife, advertising manager of the company's appliance and merchandise department.

Mr. Simons was formerly manager of advertising and sales promotion and employe and community relations for the GE air conditioning department in Bloomfield, N. J.

Maytag Expands Areas, Names Regional Managers

Three new regional manager assignments have been announced by The Maytag Company of Newton, Iowa.

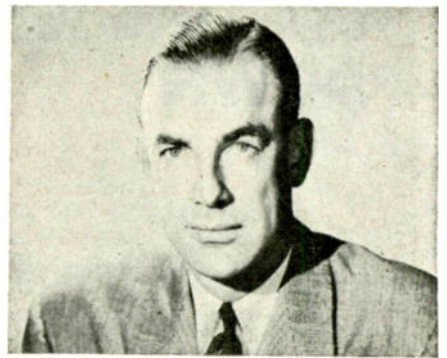
John R. McDermott is supervising four counties in Wisconsin surrounding Milwaukee. Cecil H. Robinson has 33 counties in southwestern Arkansas, including the cities of Little Rock and Hot Springs. Gilbert H. Wilson is taking over seven counties in northeastern Ohio near Akron.

The Kansas City Branch of The Maytag Company has been expanded to include Louisiana and that part of Arkansas not already under Kansas City supervision. The branch previously included Kansas, Oklahoma, Missouri and the northern tier of Arkansas counties.

Kansas City Manager

Claire G. Ely is Kansas City branch manager. The new acquisition to his territory was formerly included in a distributorship known as The Maytag Southern Company of Little Rock, Arkansas, headed by Price Munson as president. Mr. Munson has represented Maytag as distributor in that territory since 1937 and prior to that, was in the production and sales departments at Newton for 13 years. The area involved in the transfer includes more than 250 dealers.

Sylvania Sales Director



George R. Sommers who has been appointed Pacific Coast director of sales for all divisions of Sylvania Electric Products, Inc.

H. B. Donley in Executive Position at Hunter Fan

R. H. Peoples, president of the Hunter Fan & Ventilating Company, Memphis, Tenn., has announced that the board of directors have elected Harold B. Donley vice-president and general manager of the company and a member of the board.

Mr. Donley was for twenty-five years with the Westinghouse Electric Corporation. For eighteen years he held, progressively, managerial positions in the sales, fan, and appliance departments of the company at its merchandising and appliance headquarters at Mansfield, Ohio. He was then appointed general appliance manager of the Westinghouse Electric Supply Company.

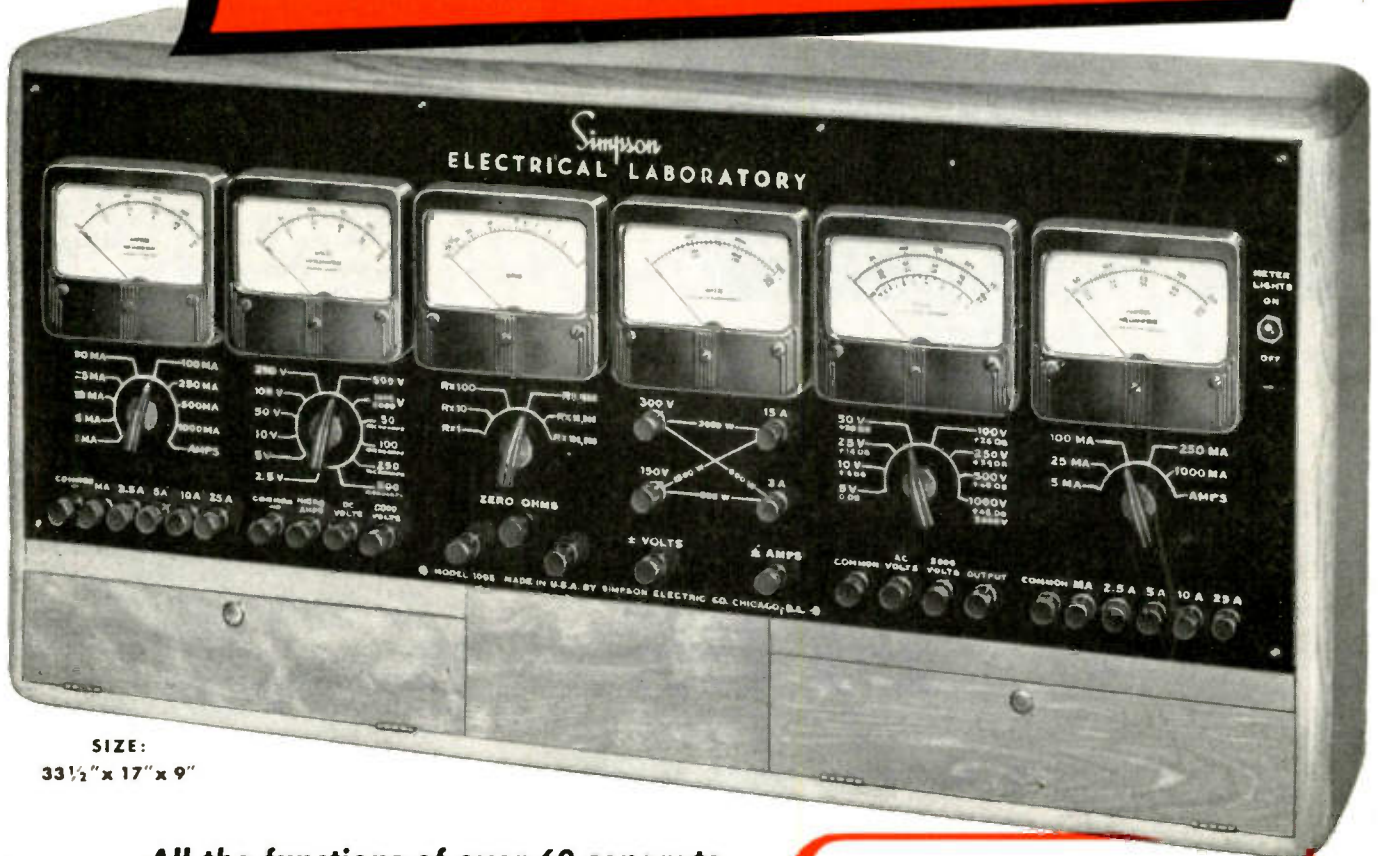
When Westinghouse decided, in 1944, to re-enter the home radio field after seventeen years' absence, Mr. Donley was made manager of the Radio Division and led the organization and establishment of the Home Radio Division's manufacturing, engineering and sales activities at Sunbury, Pa., the position he resigned last June.

Gibson Refrigerator Merchandisers Meet



Caught by the camera at sales meeting in the Hotel New Yorker by Gibson Refrigerator Company for its eastern distributors were (left to right, sitting) Victor H. Meyer, president, Victor H. Meyer & Co., Inc., Gibson's New York City distributor; W. W. Gorrison, head of Gibson's ad agency; J. L. Johnson, Gibson sales manager; standing, left, Victor H. Meyer, Jr.; Earl Lines, vice-president of the Gorrison agency, and D. D. Shonn, assistant to Gibson sales manager Johnson.

SIMPSON ELECTRICAL LABORATORY MODEL 1005



SIZE:
33½" x 17" x 9"

All the functions of over 60 separate instruments combined in one unit!

Here is a complete test unit for use by radio, electronic, and electrical technicians in laboratories, shops, or service departments. It is adaptable to the testing of all electrical appliances, small motors, circuits, radio sets, etc. It consists of six individual 4½" rectangular instruments, indirectly illuminated, each with a complete set of ranges.

In addition to the wide variety of A.C. and D.C. voltage and current ranges, a multi-range ohmmeter and a single phase wattmeter have been incorporated. Also, to meet the need for extreme sensitivity required in testing circuits where only a small amount of current is available, an instrument is provided with a sensitivity of 50 microamperes, providing 20,000 ohms per volt on all D.C. voltage ranges. The Electrical Laboratory incorporates a rectifier type instrument for measuring A.C. voltage with a resistance of 1,000 ohms per volt on all ranges. This latter instrument also has in combination a complete coverage of DB ranges, from minus 10 to plus 54 for volume indications.

This beautiful instrument is Simpson-engineered and Simpson-built throughout for lifetime service.

Dealer's Net Price, complete with Leads and Break-in Plug, \$218.00

SIMPSON ELECTRICAL COMPANY

5200-5218 West Kinzie Street, Chicago 44, Illinois
In Canada, Bach-Simpson Ltd., London, Ont.

Simpson

Ask your jobber

INSTRUMENTS THAT STAY ACCURATE

RANGES OF MODEL 1005

Meter No. 1 (D.C. Milliammeter and Ammeter)

0-1 MA. D.C.
0-5 MA. D.C.
0-10 MA. D.C.
0-25 MA. D.C.
0-50 MA. D.C.
0-100 MA. D.C.
0-250 MA. D.C.
0-500 MA. D.C.
0-1000 MA. D.C.
0-2.5 Amps. D.C.
0-5 Amps. D.C.
0-10 Amps. D.C.
0-25 Amps. D.C.

Meter No. 2 (D.C. Microammeter and Voltmeter)

0-2.5 Volts D.C.
0-5 Volts D.C.
0-10 Volts D.C.
0-50 Volts D.C.
0-100 Volts D.C.
0-250 Volts D.C.
0-500 Volts D.C.
0-1000 Volts D.C.
0-5000 Volts D.C.
20,000 ohms per volt
0-50 Microamps
0-100 Microamps
0-250 Microamps
0-500 Microamps

Meter No. 3 (Ohmmeter)

0-500 Ohms (5 ohms center)
0-5000 Ohms (50 ohms center)
0-50,000 Ohms (500 ohms center)
0-500,000 Ohms (5,000 ohms center)
0-5 Megohms (50,000 ohms center)
0-50 Megohms (500,000 ohms center)

Meter No. 4 (Wattmeter)

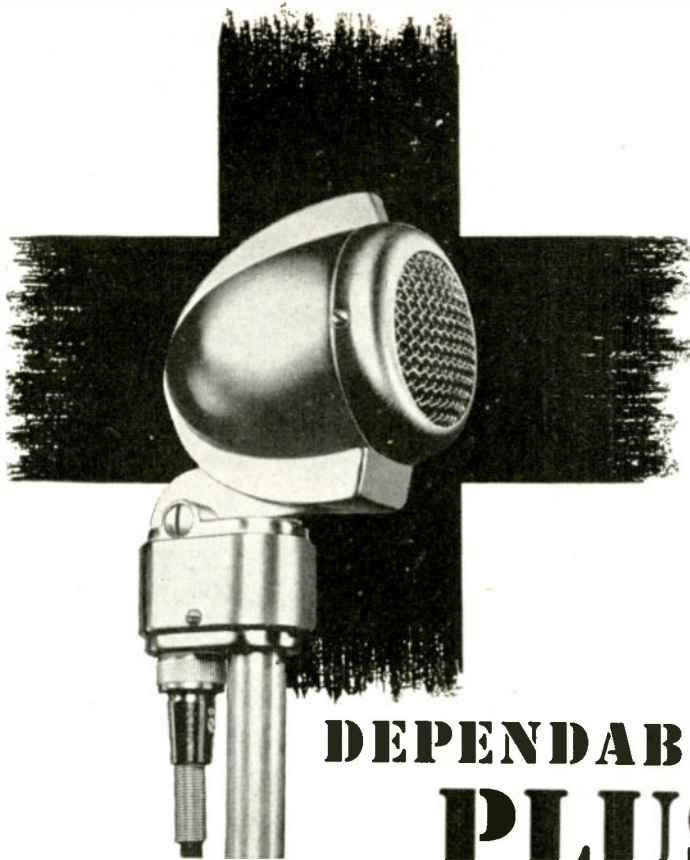
0-300 Watts A.C.
0-600 Watts A.C.
0-1500 Watts A.C.
0-3000 Watts A.C.

Meter No. 5 (A.C. Voltmeter, Output and DB meter)

0-5 Volts A.C.
0-10 Volts A.C.
0-25 Volts A.C.
0-50 Volts A.C.
0-100 Volts A.C.
0-250 Volts A.C.
0-500 Volts A.C.
0-1000 Volts A.C.
0-5000 Volts A.C.
Rectifier type
1000 Ohms per volt
DB Ranges
-10 to +54
Output Ranges
some as volts except 5000 Volt Range

Meter No. 6 (A.C. Milliammeter and Ammeter)

0-5 MA. A.C.
0-25 MA. A.C.
0-100 MA. A.C.
0-250 MA. A.C.
0-1000 MA. A.C.
0-2.5 Amps. A.C.
0-5 Amps. A.C.
0-10 Amps. A.C.
0-25 Amps. A.C.



DEPENDABILITY PLUS

THE TURNER MODEL 22X-22D

Crystal or Dynamic Microphone

Leading manufacturers of communications, sound, and recording equipment specify the Turner Model 22 as standard for microphone performance. Its accurate pickup and smooth, wide-range response is engineered for both voice and music. Up-to-the-minute styling adds distinction to any installation.

The Turner Model 22 is easy to handle, convenient to use. Full ninety degree tilting head permits semi- or non-directional operation. Furnished with removable 7 ft. quick-change shielded cable set.

MODEL 22X is engineered with a high quality, humidity protected crystal in mechanical shock-proof mounting. Equipped with wind-gag and barometric compensator. May be used indoors or out. Response: ± 5 db from 50—9000 c.p.s. Level: 52 db below 1 volt/dyne/sq.cm.

MODEL 22D features high quality magnets in a well balanced acoustic circuit with adequate shielding to reduce r.f. pickup. Built to withstand heat, cold, humidity. Response: ± 5 db from 50—9000 c.p.s. Level: 54 db below 1 volt/dyne/sq.cm. at high impedance.

For thoroughly dependable performance, plus modern streamline styling—
Turn to Microphones by Turner. Write for Complete Microphone Catalog.

THE TURNER COMPANY

903 17TH STREET N. E., CEDAR RAPIDS, IOWA



Microphones licensed under U. S. patents of the American Telephone and Telegraph Company, and Western Electric Company, Incorporated. Crystal licensed under patents of the Brush Development Company.

Customer Loss

(Continued from page 41)

the part of the merchant to prevent such trouble.

One such instance of a "long-suffering" customer who had the patience of Job when it came to putting up with *large* troubles, but who left the dealer for what seemed to be a trifling incident, is seen in the following actual "case history":

Customer Jones was a "jinxed" guy. But he was the sort of person who was always able to see that Dealer Doakes was not to blame for what happened—until the *little* thing took place.

Jones bought a top-brand refrigerator from Doakes. Two days after it was installed it sprung a "gas" leak, damaging some house plants, and ruining a lot of food.

Dealer Doakes was right on the ball in installing a new unit, and he was sincere in explaining to Mr. Jones that the case was quite unusual with the particular make. In less than two weeks, the same thing happened—another gas leak. Jones sympathized with the dealer. That's how cooperative and understanding he was! And all this in the face of having had no end of trouble with a radio he'd bought from Doakes, to say nothing of a number of other products which had gone "haywire."

One day, Dealer Doakes woke up to the fact that Customer Jones was among the missing. "I don't blame him," Doakes told his service manager. "He was a glutton for punishment. Although we did everything we could to keep his stuff working. I think he was a jinx."

"That's right," said the service manager, "that refrigerator kicking up was the straw that broke the camel's back."

But it was no such thing!

Customer Jones quit dealing with Doakes over a very small matter, having to do with wearing apparel. Mr. Jones dropped in at the Doakes Store one early Spring afternoon on a day that had suddenly turned quite cold. Seeing that Jones, whom he knew quite well by this time, was not wearing a topcoat, Dealer Doakes said pleasantly, and innocently enough, "Aren't you sort of rushing the season, Mr. Jones?"

Over that, Jones severed business relationship with Doakes. Jones told a competitive dealer that "Doakes is an old busy-body. And what I wear is none of his damn business!"

Things which, on the surface, seem to be innocent bits of conversation,

(Continued on page 96)

Speakers
that mean
business...
FOR YOU!



The Drive-In Theatre Equipment Company, Inc.
Manufacturers of NATIONAL AUTO VOICE in-car Speaker Units

TELEPHONE CHEROKEE 0872

2110-2130 SUPERIOR AVENUE
CLEVELAND 14, OHIO

January 20, 1948

Mr. R. S. Fenton, Sales Manager
Parts Section, Receiver Division
Electronics Department
General Electric Company
1001 Wolf Street
Syracuse, New York

Dear Mr. Fenton:

We would like at this time to express our appreciation for your expeditious handling of our recent rush order for 5 1/2" PM Speakers.

The speakers used in the Drive-In Theatre in-car units must meet more rigid standards than those ordinarily required commercially. The Drive-In Speaker is subjected to the most adverse weather conditions, and must be able to stand up over a period of years without appreciable impairment of its electrical characteristics. The voice coil form, and the cone proper, must be impervious to moisture or direct rainfall.

It may be of interest to you to know that after a survey of the speaker field, we chose the GE Speaker as the one best able to meet our exacting requirements. The aluminum voice coil form is ideal for our work, since there is no danger of expansion due to moisture absorption. The speakers met Navy type tests such as shock, vibration, temperature, salt spray, and frequency response requirements.

Since standardizing on GE speakers, our customer reaction has been entirely satisfactory.

Very truly yours,
DRIVE-IN THEATRE EQUIPMENT CO., INC.

E. B. Brady

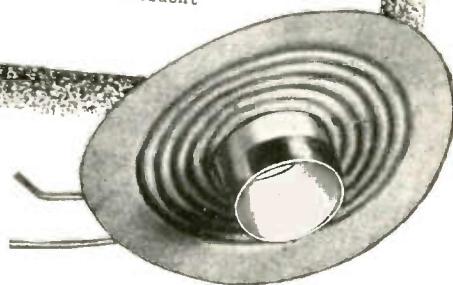
President

THE LETTER reproduced here speaks for itself and —G-E Speakers. The superb engineering which makes this speaker ideal for outdoor use, also makes it ideal for replacement in home receivers, where widely varying conditions of dryness and humidity affect speaker performance.

Here is an opportunity to develop the speaker replacement market to its fullest extent and push the outdoor theatre market.

G-E Speakers are competitively priced—and in quality they are outstanding. Build speaker business now. Send us your order.

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



ALUMINUM FOIL BASE
VOICE COIL



GENERAL  **ELECTRIC**

160-02

DESIGNED TO MEET EVERY REQUIREMENT

The Complete Quality-Engineered LINE OF FM & TV ANTENNAS

(44 to 216 MC) by

BRACH

EST. 1906

MASS PRODUCERS OF ANTENNAS
SINCE THE START OF BROADCASTING

Be assured of maximum reception and trouble-free operation with Brach FM & TV antennas. They are recommended for their simplicity, ease of installation and durability by service-men, installation engineers and dealers. Brach features a complete line, engineered for maximum performance and to meet all individual problems and requirements.

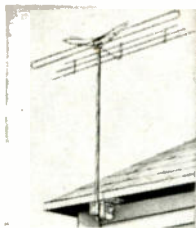
All antenna kits are complete, containing a five foot steel mast, non-corrosive aluminum elements, ample down-lead, all necessary hardware and the Brach Universal Base Mount which permits a 360° rotation of the mast to any position on any type of building after the mount has been secured. Guy wires are also included and give complete protection and stability to the installation.

Brach antennas feature a low standing wave ratio for peak reception and can be obtained to cover all channels from 44 to 216 MC. Each type of antenna has been tested to give a uniform pattern over the frequency range specified.

ATTENTION, USERS OF PRIVATE BRANDS

L. S. Brach Mfg. Corp., experienced in the development and manufacture of all types of receiving antennas, offers engineering and mass production facilities for the design and production of antennas to individual specifications.

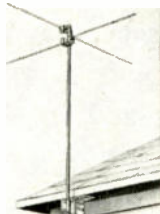
SEND FOR CATALOG SHEETS



BRACH MULTI BAND
FOR FM & TV #344
44-108 MC 174-216 MC
(Accessory Reflector Kit
#344-R as illustrated)



BRACH BROAD BAND
FOR FM & TV #338
44-108 MC
174-216 MC



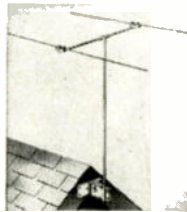
BRACH CROSS DIPOLE
FOR FM #346
88-108 MC



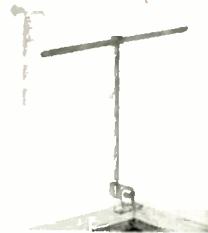
BRACH
UNIVERSAL
BASE MOUNT



BRACH STRAIGHT DIPOLE
FOR FM #334 88-108 MC
FOR TV #333 44-88 MC
Accessory Reflector Kit—
For FM #334-R
Accessory Reflector Kit—
For TV #333-R



BRACH STRAIGHT DIPOLE
SHOWN WITH REFLECTOR



BRACH FOLDED DIPOLE
FOR FM #335 88-108 MC
FOR TV #337 44-88 MC
Accessory Reflector Kit—
For FM #335-R
Accessory Reflector Kit—
For TV #337-R

Customer Loss

(Continued from page 94)

are often laden with dynamite. Transactions which appear to the dealer to be of no worthwhile importance can kick back at the merchant like a Missouri mule. That's why it's good business to set a guard over small talk, and to exercise strict supervision over even the smallest purchase or service function.

In considering customer "turn-over," it must be realized that the "new" customer one dealer gets is another dealer's "old" customer. Therefore, it's always good business to delve into the reasons why such changes were made. In so doing, the merchant will discover many surprising things which will serve to point up the necessity for watching the *little* things along with the large.

Profit Pattern

(Continued from page 70)

which to place electric irons during repair. This stand is a wooden affair, triangular in shape, with bottom and back at right angles to each other and the top slanting at 45 degrees, forming the third side of the triangle. The iron is placed on this slanting top with the back of the iron up, thereby bringing it into a very convenient position for repairing.

A series of shelves below the counter is arranged on which repaired items are placed until called for.

Another feature of the service department is rather unusual and is the means of making many sales of small appliances. Adjacent to the work bench, along the wall, is a set of neat shelves on which are displayed new merchandise of the types often brought in for repairs, such as irons, toasters, clocks, waffle irons, etc.

When a customer brings in an appliance examination of which shows a lot of repair work necessary, the servicer takes a new item from the shelf, places it on the counter before the customer, and suggests that the customer will be better off to buy a new one. This practice is a prolific source of sales for new merchandise.

A room provided with shelves, adjacent to the repair shop, carries a large inventory of small appliance parts for all makes and models of appliances. As it is still a problem to secure many parts, it is necessary

(Continued on page 98)

L. S. BRACH MFG. CORP.

200 CENTRAL AVE., NEWARK 4, N. J.

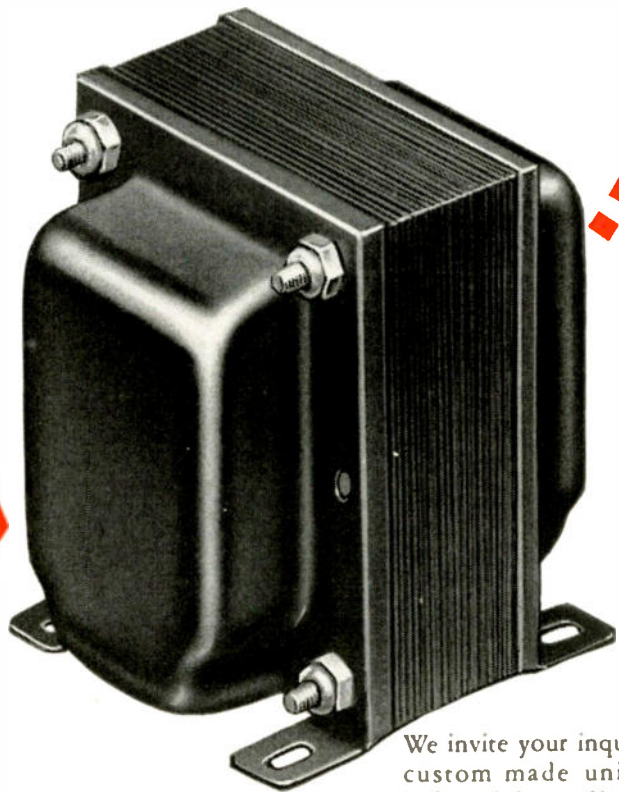
WORLD'S OLDEST AND LARGEST MANUFACTURERS OF RADIO ANTENNAS AND ACCESSORIES

SNC

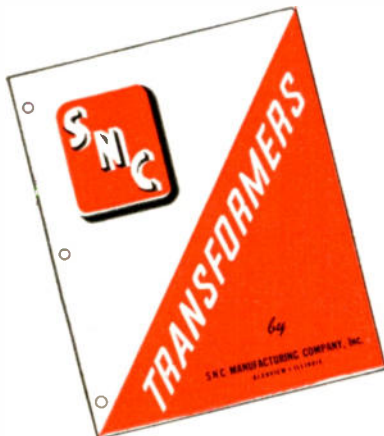
transformers are

"TOPS" in Quality

Skillful engineering, highest quality materials, latest production techniques, and careful workmanship are combined in SNC transformers to give you perfect installations . . . a minimum of rejects . . . *outstanding* performance!



We invite your inquiry on custom made units for industrial application.



Get this easy-to-read catalog from your distributor —or write to factory direct.

SNC MANUFACTURING CO., INC.

Quality Transformers

WEST LAKE AVE. NEAR LEHIGH • GLENVIEW, ILLINOIS

Export Department, 308 W. Washington St., Chicago 6, Illinois

As great an achievement
as Television itself!

HICKOK
MODEL 610

TELEVISION ALIGNMENT GENERATOR



*A brand new idea in
Radio Test Equipment*

1. Directly calibrated in frequency—range from 10 megacycles to 250 megacycles.
2. Sweep width completely variable from 0-15 megacycles.
3. Crystal Controlled.
4. Accurate attenuation in five stages—calibrated directly in output ratios.
5. Plenty of voltage output.
6. High degree of accuracy.
7. Coaxial cable—to give minimum standing wave ratio in output line.
8. Phasing Control.

**Get all
these
Features**

This new Generator, designed and built with the customary HICKOK skill is a "must" for the Service Man who hopes to do any Television Servicing. The eight features listed above give you some idea of the job it will do. But that's not all. There are 5 other outstanding features so revolutionary, so necessary for profitable Television servicing that we will not disclose them until a substantial number of instruments are ready for distribution. We are now in production on this outstanding addition to the famous HICKOK line. Price \$159.00. Write for further information today.

*Plus 5 OTHER
OUTSTANDING
FEATURES*

THE HICKOK ELECTRICAL INSTRUMENT COMPANY
10523 DUPONT AVENUE CLEVELAND 8, OHIO

Profit Pattern

(Continued from page 96)

to make some of these in the shop.

Major appliances, for the most part, are repaired in the home, and the firm finds this method to be quite satisfactory. For city calls, a flat rate of \$2.50 is made for the trip and the first hour, with \$2. an hour for additional time. On country calls, \$2.50 is charged for the first hour and 10 cents a mile for travel. Many country calls are made. An effort is made to secure a set percentage of profit on each job.

The Golden Rule company strives to give 24-hour service on repairing and this is successful to the extent that about 90% of the work comes within this time limit.

"Our service department," says Mr. White, "is very advantageous to us in several ways in addition to earning its own profit. In the first place, good service reputation is an excellent talking point in selling customers new merchandise.

"We do not sell anything we cannot service. Many customers found out during the war that it pays to buy appliances where they can be serviced.

"With government regulations on down payments and restricted terms now rescinded, we are still trying to keep our down payments as large and terms as short as we possibly can."

4-Way Dealer

(Continued from page 43)

Carlson, Temple, Tele-tone, Trav-ler, Webster, Westinghouse, and Zenith.

Brands of laundry equipment carried include: ABC, Apex, Bendix, Blackstone, Easy, Hotpoint, Iron-rite, Launderall, Maytag, Speed Queen, Thor, Universal.

Refrigerator lines carried include: Admiral, Kelvinator, Hotpoint and Philco.

Miscellaneous kitchen equipment and small appliances carried include those of the following manufacturers: Eureka, GE, General Mills, Hotpoint, Lewyt, Proctor, Seth Thomas, Silex, Sunbeam, Telechron, Yale, Youngstown.

Customers can pay for merchandise bought over a 30-day period, at the equivalent of the cash price. Credit papers are handled by the store personally, and payments can be made at "most convenient terms."

Newspaper advertising is Zemel Bros.' biggest promotional medium. Ads are scheduled daily for both New Haven and Bridgeport papers.

Are the New SPRAGUE TM's REALLY BETTER?

you be the judge — TRY THEM IN YOUR TOUGHEST JOBS

We think the new Sprague type TM molded paper tubular capacitors are so far ahead of any other capacitors that there just isn't any comparison.

Quite naturally, we should! Not only do we make them . . . we know *how* they are made and *why* they are better.

But don't take our word for it. If you haven't already seen and used these new units, by all means get at least a few today. Try them in your toughest jobs—auto radios that get hot and are subjected to severe mechanical shocks. Use them in

portable sets and in some of those small ac-dc radios that operate at temperatures at which you normally fry eggs. Give them the kind of jobs to do that are tough on paper tubulars. Then check for performance and long life.

All we ask is that you *try* them. If you don't decide the new Sprague Molded TM's are better than any other paper tubular capacitor you have ever used, we don't want to try to convince you! We feel confident of the result because we know that *your reputation* and *your customers deserve the best!*

"PROOF POSITIVE!" by Prof. Squeegee



Professor Oswald Z. Squeegee, the man who first successfully smashed the Atom in Sprague advertising back in 1938, took time out from his secret studies to wire:

HAVE JUST COMPLETED SEVERE LABORATORY TEST OF NEW SPRAGUE TM. SOAKED IT ONE WEEK IN SALINE SOLUTION (FISH BOWL, TO BE SPECIFIC). MIXED CONTENTS INCLUDING FISH AND SPRAGUE TM WITH ONE CAN DOG FOOD. HEATED TO 85° C. FOR THREE HOURS. DOGS ATE EVERYTHING BUT

MOLDED CAPACITOR, WHICH WAS TOO HARD FOR CANINE TEETH. HATS OFF TO SPRAGUE! MUST HURRY BACK TO HISTORY-SHAKING EXPERIMENTS.

PROF. SQUEEGEE



CAPACITORS

SPRAGUE

*KOOLOHM
RESISTORS

• T.M. Reg.
U.S. Pat. Off.

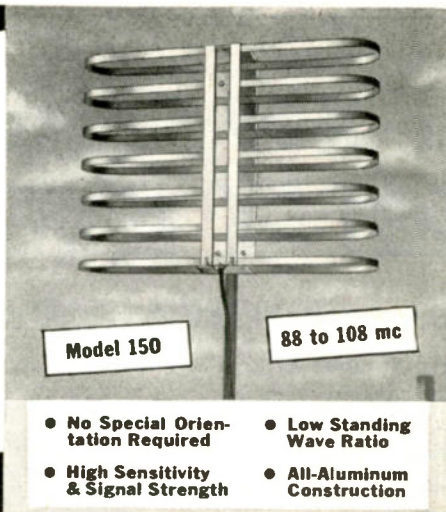
SPRAGUE PRODUCTS COMPANY, North Adams, Mass.

JOBGING DISTRIBUTING ORGANIZATION FOR PRODUCTS OF SPRAGUE ELECTRIC CO.

Reach for a **SPRAGUE**
and Know You're Right!



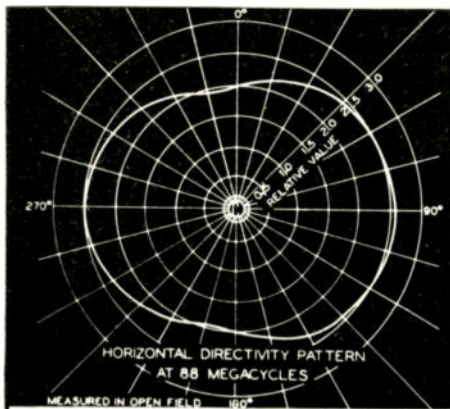
THE NEW
Rauland
Omni-directional*
FM
ANTENNA



- No Special Orientation Required
- High Sensitivity & Signal Strength
- Low Standing Wave Ratio
- All-Aluminum Construction

The FM Antenna that Gives You a Big "Selling Edge"

It's new, different—far superior to the conventional FM antenna! Here is the *first* and *only* FM receiving antenna with *all* these features: 1. Non-Directional Pickup over the *entire* FM band—for satisfactory reception from all stations in any location regardless of direction of signal. 2. Higher gain improves reception at outlying sections of the effective station area. 3. Stable-Omni-directional characteristics — unaffected by rain, sleet, or age. 4. Can be used in pairs for increased signal strength and lower noise. 5. Can be permanently grounded for protection against lightning. 6. Direct match to standard 300 ohm receivers (matching unit available to match other impedances). 7. Small, rugged, and supplied completely assembled—easy to install. *NOW—complete* with 5-foot mounting mast and adjustable base and hardware—at no increase in price—*nothing more to buy*. Give your FM business a real boost with the exclusive selling advantages of the RAULAND 150 FM Receiving Antenna!



NON-DIRECTIONAL DESIGN!

Graph above shows virtually circular horizontal directivity pattern at 88 mc; only slight elongation appears at 108 mc. Vertical directivity shows no response to automobile ignition and other man-made noises; gives maximum noise-reducing benefits.

*Mfd. under Alfred Alfard inventions

SEE YOUR AUTHORIZED RAULAND DISTRIBUTOR for full information on the new RAULAND Model 150 FM Receiving Antenna. Don't miss out on this selling opportunity in the expanding FM market!

Electroneering is our business

SOUND TELEVISION



INTER-COMMUNICATION

THE RAULAND CORP. • 4247 N. KNOX AVE. • CHICAGO 41, ILL.

Rembrandt ... **FINEST**
*Reg. U. S. Pat. Off.
TELEVISION-FM
CONSOLE RECEIVERS

MODEL 80—78 SQ. IN.—DIRECT VIEW—LIST \$695
MODEL 130—128 SQ. IN.—DIRECT VIEW—LIST \$895

Remington presents two masterpieces in design, performance and quick sales appeal.

DISTRIBUTORS and DEALERS — Write at once for full specifications and merchandising plan.

REMINGTON RADIO CORPORATION **WHITE PLAINS, N. Y.**
Phone White Plains 9-7006

Emerson Sales Climb

The annual report of Emerson Radio and Phonograph Corporation and its wholly owned subsidiaries describing operations for the fiscal year ended Oct. 31, 1947, showed the highest level ever recorded with net sales of \$32,658,122 as compared with sales of \$23,088,882 for the fiscal year ended Oct. 31, 1946.

Net income after all taxes for the twelve months amounted to \$2,263,024 or \$5.65 per share on 400,000 shares of capital stock. Net income after all taxes for the prior fiscal year was \$1,340,356 or \$3.35 per share. The net income for the 1947 fiscal year after taxes was the highest ever attained, being 68% above the \$1,340,356, the highest earnings reported in any previous year.

Air King Jobber



Alexander ("Duke") Wellington who heads the new Air King Distributors Corp., 5302 2nd Ave., Brooklyn, N. Y., exclusive wholesalers for Air King products. Announcement was made by J. J. Clune, Air King Products Company's merchandise manager.

Leedom Really Gets Around for Sprague

Adequate aid from the home office is evidenced by the fact that John Leedom, popular assistant to Harry Kalker, Sprague Products Company sales manager, has just completed 37,000 miles of travel in the interest of his company the past year.

In the course of his travels, Mr. Leedom called on more than 175 Sprague distributors. On these visits he conducted technical meetings with servicemen and dealers, and provided industrial assistance to distributors through special meetings and personal contacts.

New Utah Sales Reps

Utah Radio Products, division of International Deltrola Corp., Huntington, Ind., has added two new reps to its nation-wide replacement speaker sales staff, according to a recent announcement by Hugo Sundberg, sales manager of Utah's industrial and jobber sales division.

Ray Hutmacher of Ray Hutmacher & Associates, Chicago, is the company's new representative in Illinois, Wisconsin, and St. Louis county, Mo.

William S. Lee, Detroit, now covers the entire state of Michigan for Utah.

**NEW!
VERSATILE!
EFFICIENT!**



TUBE CHECKER YTW-1



Obsolescence is the big problem with tube checkers. The new YTW-1 has been especially designed to guard against early obsolescence. Blanks, mounted with locking rings, for easy removal, provide for future tube types that may be developed. This, together with exceptional circuit switching flexibility, makes the YTW-1 an outstanding piece of equipment—the tube checker you must have on your bench.

The YTW-1 is crammed full of features which servicemen will appreciate. Study them carefully—then place your order.

- Checks virtually all receiving type tubes, including the nine pin types. Tuning indicator tubes are checked by visual indication—just as if they were operating in a set.
- Tube checker "short" light remains "on" unless there is a short. This gives constant indication of the YTW-1's operation.
- Loads are so chosen that tubes "on their way out" will show up as weak or questionable, even though their mutual conductance may be within factory tolerances. This is a prime advantage of the emission check.
- Where tubes have internal "jumpers" it is possible to tell that "jumpers" are present and they are indicated on the roll chart by asterisks.
- Makes "short" tests with minimum stress on delicate tube elements. It is possible to directly identify the shorted elements.
- Like numbered pins on all sockets are connected—sockets for tubes developed in the future, easily connected.
- Roll chart is placed directly under the levers for easy reading and fast operation and *can be readily removed for replacement.*
- The YTW-1 includes an exceptionally accurate d-c voltmeter.

Save time—save money—speed service—order the YTW-1 today. For complete information write: *General Electric Company, Electronics Park, Syracuse, N. Y.*

GENERAL  ELECTRIC
104-02

Honor Zenith Veterans

Eight Zenith employees, including E. F. McDonald, Jr., president, recently received Tri-Compax Chronograph wrist-watches from Zenith Radio Corporation in recognition of long company service and their individual contributions to Zenith's present position in the radio industry.

Commander McDonald and Karl E. Hassel, founder of the company and now assistant vice-president and member of the board of directors, started their service in 1920. The other six men who received watches each have completed 25 years with Zenith. They are: Paul Anderson, Irving Herriott, Stanley Janis, George Langford, Rudolph Grey, and Joseph Walgren.

Sales Promotion Manager

Harold W. Goldstein, president of Anchor Distributing Company, 955-957 Liberty Avenue, Pittsburgh, has appointed Mal H. Marshall sales promotion manager.

Ad Manager for Premier

Louis P. Pack has been appointed advertising manager for Premier vacuum cleaners, according to A. L. Atkinson, manager of the General Electric Company's vacuum cleaner division, who announced coincidentally that the Premier vacuum cleaner sales and advertising activities have been moved to Bridgeport from Cleveland.

In Spartan Post



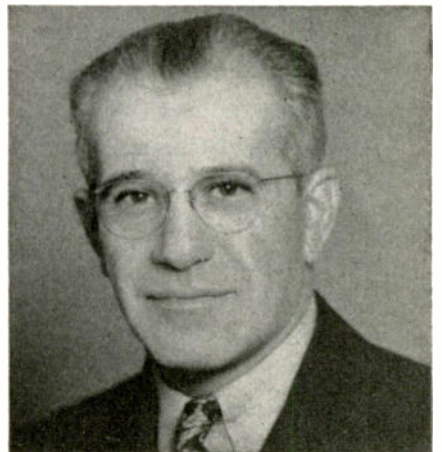
Edward C. Bonio, vice-president in charge of sales of the Sparks-Withington Co., Jackson, Mich., has announced the appointment of F. T. (Fred) Sterritt, above, as advertising and sales promotion manager of the firm's radio and appliance division.

IRC All-Purpose Kit

A new aid to neat service shops has been announced by International Resistance Co. The nine most popular IRC $\frac{1}{2}$, 1 and 2 meg. controls are now available pre-packaged with 4 switches and 4 special shafts in a sturdy four drawer utility cabinet. The cabinet measures $7\frac{3}{4}$ " x $7\frac{3}{4}$ " x $4\frac{1}{2}$ " and has 12 compartments suitable for stocking knobs, hardware, dial fittings, capacitors, resistors, switches, shafts and miscellaneous small items.

The All-Purpose Kit is available at all IRC Distributors. There is no extra charge for the utility cabinet.

Launches New Firm



Bob Karet, above, announces the formation of R. M. Karet Associates, Inc., a firm of manufacturers representatives, 510 N. Dearborn, Chicago 10, Ill. The company is representing products of the Pilot Radio Corporation in Michigan, Indiana, Illinois, Missouri, Iowa, Wisconsin, Minnesota, North and South Dakota, Nebraska, and Kansas. The firm represents Kord-O-Koil nationally.

New Magnavox Catalog

The most comprehensive loud speaker catalog ever issued by The Magnavox Company has been completed and released to manufacturers, S. S. Sondles, Magnavox components division sales manager, has announced.

The catalog covers all current Magnavox loud speaker models from the 4x6 inch elliptical to the 15 inch size, and presents a compilation of pertinent engineering data and schematic diagrams.

Get Repeat Sale Profits!

Stock
SPENCER
Recording Wire



- STAINLESS STEEL
- HIGH FIDELITY
- ERASABLE
- PERMANENT RECORDING
- REPLAYS INDEFINITELY

Here's a top-quality recording wire that is the product of months of research by skilled specialists in the precision wire field. The superb reproductive quality of Spencer recording wire is being received with enthusiasm everywhere, and is acknowledged by leading manufacturers of wire recorders. This mushrooming demand is opening up a profitable market for you in the form of new and repeat sales. Stock up today on this fast selling item.

Available in $\frac{1}{4}$ -hour, $\frac{1}{2}$ -hour, and 1 hour spools.

DISTRIBUTOR INQUIRIES INVITED

SPENCER *Wire Company*
WEST BROOKFIELD, MASSACHUSETTS

MAKERS OF PRECISION STEEL AND ALLOY WIRE



a New **LARGER**
Jensen
*Hypex** **SPEECH MASTER**

Model VH-15 Speech Master, a new completely weatherproof 15-inch Hypex, is the latest addition to the JENSEN Hypex family, thus expanding this line of projectors to cover a wide range of sizes and prices. Designed only for speech reproduction, without compromise to music requirements, it affords greater naturalness in the low frequencies than do other Speech Masters. Model VH-15 is recommended for sound reinforcement, indoors and out, where distinct natural speech reproduction is required to carry through high noise levels.

Developed acoustic length, 36 inches. Useful response, 190 to 6,000 cps. Voice coil impedance, 8 ohms. Polar coverage angle, 90 degrees. Power rating 15 watts maximum speech signal input. Mouth diameter 15 3/8"; overall length 15".

Model VH-15 Speech Master (ST-757) **List Price \$47.00**

*Hypex and Speech Master are Registered Jensen Trade Marks.

NOTE THESE FEATURES

- Horn designed to JENSEN Hypex formula (Pat. 2,338,262) for improved acoustical performance.
- Alnico V driver unit completely enclosed, yet replaceable without special tools.
- Trunnions adjustable through 180 degrees, lock projector in position simply by tightening two nuts with small wrench.
- Non-ferrous and stainless steel rust-proof fittings. Phenolic diaphragm.
- Rustproof, weatherproof terminal box; no exposed terminals. No soldering needed to connect.
- Improved weatherproof finish on all metal parts. Horn finished in two-tone baked enamel.
- Power rating 15 watts maximum speech signal input.



Model VH-91
 Speech Master
 List Price
 \$32.50

Jensen
 SPEAKERS
 WITH
ALNICO 5

JENSEN MANUFACTURING COMPANY
 6625 S. LARAMIE AVE., CHICAGO 38
 In Canada: Copper Wire Products, Ltd., 11 King St. W., Toronto

Designers and Manufacturers of Fine Acoustic Equipment

Picture
 52,529 people
 on this screen



Each is a regular reader of LIQUOR STORE AND DISPENSER.

Each is a leading liquor dealer in a dispensing or retailing outlet of the U. S., Alaska, and Hawaii.

These business men run thousands of bars, lounges, and dining places where millions of Americans who like to watch television gather each day.

These dealers buy, for their business places, the television equipment which more and more of their patrons are demanding.

They should be told about *your* equipment. You ought to advertise it in LIQUOR STORE AND DISPENSER.

If you told them your story there, they would buy more and more from you.

Very naturally . . . because America's leading liquor dealers are in the habit of buying their products and equipment from LIQUOR STORE AND DISPENSER advertisers. That's why the book carries more advertising than any other publication in the industry.

Use LIQUOR STORE AND DISPENSER. Its low cost is matchless, too.

LIQUOR STORE AND DISPENSER

A CONOVER-MAST PUBLICATION

205 E. 42nd Street, New York, N. Y.

330 N. Michigan Ave., Chicago, Ill.

5478 Wilshire Blvd., Los Angeles, California

Small Items

(Continued from page 63)

of the game, in selling supplies—and, to decide too, where to end his selection.

In most cases, it appears to be good business to sell small electrical supplies and parts. First, because *many of his customers* will buy them elsewhere anyway, and often will get inferior merchandise. Second, it is a fact that many electrical jobs can be sold as a direct result of exposing electrical supplies to his customers. Switch plates are a good example. Many a customer will pick out a batch, and request the dealer to install them.

But, in the final analysis, the dealer who does decide in favor of putting in a line of small supplies, must plan to service such set-up on an all-out basis so far as keeping the display in order, and reasonably large.

Selling FM

(Continued from page 46)

on easels in the show-window displaying FM receivers. Cards on each should point out that the FM set owner can hear each instrument with amazingly true fidelity.

The dealer who realizes that every home in his community should have at least one FM receiver can see a whale of a lot of business for him to go after.

And the fact remains that before long *every home* in his territory *will have FM* is all the more reason that he should plan now to get his share of the sales. FM is not something that a few manufacturers are playing around with. It's big business, and almost every set maker is in it in a big way. FM, though, is still a "ground-floor" proposition for the alert merchandiser, and the time is at hand for him to go on an all-out sales promotional basis in order to increase his volume and his profits.

Dates Ahead

Future Events of Interest to Readers

Mar. 22-25: I. R. E. Radio Engineering Show, Grand Central Palace, New York City

Apr. 3-10: New England Electrical Show, Mechanics Bldg., Boston

Apr. 7-14: National Home Show, Civic Auditorium, San Francisco

May 11-14: Radio Parts Manufacturers Trade Show, Hotel Stevens, Chicago

June 14-17: National Association of Music Merchants, Trade Show & Convention, Palmer House, Chicago

July 6-10: Store Modernization Show, Grand Central Palace, New York City

July 5-17: Home Furnishings Show, American Furniture Mart, Chicago

July 19-24: World's Fair of Music, Grand Central Palace, New York City

New Frigidaire Line

Featuring new space-saving and food storage improvements, the new 1948 "Bigger but Smaller" line of Frigidaire electric refrigerators has been announced. Called the MJ line, the new four model series, in development since before the war, derives the term "Bigger but Smaller" from an increase of approximately two cubic feet of storage space within almost the same exterior dimensions as previous lines.

Thus, a six cubic foot model occupies about the same space as the previous four cubic foot model, the seven cubic foot model the space of a five, the nine cubic foot model the space of a seven, and the eleven foot model the space of a nine.

This increased space is accomplished by rearranging the compressor and its companion condenser and evaporator. Space formerly allotted to the mechanism has been transformed into an enlarged food compartment.

Suggested retail prices are \$194.75 for the six foot model, \$229.75 for the seven foot model, \$269.75 for the nine foot model, and \$299.75 for the eleven foot model. Quantity deliveries are already under way.

General Mills Sales Reps

Appointment of two sales representatives for General Mills' home appliances in the eastern sales district has been announced by William A. MacDonough, department sales manager.

William F. Dougherty was named Philadelphia district manager, with offices in Room 614, Terminal Commerce Building, and John Burke will be district representative at Wilkes-Barre, Pennsylvania.

Bill Utthe, who single-handedly worked the district in the past, has resigned to start an independent sales agency.

Dougherty was formerly associated with Dougherty & Sons of Philadelphia, kitchen equipment manufacturers and distributors, and spent five years with the Philadelphia Electric Company in dealer training. Burke formerly was assistant housewares buyer at the Hecht Company in Baltimore.

H. A. Brennan Resigns

Welburn Guernsey, president of Associated Stores, Inc., Tampa, Florida, has made known that Herbert A. Brennan, acting as vice-president and general manager for Associated during the past three years, has resigned his position to take a long needed rest and vacation and, according to Herb, "he will announce his future plans at a later date."

Mr. Guernsey further stated that 1947 had been the most successful year in the company's history with total volume reaching nearly \$2,500,000.00 and that 1948 looked equally promising and possibly would exceed the previous year.

C. R. Courtleigh, formerly connected with Philco for many years, will act temporarily in the capacity of general manager.

EDWARDS FIDELOTUNER

**FOR MAXIMUM F-M
LISTENING PLEASURE!**



**CONVERTS
ANY RADIO
RECEIVER or
SOUND
AMPLIFIER
for F-M**

New and revolutionary tuning principle* makes EDWARDS FIDELOTUNER most efficient F-M CONVERTER on the market today! All the great advantages of F-M reception are yours, with this compact, efficient new tuner. Covers full F-M Band 88 to 108 Mc. Five tubes plus selenium rectifier.

*patent pending

DISTRIBUTORS! Some territories still open. We invite inquiries. WRITE FOR LITERATURE

\$38.50 LIST PRICE

Slightly Higher West of the Rockies

Edwards Fidelotuner, in cabinet, as shown, ready for your F-M listening pleasure . . .

Size 11" long, 6" wide, 6 3/4" high

EDWARDS F-M RADIO CORP.

168 Washington Street

New York 6, N.Y.



RADIO SERVICE MEN . . .



Use only the
ASTATIC
"QT" or
"REPLACEABLE" Models
Part or Service
For Astatic Ltd.

Find Astatic's New "QT" Phonograph Cartridges Ideal for Practically every Replacement Demand

- For quiet, faithful reproduction, freedom from needle talk, relatively high output, and excellent tone range, the "QT" Cartridge is a modern replacement favorite. In addition, this new Cartridge is reasonably priced, simple to mount and connect, and designed for long life and record protection. Special literature is available.



THE **Astatic** CORPORATION
CONNEAUT, OHIO
IN CANADA: CANADIAN ASTATIC LTD. TORONTO ONTARIO
Astatic Crystal Devices Manufactured under Brush Development Co. patents

Type "Q" Matched Replaceable Needles used with Model "QT" Cartridges

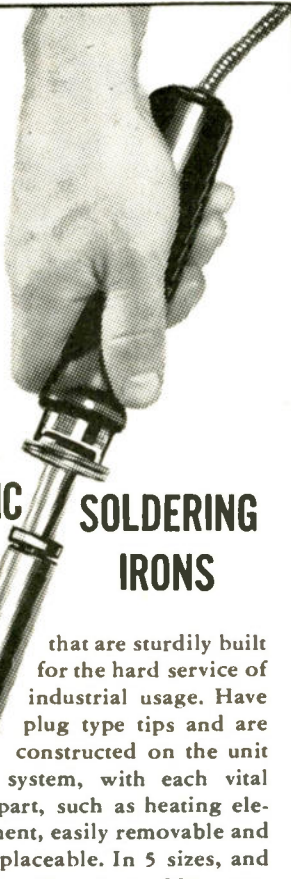


Precious Metal Tip



Sapphire Tip

What's New in Television



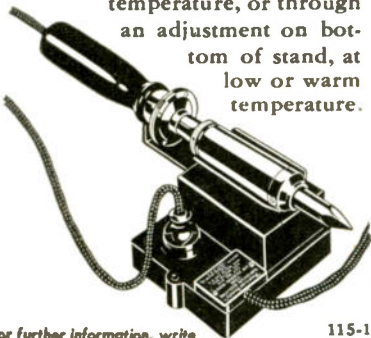
ELECTRIC SOLDERING IRONS

that are sturdily built for the hard service of industrial usage. Have plug type tips and are constructed on the unit system, with each vital part, such as heating element, easily removable and replaceable. In 5 sizes, and from 50 watts to 550 watts.

American Beauty

TEMPERATURE REGULATING STAND

This is a thermostatically controlled device for the regulation of the temperature of an electric soldering iron. When placed on and connected to this stand, iron may be maintained at working temperature, or through an adjustment on bottom of stand, at low or warm temperature.



For further information, write

115-1

**AMERICAN ELECTRICAL
HEATER COMPANY**
DETROIT 2, MICHIGAN
established 1894

Garod TV Combo Model

Garod Electronics Corp., has started delivery of its "Royal" five-in-one television combination, according to Lou Silver, vice-president in charge of sales. The new television instrument includes a twelve inch direct viewing tube, AM, FM, shortwave, and automatic record changer in a mahogany finish 18th century cabinet, and will retail at \$695.00 plus installation.

First deliveries will be made to distributors in cities where television stations are in operation, and to an additional list of cities where television facilities will soon be available. Mr. Silver stated that every receiver in production has already been sold.

The manufacturer maintains that this is the only five-in-one television instrument on the market with a 12 inch tube in a large console size, retailing as low as \$695.00.

Mr. Silver pointed out that because of the luxurious cabinet used, a large demand is expected from the better type furniture stores, department stores, and music merchants. "In all cases, however, first shipments will be directed to franchised Garod dealers who carry our complete line of radio products," explained Mr. Silver.

"We know in advance, from several advance trade showings that this receiver would have created a sensation at the originally announced price which was much higher than \$695.00, and which included only a ten inch tube."

Sightmaster Expanding

The Sightmaster Corp., of 220 Fifth Ave., New York, manufacturers of an extensive line of television receivers, has appointed Henry L. ("Hinkey") Haines as their Philadelphia representative in charge of sales and distribution.

He is assisted by John Cooper French. This branch office has been opened, says F. Wakefield Minor, sales manager, because of the rapid increase in activity in response to Sightmaster's policy of offering protected sales and service franchises. The opening of the Philadelphia office marks the launching of a systematic expansion program.

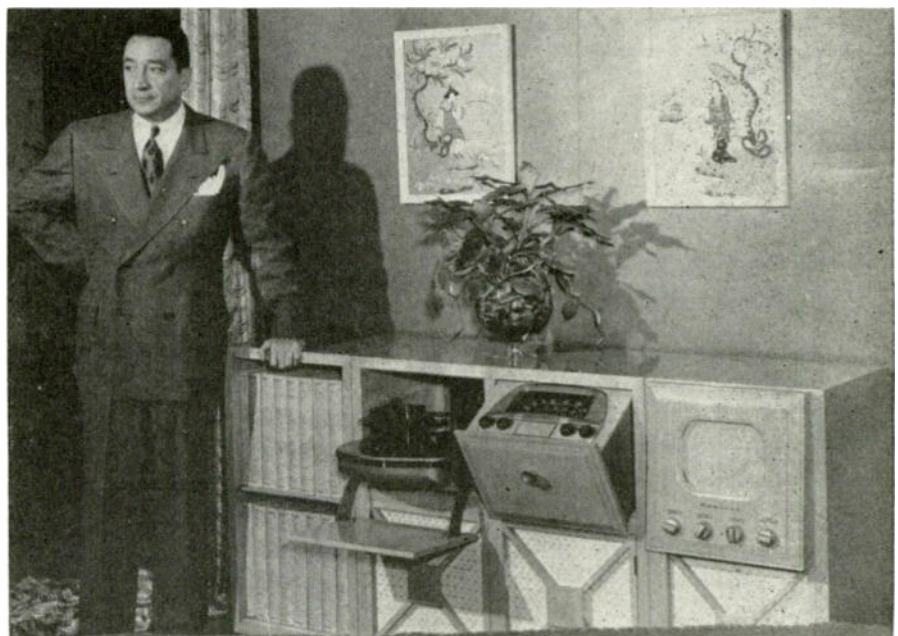
Distributes Rembrandt

Louis M. Herman Co., 885 Boylston St., Boston, Mass., has been appointed distributor for Remington Radio Corporation's line of Rembrandt television receivers, according to an announcement by Robert Kramer, Remington president.

Walco Distributors

The following distributors have been appointed to handle the new Walco Televue television magnifier: New York: Walco Distributing Co., 15 Exchange Pl., Jersey City, N. J.; New Jersey: Walco Sales Co., 76 Franklin St., East Orange, N. J.; Chicago: E. M. Ward Sales Co., 2224 So. Michigan Ave.; Philadelphia: Walco Sales Co., 1701 Arch St.; Los Angeles: Olympic Television Co., 9090 Wilshire Blvd., Beverly Hills.

Admiral's New "Television Optional" Ensemble



Ross D. Siragusa, president of Admiral Corporation, stands beside the company's ensemble, consisting of a matching TV console, regular radio-phono combination and a record cabinet, any one of which can be bought separately and matched at any time.

Video News

New RCA Television in Blonde Finish

RCA Victor's new television and radio AM-FM phonograph combination is now being made available in blonde finish in addition to the walnut and mahogany previously announced, according to Henry G. Baker, general sales manager of the RCA Victor Home Instrument Department.

The receiver (Model 730TV2), which is of true chest-on-chest construction, lends itself well to blonde treatment, it was pointed out, since it is contemporary in style from the functional lines of the cabinet to its custom-made handles of brushed brass finish. The set houses all four of its entertainment services in a compact cabinet 42 inches high, 39 inches wide, and 22½ inches deep, and its 10-inch direct-view picture tube provides a television image 52-square inches in size.

Suggested retail price for model 730TV2 in blonde is \$710, not including the \$9.20 Federal Excise Tax. RCA Victor Television owner's policy fee for the model is \$69.

Sees "Guest Television" Aiding Retail Market

The 1948 market for retail television receivers will be expanded to include almost a million additional persons due to "Guest Television," the centralized television installations being made this year in schools, colleges, hotels, hospitals and institutions, according to a statement by Horace Atwood, Jr., president of Industrial Television, Inc.

"Many thousands of persons who have never seen television—and might otherwise not have the opportunity of witnessing it, will be made aware of its entertainment and educational value solely through our centralized installations," Mr. Atwood stated.

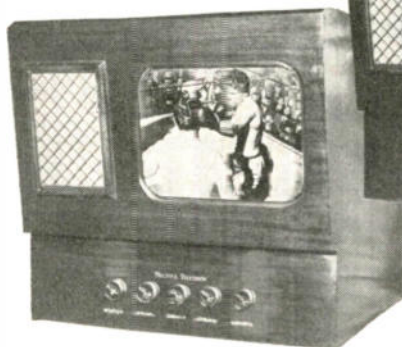
Mr. Atwood pointed out that his firm does not make home-type television receivers. Industrial Television's forte is the installation in public or private buildings of "centralized" channels from which an indefinite number of low-priced viewers may be operated. They are represented nationally in the institutional field by National Service Sales Corporation, 354 Fourth Ave., New York 10, N. Y.

Marden Vice-President

John C. Marden, who joined RCA Victor eleven years ago as a salesman, has been elected vice-president and general sales manager of the RCA Victor Distributing Corporation, it was announced by Walter M. Morton, president of the corporation. This corporation serves as distributor of RCA Victor products in the Chicago, Detroit, and Kansas City territories.

Multiple Television

for BARS, HOTELS, RESTAURANTS, CLUBS, BOWLING ALLEYS—wherever more than one viewing screen is needed.



130 sq. in. direct view EXTENSION UNIT. May be operated by remote control at any distance from any standard television set merely by attaching two cables to Extension Unit.

Multiple Television units are specially designed for commercial use and installation, producing brilliantly clear pictures when viewed from any angle.

- No loss of definition.
- No additional antenna.
- No costly installation.
- Extension unit can be installed in 15 minutes.
- Can be operated from any standard television receiver.
- Instructions and cable connectors supplied.

Multiple Television meets the needs of your most profitable immediate market. Write for details.

MULTIPLE TELEVISION MFG. CO.

987 HEGEMAN AVE., BROOKLYN 8, N. Y. • Phone N1ghtingale 9-1520



130 sq. in. direct view MASTER RECEIVER with 15" tube. Conversion from RCA 52 sq. in. model. Has standard RCA components throughout. Master Unit is a complete television set in itself.

Frankly

THE MOST EXPENSIVE...

INDISPUTABLY

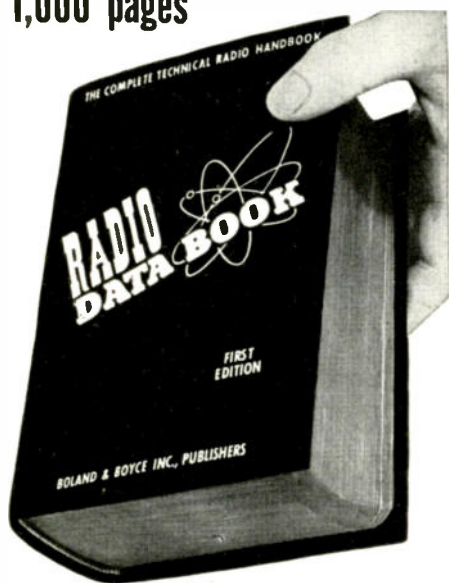
the finest



Customers who know high quality want the Pickering Cartridge. No other pickup cartridge can compare with it for low distortion and excellent frequency response. It has the lightest tracking pressure of any pickup available. There is no finer record reproducer.

PICKERING & CO., INC., 29 WEST 57TH STREET, N. Y. C.

NOW! at your jobber's
1,000 pages



Handsome bound in RED and GOLD

All data and basic knowledge in radio and electronics digested into 12 sections . . . in a complete, quick to find, easy to read, handbook form.

Plan every operation in radio and electronics with the Radio Data Book. This new radio bible will be your lifelong tool . . . you will use it every day, on the board, at the bench, in the field! Use it for engineering, construction, trouble-shooting and testing. The RADIO DATA BOOK will be your invaluable aid in design, experiment and in layout. It will help make your production better, faster and easier. In any and every operation in radio and electronics, you will use the RADIO DATA BOOK.

The RADIO DATA BOOK is a work of complete authority, prepared by engineers with many years of practical experience. They have been assisted by the Boland & Boyce staff of editors skilled in preparing electronics manuals for the U. S. Signal Corps for many years. These men have worked for several years gathering material for this book . . . all the knowledge of radio principles and operation . . . all the statistics . . . all the newest developments in electronics . . . every possible angle and detail. Eighteen months were spent digesting this material into the most concise, the clearest, and the most readable form. The result is this invaluable manual . . . The RADIO DATA BOOK. Whether you use this book for general reference, for scientific instruction, or for education, one thing is certain—the practical help, the daily usefulness you will derive from it will prove to be worth many, many times its astonishingly low price!

Advance Sale . . . first printing. Only 10,000 available. . . . To make sure to get your RADIO DATA BOOK, mail your order NOW!

12 sections . . . 1000 pages . . . Completely illustrated
Section 1. THE 150 BASIC CIRCUITS IN RADIO
Section 2. COMPLETE TEST EQUIPMENT DATA.
Section 3. TESTING, MEASURING AND ALIGNMENT.
Section 4. ALL ABOUT ANTENNAS.
Section 5. SOUND SYSTEMS.
Section 6. RECORDING
Section 7. COMPLETE TUBE MANUAL.
Section 8. CHARTS, GRAPHS AND CURVES
Section 9. CODES, SYMBOLS AND STANDARDS
Section 10. 50 TESTED CIRCUITS DESIGNED FOR OPTIMUM PERFORMANCE.
Section 11. DICTIONARY OF RADIO AND ELECTRONIC TERMS.
Section 12. RADIO BOOK BIBLIOGRAPHY.

12 complete books in one only **\$5.00!**
Less than 42¢ per book!

MAIL THIS COUPON TO YOUR JOBBER TODAY
or direct to:
BOLAND & BOYCE INC., PUBLISHERS RTR-3
460 BLOOMFIELD AVE., MONTCLAIR, N. J.
Please send me a copy of THE RADIO DATA BOOK.
Enclosed is \$5.00.

NAME . . .
ADDRESS . . .
CITY . . . ZONE . . .
STATE . . .

BOLAND & BOYCE INC., PUBLISHERS

News in the Television Field

Westinghouse TV Sets Being Sold in New York

The new Westinghouse television receiver is now being marketed by Westinghouse radio dealers in New York.

The new console, model 181, is housed in a cabinet of authentic Chinese Chippendale design and utilizes a 52 square inch screen.

Designed to blend harmoniously with other furnishings, the period-style cabinet is made of choice mahogany veneers and other hardwoods, and the console is equipped with doors so that the receiver is readily acceptable as a decorative furniture piece when not in use.

The engineering features of the new receiver include the Automatic Focuser which assures sharp accurate tuning of the telecast and a high-quality frequency modulation circuit which provides greater sensitivity and improved tuning characteristics.

Other features of the console include a telephone style dial station selector and an automatic gain control. The viewing screen is framed in mahogany brown and bordered by a classic design in gold. It is mounted at the left center of the receiver with a surrounding background of ebony and gold grille cloth. The suggested retail price for the receiver is \$485, plus federal excise tax and an installation and warranty fee.

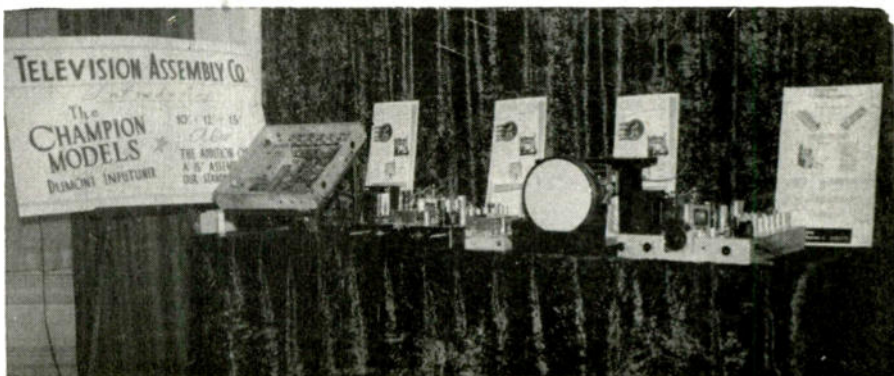
New UST Distributors

The appointment of the Rumsey Electric Co. as Philadelphia distributor for the United States Television Mfg. Corp., has been announced by Hamilton Hoge, president of UST. The Philadelphia company is located at 1007 Arch Street.

At the same time, Mr. Hoge announced the Cleveland distributor for United States Television. It is the Domestic Heating & Equipment Corporation, of 3990 Memorial Shoreway.

United States Television was formerly represented in these areas by factory representatives. The new distributors will carry the full UST line.

Champion Models Shown in Boston by N. Y. Maker



Television Assembly Co., 540 Bushwick Ave., Brooklyn, N. Y., made a hit with the above exhibit in Boston. The firm showed its new Champion receivers for the first time, including the new 15 inch tube size, and the popular 7 inch tube receiver.

Hoffman Receiving New Television Receivers

Initial announcement of its television receivers has been made for the Hoffman Radio Corp., Los Angeles, by H. Leslie Hoffman, president.

June 1 is the scheduled date for deliveries of both table and console models, and in three wood finishes for cabinets.

The vision-set will include an outstanding development of new type of head end that is expected by the firm to eliminate many of the construction and sales difficulties that have existed in some television lines.

Mr. Hoffman, in making the original announcement of the television line, intimated that the organization may later combine television and recording in one cabinet as a home entertainment instrument.

Art Show From WABD



Mrs. Edward G. Robinson discusses her Du Mont's WABD TV cameras and mikes her painting techniques with John Morse, '48 Magazine art editor, in first televised art exhibit.

Bell's New Showroom

Bell Television, Inc. has opened its new television demonstration rooms at 147 West 42nd St., New York City, it has been announced by Martin Sugar, president of the firm. The show rooms, at the corner of Broadway and 42nd St., will have all the latest television models from 7-inch direct view sets for the home to projection public place units with screens as large as 30 by 22½ inches.

Television News

Sees GE Tele. Radio Output Greatest Ever

Radio, television and other electronic developments taking place at a new \$25,-000,000 General Electric plant at Syracuse, N.Y., will benefit many people across the nation in 1948.

This is revealed by Arthur A. Brandt, general sales manager at the company's Electronics Park, a plant built to resemble a "university of industry."

Brandt points out that engineering and production activities here revolve around products in such fascinating new fields as television, facsimile, radar, electronic heating, and FM radio—to mention but a few of the items that will flow in increasing quantities to the public and industry in general in '48.

Television and FM radio will head the list of new civilian business to be written by the company as the result of activities here, Brandt says. And radar, electronic heating, and facsimile are fertile new fields for the plant's development and application engineers, he explains.

Sightmaster TV Sets

The new Sightmaster Model 15-C-11 15" television with FM radio receiver has the following features: 24 tubes and 15" direct view picture tube; picture area 120 square inches; video 4.5 mc; sound 150 kc true FM sound; receives all channels in any television area; FM tuning range 87-109 mc; FM circuit type is: ratio detector; antenna provision; 300 ohm doublet.

Available in mahogany, walnut, and blonde cabinets. Prices (list): Table model, \$595.00, mahogany or walnut; in blonde, \$625.00. Tables to match, mahogany, walnut, or blonde, \$19.95 list.

The sets are manufactured by Sightmaster Corp., 220 Fifth Ave., New York 1, N. Y.

Telectro Has "Suburban" Long-Range Video

Telectro Corp., 385 Flatbush Ave., Brooklyn, N. Y., has developed a "suburban" version of its already popular Tavern-Tel television set. The "suburban" sets are operating successfully over 70 miles from television stations without the aid of additional equipment, the company says. It is made possible, company officials say, because of the high sensitivity of the set which permits long range reception. The high sensitivity is due to a specially developed 5 stage video i.f. amplifier, pre-amplifiers and extra synchronizing amplifier stages.

The set also includes all the outstanding features of the Tavern-Tel commercial television receiver; 120" direct view screen, visibly viewed to a sizable audience even in a well lit room, simplified tuning with only three controls necessary to adjust a picture and complete coverage of the FM band, adding high fidelity music at all times.

More Dealers Are SELLING MORE

WEBSTER-CHICAGO *Electronic Memory** Wire Recorders

THAN ANY OTHER MAKE

Write for product,
promotion and National Advertising details:

WEBSTER-CHICAGO

5610 West Bloomingdale Avenue • Chicago 39, Illinois

*Electronic Memory is the trade name of the wire recorder manufactured by Webster-Chicago Corporation, Chicago, Illinois, and sold by its distributors and dealers in the United States and Canada.

© WEBSTER-CHICAGO CORPORATION 1948

BACK TO SCHOOL!

"We are now in the initial stages of the greatest marketing and merchandising effort in the history of the industry. In anticipation of this, the servicing fraternity is grooming itself to meet new problems arising from television, FM, higher frequencies and higher voltages. The industry and trade will have to go back to school. Of new techniques and new technology, there is plenty of both to be learned. The old chit-chat about tone, selectivity tuneup, feedback etc., will have to make room for a new lingo about di-poles, rasters, turrets, blanking, focusing, picture areas and a new world of other terms and methods." *Radio & Television Retailing*

TRAIN IN A SCHOOL ESTABLISHED BY LEADERS OF THE RADIO AND TELEVISION INDUSTRY TO MEET THE NEED FOR QUALIFIED PERSONNEL IN TELEVISION • FM • RADIO-ELECTRONICS

Partial List of Trustees and Technical Advisors

John Shepard 3, Chairman B'd. Yankee Network George Milne, Chief Engineer, A.B.C.
Herbert L. Pettay, Exec. Dir. WHN Raymond Willette, Consulting R.E. Wash., D.C.
R. L. Duncan, President R.E.S.N.Y.

- Advanced courses in Television and FM assembly, installation, maintenance and servicing.
- Morning, Afternoon and Evening Sessions.
- Approved for veterans under the G.I. Bill.

Visit the school or write for free catalog RR

RADIO-ELECTRONICS SCHOOL OF N. Y.

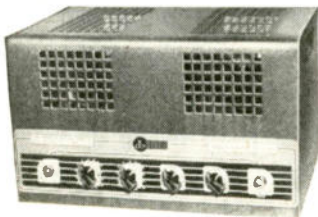
52 Broadway N. Y. 4, N. Y.

Bowling Green 9-1120

HIGH FIDELITY
without
high cost!!

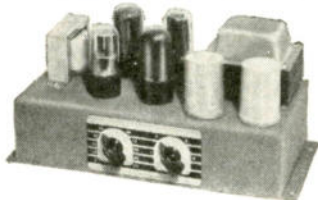
Bogen
SOUND SYSTEMS
AND
COMMUNO-PHONES

MODEL PV15 AMPLIFIER



The complete high fidelity amplifier: 15 watts at less than 2%; 30-18,000 cps \pm 1 db; bass control: -20 db to +10 db at 60 cps; Treble Control: -7 db to +8 db at 10,000 cps; automatic dynamic range expander; direct inputs for G.E., Pickering and American plus all crystal cartridges. List Price \$140.25*

MODEL PH10 AMPLIFIER



Popularly priced 10 watt high fidelity amplifier; unique "Multi-Range" tone switch provides 4 laboratory selected frequency response curves; virtually humless performance in any tone position (-80 db); Push Pull output with inverse feedback; input for crystal pickup or tuner output. List Price \$48.75*

* Slightly Higher West of the Rockies

Write for Complete Details on Bogen High Fidelity Equipment. Address Dep't. C-3.

See us at Booth 39,
RADIO PARTS SHOW



db

David Bogen
CO., INC.

663 BROADWAY, NEW YORK 12, N. Y.

**New Philcos Hit Market;
Many Price Reductions**

Philco has introduced a three-way portable (model 602) priced at \$29.95 less batteries, as compared with \$39.95 for the lowest-priced portable offered last year by the company. Six other new radios and radio-phonographs range in price from a straight console receiver model 485 at \$119.95 to radio-phonograph model 1290 which features every broadcasting service from standard AM and short-wave reception to the Philco "Advanced" FM circuit, dynamic reproducer, electronic scratch eliminator, and the added benefits of ample record storage space in an authentic Chippendale cabinet at \$369.50.

Model 1282 which sold for \$179.95 in a mahogany cabinet last year, has now been brought out in a beautiful walnut cabinet for \$169.95. An even greater price reduction is found in model 1286, a deluxe radio-phonograph combination, with FM service, in a mahogany Georgian cabinet priced at \$299.50 as compared with \$329.50 for model 1266 which it replaces. Attracting special attention is model 1284, a radio-phonograph combination priced at \$199.95 with the advantages of a greatly improved cabinet design with many new features, including ample record storage space.

Bermuda Calling . . .



Cold weather is no problem to Mutual network actress, Louise Snyder, as she enjoys her Garod "Starlet" personal portable on the balmy sands of Bermuda. Louise reports good reception with her Garod on the Bermuda-New York plane.

Hails FM Ban-Lifting

Widespread benefits to the public and to every segment of the radio industry will result from network-union agreement to end the ban on duplicating live musical broadcasts on FM channels, it has been predicted by Arthur Freed, president of Freed Radio Corporation, manufacturers of Freed-Eisemann AM-FM radio-phonographs.

GE Sales Manager

Richard H. Rudolph has been appointed sales manager of precision and laboratory test equipment and crystals for the Specialty Division of General Electric Company at Electronics Park, Syracuse, N. Y.

Formerly a commercial engineer in the division, he will now have charge of the sale of this equipment to nucleonic, research, manufacturing and educational organizations.

Emerson Salesmen

Emerson—New York Inc., distributors for Emerson Radio and Phonograph Corporation in the Metropolitan area, has announced the appointment of two new salesmen, Edward T. Kernan, formerly associated with Federal Radio, will represent the company in Westchester County. Arnold L. Scheinberg, formerly of Emerson—New York's parts division has been promoted to the radio division. He will cover the upper Manhattan territory.

**May Corporation Takes
On New Radio Line**

D. W. May, president of the D. W. May Corporation of New York City, has announced by letter to the retailers in the metropolitan New York and northern New Jersey area that his company had terminated its exclusive distributor contract with the Farnsworth Television and Radio Corporation.

At the same time Mr. May announced that they had taken over the distribution of the Andrea large-screen television line only for the northern New Jersey part of their territory, and will continue with distribution for the complete area which they serve on the Wilcox-Gay Recordio line which combines same with an outstanding line of radio-phonograph combinations.

The May organization is also the exclusive distributors for their complete territory, which includes northern New Jersey, metropolitan New York City, and Fairfield County, Connecticut, on the following lines: Ken-Rad Radio tubes, Coolerator ice and electric refrigerators, and farm and home freezers Speed Queen washers and ironers, Filter Queen bagless vacuum cleaners, Electromaster ranges and water heaters, Queen Stove Superflame heaters, Kaisers dishwasher and garbage disposal, Fedders-Quigan air conditioning units and Moore gas and gas combination ranges.

Congratulates Tele-tone



S. W. Gross, second from left, Tele-tone president, is congratulated by Dr. Henry Bund, prominent economist, following press luncheon during which the firm announced its new \$9.95 table set. Looking on are C. M. Sievert, New York World Telegram, and second from right, John S. Mills, Tele-tone vice-president.

Joins Stewart-Warner

C. W. "Ted" Grange has joined Stewart-Warner Corporation as director of public relations, it has been announced by Frank A. Hiter, senior vice-president.

Most recently Mr. Grange was vice-president and editorial director of Harry Coleman Company, public relations and publicity counselors.

Farnsworth Air Program



E. A. Nicholas, right, president of the Farnsworth Television & Radio Corporation, congratulates Tevis Huhn, director of the "Metropolitan Opera Auditions of the Air," following the premiere broadcast of the radio program sponsored by Farnsworth over nationwide ABC network. Mark Woods, ABC president, is at left.

New Merit Transformer Replacement Display Kit

Merit Coil & Transformer Corp. announces what it believes to be a complete innovation in replacement transformer merchandise for the dealer. In place of the usual so called "universal" replacement transformer Merit makes available for the repairman a replacement kit containing 8 Merit transformers, each designed and pre-tested at the Merit plant for its particular use, thus permitting a more exact replacement of the manufacturers' original transformer equipment. The replacement transformers contained in this new kit are designed and fabricated for most exacting service, by engineers with specialized experience in replacement problems.

Each of these transformers is labeled individually on the frame with easily readable information giving the number and all necessary transformer data.

The kit is contained in a handsome merchandising display box with hinged cover which opens for effective display on the dealers' counters or shelves.

These new kits are now being distributed in quantities to Merit distributors. For further information see Merit distributors or address Merit Coil & Transformer Corp., 4427 N. Clark St., Chicago 40, Ill.

Voice-Activated Tape Recorder by Magnetape

The development and perfection of a voice-activated instantaneous start-stop clutch mechanism, now available as optional equipment on any Magnetape Recorder, has been announced by the Magnetophone division of Amplifier Corp. of America, New York City, manufacturers and distributors of high-fidelity, long-playing magnetic tape recorder-reproducers.

Activated by the voice of the speaker, singer, or other preselected sounds, the voice-clutch equipped Magnetape Recorder continues to record as long as the sound is maintained, and for approximately five seconds thereafter—to compensate for any pause.

Operating on the principle of sound being converted into electrical impulses through the microphone, which is then amplified and fed into a rectifier, the voice activates a special control circuit which operates through a special clutch arrangement to provide instantaneous control of tape movement.

9 New Refrigerators by Philco; Prices Lowered

With the introduction of its 1948 line of 9 new refrigerators and 4 freezers, Philco Corporation has announced that it was reducing prices on new models not only by giving the consumer larger boxes and more features at the same price but by actually reducing list prices by as much as \$20 on some models that are comparable with those of last year, according to James H. Carmine, vice-president in charge of distribution for the firm.

Outstanding is the firm's eight-foot "Advanced Design" model 883 with added frozen food storage capacity, adjustable shelves, summer-winter balanced humidity and other features, which retails in New York for only \$299.50 as compared with \$310.50 for the company's comparable seven-foot refrigerator last year. The new price is only 7% above 1940 levels.

Model 782, a deluxe refrigerator with 7.7 cubic feet of storage space and containing a freezer locker, two crisper drawers, etc., is priced at \$267.00 in New York as compared with \$289.50 for the comparable seven-foot refrigerator last year.

Model 781, providing 7.7 cubic feet of capacity with the floor dimensions of former 7-foot models and including a freezer locker, crisper drawer and vegetable bin, as well as complete shelf adjustability, lists for \$237.00 in New York.

Model 780, having seven cubic feet of storage space, a freezer locker and crisper vegetable bins, is priced at \$199.50 as compared with \$199.75 for the six-foot model last year.

Attracting special interest was the first 11-foot refrigerator ever offered by Philco, model 1100. This large refrigerator lists at \$329.50.

Top of the line is the Model 1087, a Philco "Advanced Design" refrigerator containing 10.7 cubic feet of capacity, with the new "Conservador" of transparent plastic, summer-winter control for balanced humidity, cold shelf, extra-large freezer locker and many other features. This model retails for \$449.50.

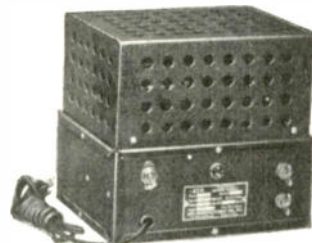
Four Philco freezers are being offered in three sizes—2½, 5 and 7½ cubic feet.

F.O.B. retail price of the Philco model AH-51 freezer is \$249.50. Philco model AH-50 freezer retails for \$229.50 F.O.B.

An outstanding popular price value is the new Philco model AH-24 freezer, designed to provide the efficiency and utility of a big freezer, in a compact 2½ cu. ft. This freezer holds over 100 lbs. of frozen foods, and sells for \$159.50.

Shure Has New Line

A new line of wire-recording heads has been announced by Shure Brothers, Inc., of Chicago. The manufacturers state that the new heads are unusual in the versatility of their mechanical and electrical adaptations. Recording, playback, and erasing features have been combined into one small compact unit. Mechanical construction also permits a variety of shielding and mounting arrangements.



ATR "A"

BATTERY ELIMINATORS For DEMONSTRATING and TESTING AUTO RADIOS

New Models . . . Designed for Testing D.C. Electrical Apparatus on Regular A.C. Lines. Equipped with Full-Wave Dry Disc Type Rectifier, Assuring Noiseless, Interference-Free Operation and Extreme Long Life and Reliability.

- Eliminates Storage Batteries and Battery Chargers.
- Operates the Equipment at Maximum Efficiency.
- Fully Automatic and Fool-Proof.
- Type 60-ELIA . . . Rated Output 6.3 Volts at 6.5 Amperes.

- Type 120C—ELIO . . . Rated Output 6.3 Volts at 14 Amperes.



ATR

AUTO
RADIO
VIBRATORS

Designed for Use in Standard Vibrator-Operated Auto Radio Receivers. Built with Precision Construction for Longer Lasting Life. Prices are app. 15% lower.

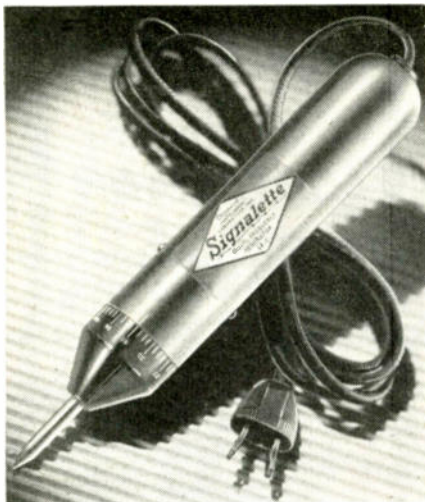
ATR STANDARD AND HEAVY DUTY INVERTERS



For Inverting D. C. to A. C. Specially Designed for Operating A.C. Radios, Television Sets, Amplifiers, Address Systems, and Radio Test Equipment from D.C. Voltages in Vehicles, Ships, Trains, Planes and in D.C. Districts.

Write for New ATR Catalog—Today!

AMERICAN TELEVISION AND RADIO CO.
Quality Products Since 1931
SAINT PAUL 1, MINNESOTA — U. S. A.



FASTER SIGNAL TRACING!

Signalette

MULTI-FREQUENCY GENERATOR

Generates R.F., I.F., and AUDIO Frequencies, 2500 cycles to over 20 megacycles, using new electronic multi-vibrator radar principle. Completely self-contained—fits coat pocket or tool chest. Just plug into A.C. or D.C. LINE AND CHECK RECEIVER SENSITIVITY, AUDIO GAIN. R.F. and I.F. touch-up, auto radio aerial peaking or shielding, breaks in wires, stage by stage signal tracing, tube testing by direct comparison, etc., etc. Sturdy construction, handsome appearance! See at your distributor or write for details. Shipping Wt. 13 oz.

Recognized Jobbers—wire, write for details of territory open!

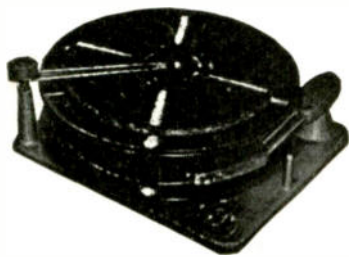
PRICE

\$9.95

at distributor
or F.O.B.
Cincinnati

**CLIPPARD INSTRUMENT
LABORATORY, INC.**
Dept. R, 1125 Bank Street
Cincinnati 14, Ohio

SENSATIONAL SELLER!



LAKE DELUXE CHANGER

Revolutionizes the Industry!
An Excellent Seller!

11 Outstanding Features:

- Positive Intermix
- Service Adjustments Eliminated
- Minimizes Record Wear
- Single Knob Control
- Plays ALL Records
- Pick-up arm may be grasped at any time and changer will not be thrown out of adjustment
- Resonance-free ball bearing tone arm
- Easily operated—any child can do it
- Completely Jam-proof
- Records Gently Lowered on Spindle—not dropped
- Automatic Shut-off on last record

Dimensions: 13 13/16" W x 12 1/4" D x 7 3/8" H. **\$28.73**
No. 116A.....YOUR NET

— FREE —

DEALERS and SERVICEMEN: Write for our NEW 16-page 1948 illustrated catalog on radio parts, tubes, accessories, cabinets, sets, electrical appliances, etc. Get on our mailing list today!

Lake Radio Sales Co.
615 W. Randolph Street
Dept. B
Chicago 6, Ill.

Hotpoint Salesman



Donald W. Rennewanz has been appointed Pacific district sales manager for Hotpoint, responsible for all sales activities in 11 Western states. He succeeds Howard J. Scaife, now Hotpoint manager of market development.

Philco Vice-President



Joseph M. Gillies, who has been vice-president in charge of radio production since 1942, has been appointed vice-president in charge of radio division operations of Philco Corporation.

Air King Appointment

Charles E. Anderson, Rockefeller Building, Cleveland, Ohio, has been appointed manufacturer's representative for the Air King line of radios, combinations and wire recorders, it was announced by J. J. Clune, merchandise manager of the Air King Products Co., Inc., Brooklyn, N. Y.

Mr. Anderson, known in the radio and electronic industry for many years, will cover the state of Indiana on behalf of Air King.

Snyder Sales Reps

Snyder Manufacturing Co., Philadelphia, has further augmented its newly formed factory representatives' division with the appointment of Charles E. Anderson as representative for a territory which includes Michigan, Ohio, southern Indiana, Kentucky, western Pennsylvania and the western part of West Virginia. The announcement of Mr. Anderson's appointment was made recently in Philadelphia by Sales Manager Dick Morris.

GE Appoints Payne

Roland D. Payne has been appointed sales manager of service test equipment for the Specialty Division of General Electric Company at Electronics Park, Syracuse, N. Y., it has been announced by Henry A. Crossland, manager of sales for the Division.

In this capacity he will be in charge of the sale of the division's line of radio test equipment for the serviceman and other users

Back Seat Speaker



New automobile rear seat radio speaker is manufactured by Van Druff specialties, 8695 State St., South Gate, Calif., is also ideally suited to installing in trailers.

Emerson Promotions

Leslie M. Graham and Stanley Abrams have been appointed sales manager and sales promotion manager of Emerson Radio and Phonograph Corporation, according to an announcement by Benjamin Abrams, president.

Mr. Graham succeeds Charles O. Weisser who becomes the company's new West Coast representative. Graham, a resident of Indianapolis, Indiana, formerly served as Emerson's representative in the Mid-West. Mr. Abrams returns East as sales promotion manager after serving factory, distributor and dealer interests in California and Western Nevada.

Espey Chassis Popular; Have New Ad Theme

Espey Mfg. Co., 528 E. 72 St., New York, is featuring the picture of a glamorous girl beside its custom-built chassis in advertising and sales promotion copy. Reports indicate that dealers are enthusiastic in their praise of the model 7-B which serves as an ideal replacement for AM sets housed in highly thought-of cabinets. This model is an AM/FM superhet receiver, with ten tubes plus rectifier. Wired for phono operation, the set is supplied with 10" speaker with Alnico No. 5 magnet, antennas, and necessary hardware.

GE Transfers Parts to Receiver Division

Transfer of the parts section from the Specialty Division to the Receiver Division of the General Electric Company's Electronics Department has been announced by L. K. Alexander, assistant manager of the Receiver Division at Electronics Park, Syracuse, N. Y.

Russell S. Fenton, who was sales manager of the section while it was incorporated in the Specialty Division, will continue in that capacity. J. K. Eaton will remain as supervisor of commercial service. F. W. McDonald, formerly the section leader in customer relations for commercial service, has been made sales assistant at headquarters for the full product line. R. J. Biele continues as coordinator of manufacturing and engineering within the section.

Farnsworth Opens Branch Headquarters in N. Y.

Opening of branch headquarters in New York City for the distribution of its television receivers, phonograph-radios and radios in the New York-northern New Jersey area has been announced by Farnsworth Television & Radio Corporation.

The New York distributing branch office at 108 West 57th St. has been established under the supervision of W. R. (Bill) McAllister, the company's regional manager in New York.

"We believe that by opening our own branch in the New York trading area," the Farnsworth announcement said, "we can keep in closer touch with the needs of all dealers and thereby can serve them in the most satisfactory manner."

Manson Outlines New RMA Campaign Plans

"Because of the outstanding success of the Radio Manufacturers Association public relations and merchandising program during the year 1947, not only will the overall program be continued for 1948, but also new activities directed toward the dealer at the grass roots level are being given serious consideration," Stanley H. Manson, chairman of the RMA advertising committee, announced at the conclusion of the board of directors meeting of RMA.

To inaugurate the year's activities at the grass roots level, the committee arranged a test campaign on the radio in scheduled in Hartford, Conn., which every room—a radio for everyone theme started the last week in February and continued through the first week in March. "The purpose of the campaign," Mr. Manson stated, "is fourfold: 1) To test the effectiveness of selling radios using the personal possession theme; 2) To provide a pattern which could be used by radio dealers in other cities to increase their sales; 3) To develop effective methods to be used later for Radio Week; 4) To make the public more radio-conscious."

Enters Recording Field

Wire Recording Corporation of America, 1331 Halsey St., Brooklyn, N. Y., bows into the home and business recording field with the Wireway, a lightweight portable magnetic wire recorder to retail for \$149.50. Among the Wireway's outstanding features is a built-in oscillator which permits broadcasting to any radio within 150 feet range. The Wireway also contains the conventional turntable for playing phonograph discs which may be recorded on wire. It may also be used as a portable public address system.

Sales Promotion Manager

The appointment of Leo E. Leavers as sales promotion manager has been announced by Paul Wolk, president of Bickford Brothers Co., wholesale distributors of RCA Victor and leading appliance lines in the Buffalo and Rochester areas.

Calamaras Honored



NEDA secretary, L. B. Calamaras, receives trophy from M. W. Stevenson, United Air Lines executive, emblematic of the 200,000 air miles Calamaras has flown in visiting NEDA chapters and jobbers throughout the nation.

Bendix Announces Longer Dealer Discounts

Bendix Radio has announced longer discounts for dealers, across the current 1948 line. The policy basis of the pricing adjustments, which favor both dealers and distributors, was explained by W. P. Hilliard, general manager:

"The economics of today's retail business justify the dealer demands for wider spread between cost and selling price," he stated. "Now that Bendix Radio is able to justify such an adjustment, our dealers throughout the country will be able to add many thousands of dollars to their net profits without tapping the public. The radio business demands year-around continued selling effort if we are to keep costs in line. Our new discount structure adds greater incentive to today's selling, and our factories will benefit from the dealers' success."

Mr. Hilliard's comments were expanded by J. T. Dalton, general sales manager, who pointed out that—

"The policy discounts established by Bendix Radio may not appear large in themselves when applied to the gross. But it's the net that concerns the dealer. An increase of twenty to thirty per cent in his net profit will be an all-important factor in his 1948 business. This discount structure is not reserved for current merchandise only, but will be apparent in our subsequent line offerings as well," he said.

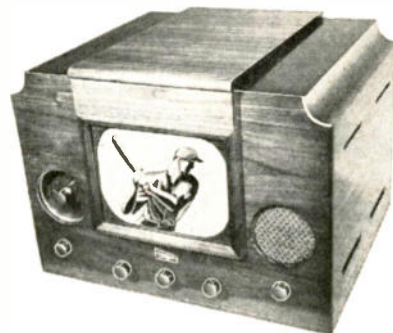
Southern Jobber Expands

Shobe, Inc., wholesale distributor of radios and appliances, Memphis, Tenn., has leased for 15 years the building at 1195 Union now occupied by Automobile Sales Co. Cy Shobe, president of Shobe, Inc., made it clear that his business would not move from its present location at 1117 Union, but plans to occupy both buildings, about a block apart. "We now have warehouses in four places, and are growing so fast we have to have more room," Mr. Shobe said.

Shobe, Inc., was established in Memphis only three and a half years ago. Mr. Shobe before that time was with Orgill Bros., and served three years as an aviation training flight supervisor in the Navy.

TRANSVISION

12" TELEVISION KITS Standard and DeLuxe Models



12" KIT (Table Model)

Picture Size 1½ Times
LARGER than with 10" Tube!
A big 75 square inch picture!

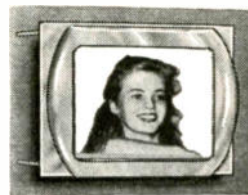
Sharp, steady picture achieved with advanced Transvision television circuit. Picture has remarkable brightness even in lighted room (no darkening of room is required). IDEAL FOR HOME or COMMERCIAL INSTALLATIONS.
12" TRANSVISION TELEVISION KIT . . . Standard Model . . . LIST \$289.00
12" TRANSVISION TELEVISION KIT . . . DeLuxe Model with Superb Built-in F.M. RADIO. Tops in value . . . LIST \$359.00

FM RADIO CONVERSION UNITS:

All Transvision 12" STANDARD Television Kits can now be had equipped with superb FM Radio at the following small additional charges:

For 12" KITS ALREADY ASSEMBLED
FM Conversion Unit List \$12.50
For new 12" KITS (non-assembled).
FM Conversion Unit List \$ 7.95

ENLARGING LENS (15")



15" Picture Enlarging Lens

**ENLARGES
and
CLARIFIES
the
PICTURE**



*Optically
Ground
and Polished*

Engineered by Transvision, this new plastic lens does two things—it enlarges and clarifies the picture. Has wide angle of vision. When placed about 1" from 12" or 10" tube, this lens almost doubles the picture area; when placed further away, it increases the enlargement still more. Optically ground and polished; 50% greater light transmission than equivalent glass lens; ½ weight of glass lens of similar magnification power. Equipped with adapter for installation on cabinet.

List
15" lens (125 sq. in. picture) \$36.95
12" lens (75 sq. in. picture) 25.95
10" lens (52 sq. in. picture) 19.95

All prices fair traded . . . All prices 5% higher west of the Mississippi River.

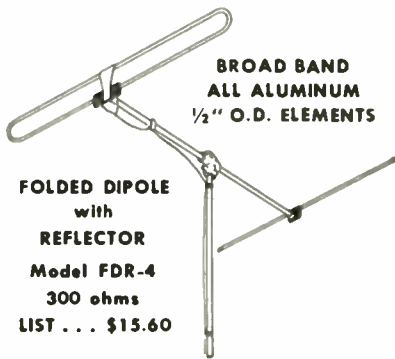
See your local distributor, or for further information write to:

TRANSVISION, INC. DEPT. R.R.
385 North Avenue New Rochelle, N. Y.

Rig-Fast

ANTENNAS

for the best reception
in TELEVISION and FM



BROAD BAND
ALL ALUMINUM
1/2" O.D. ELEMENTS

FOLDED DIPOLE
with
REFLECTOR

Model FDR-4
300 ohms
LIST . . . \$15.60

"Rig-Fast" quality means greater turnover . . . more profit. New Model 4 line elements are pressure sealed, reinforced at terminal ends. Alignment assured with Key Slot Ring. "Rig-Fast" models interchangeable. Rig complete with accessories. Inquiries invited.

OAK RIDGE ANTENNAS
239 E. 127th ST. • NEW YORK

FREE! Send for it NOW!

ALLIED'S NEW CATALOG

Everything in
Radio
for Everyone
• in Radio



Radiomen! Here's the new 172-page ALLIED Buying Guide that brings you everything you need in radio and electronic equipment! Here's the newest and best in test instruments, sound systems and P. A. equipment, thousands of parts, tubes, tools, books—the world's largest stocks, at lowest money-saving prices, ready for instant, expert shipment. Send for your FREE copy of the new ALLIED Catalog—today!

ALLIED RADIO CORP., Dept. 15-C-8
833 W. Jackson Blvd., Chicago 7, Ill.
 Send FREE New ALLIED Catalog

Name.....
Address.....

ALLIED RADIO

Hytron Readying Big Servicemen's Contest

It has been learned on good authority that Hytron Radio & Electronics Corp. of Salem, Mass., makers of Hytron radio tubes, has planned a radio serviceman's contest to start in May and to run for six months. It is also known that winners will receive very valuable and worth while prizes. There will be awards each month—first, second and third prizes, with all winning contestants being eligible for an additional grand prize.

All servicemen should watch the advertising pages of this paper for the big news, as well as the editorial columns for additional details.

It can be announced at this time that the following publication editors have been selected as the board of judges for the contest:

Joseph Roche, editor, Radio Maintenance; Ollie Read, chief editor, Radio News; Sanford Cowan, editor and publisher, Radio Service Dealer; J. L. Stoutenburgh, executive editor, Radio & Television Retailing; Lewis Winner, chief editor, Service; W. W. MacDonald, managing editor, Electronics.

Represents Mallory in Texas Territory

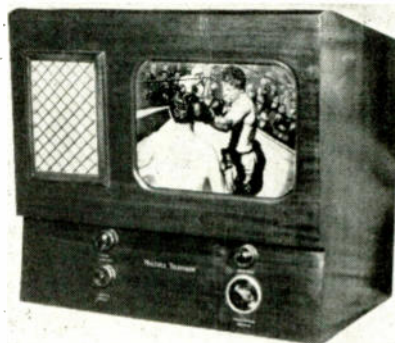
Russell Schwarzentraub, who has been away from P. R. Mallory & Co., Inc., for some time, has been assigned to represent them in the Dallas territory, according to an announcement by Walt Harvey, manager of Mallory's wholesale division.

Mr. Schwarzentraub will be calling on distributors and servicemen in this territory and will be arranging service meetings for discussion of the Mallory "Good Service for Good Business Plan."

Berner Vice-President DeJur-Amsco Co.

The board of directors of the DeJur-Amsco Corp. of Long Island City, manufacturers of photographic equipment, have elected Robert C. Berner vice-president and general manager of the company.

New "Multiple" TV Sets



Multiple's new extension TV units available with 15 or 20 inch tubes. Conversions in same sizes. Shown is cabinet set used for both sizes. Extension unit in same type case lists at \$695 for 15". Made by Multiple Television Mfg. Co., 987 Hegeman Ave., Brooklyn 8, N. Y.

You satisfy every
COMMERCIAL
and
INDUSTRIAL
SOUND NEED
with the
complete line of

BELL SOUND EQUIPMENT

and at the same time

- Simplify Your Inventory
- Increase Stock Turnover
- Boost Your Profits



Ask your
nearby Bell
distributor
for details

**BELL SOUND
SYSTEMS, INC.**
1186 Essex Avenue
Columbus 3, Ohio

Coming
IN THE APRIL ISSUE OF

**RADIO & TELEVISION
RETAILING**

**2 BIG, TIMELY
FEATURES**

- Annual FM Issue
- 1948 Portables

plus

ALL THE REGULAR
FEATURES DESIGNED
TO PROMOTE BETTER
MERCHANDISING AND
SERVICING.

Dealer Helps, Booklets, Ideas

New TV Leaflets for Dealers, Wholesalers

Two new advertising leaflets on DuMont television receivers are now available to DuMont dealers and distributors. It is announced by Norman M. Markwell, director of advertising and sales promotion for the Television Receiver Division of Allen B. DuMont Laboratories, Inc.

Both brochures are 6¼" x 3½" when folded and have space on the rear fold for the dealer's imprint. One leaflet features illustrations of the DuMont drawing room and salon models—the Westminster, Hampshire, Devonshire, Sherwood and Plymouth. Its mate, going along with a "compact teaset with the great big screen" theme, features the table top Chatham and the Savoy console models.

Du Mont Display Piece



For show-windows or solesfloor is this new versatile display fixture offered dealers under the Du Mont television receiver division cooperative advertising plan. Lockered archway available in walnut, mahogany or blonde finish. Shipped in 3 sections, with instructions for easy assembly.

Westinghouse Dealer Aid

Store identification bonnets to top Westinghouse radio dealers' ad clocks are now available from the Westinghouse Electric Corporation.

Each "bonnet" is furnished blank so that the individual dealer may have his own name or name of store applied locally in characteristic logotype. The exposed surface of the promotion piece is large enough to give ample visibility to the lettering, yet small enough to enhance the appearance of the clock.

The pieces measure 9 by 20½ inches, and are die cut of durable Masonite with lacquer finish. Each bonnet has three holes ready-punched, and is provided with three screws for easy installation atop the clock.

Hoffman New Booklet

Hoffman Radio Corp., Los Angeles, has issued a handsome booklet showing the firm's complete line of receivers.

Norge Sales Attractor

Norge Autobuilt Transmission display is offered to retailers through distributors. The actual washing machine transmission shows the simple, clean design and fine workmanship of the product. It is convenient to handle, and shows the prospect more clearly than words could convey the craftsmanship built into all Norge products.

New GE Clock Display

A new revolving counter display on which all four of General Electric's new kitchen clocks may be shown is now available.

Known as "kitchen clock assortment No. 1," the new display is only 11 inches in diameter and 22 inches high. The metal display surface standard is finished in dark blue and has the General Electric name and monogram, as well as the inscription, "The Clocks Most People Want," in white.

Electromode Catalog

The 16-page catalog, EC-4, just issued by Electromode Corp., 45 Crouch St., Rochester 3, N. Y., describes in detail the complete line of Electromode unit heaters from 1,500 watts to 60,000 watts. The book is fully illustrated with many installation pictures, heaters, controls and wiring diagrams, and it contains a heating analysis sheet to assist in solving industrial heating problems. It also carries a full page of illustrations of the complete line of Electromode portable and built-in-wall heaters.

Numechron Sales Help

Pennwood Numechron Co., 7249-51 Frankstown Ave., Pittsburgh, Pa., has announced a new set-up of dealer helps, including display cards and ad mats. The material is shipped free to the dealer with Numechron self-starting electric clocks. In addition, the firm offers a special advertising allowance of 25 cents on each clock ordered.

New Television Folder

A new two-color television line folder presenting illustrations and descriptions of eight models in the current line of RCA Victor television receivers is being made available to the company's franchised television dealers through distributors serving their territories, and designed for use as envelope stuffers and counter literature. Space is provided for dealer imprints. The theme of the folder, according to the company's home instrument advertising department, is "RCA Victor Eye Witness Television Completes the Home."

Books that TELL YOU HOW

These books offer you valuable aid for radio and television work. Use the coupon below to see copies on approval.

1. Introduction to Practical Radio

By Tucker. All radio fundamentals very thoroughly explained, including all essential mathematics. Many problems show just how to use basic formulas in practical circuit calculations and the construction and repair of radio equipment. \$3

2. Principles of Radio for Operators

By Atherton. An easy book, with hundreds of illustrations, on the operating principles of each part of radio, including antennas. All basic commercial equipment explained and illustrated. \$4

3. Ultra-High-Frequency Radio Engineering

By Emery. The fundamentals in clear, simple terms, with worked-out examples to show how theory is specifically applied in the design of circuits and the prediction of circuit performance. \$3.75

4. An Introduction to Electronics

By Hudson. A masterly explanation in non-mathematical terms of electronic theory, the construction of electronic and phototubes, and their innumerable uses today. \$3.30

5. Principles and Practice of Wave Guides

By Huxley. The theory, construction and operating techniques of key devices, developed during the war, for high-frequency equipment. \$4.75

6. Fundamental Electronics and Vacuum Tubes

By Albert. A new revised edition of a standard work on the principles of electronic tubes and tube circuits, their analysis and use in both power and communication engineering. \$6

SEE COPIES ON APPROVAL

The Macmillan Co., 60 Fifth Ave., New York 11

Please send me copies of the books checked by number below, with the privilege of returning them within 10 days without charge.

1. 2. 3. 4. 5. 6.

Signed.....

Address.....

(Please give postal zone no.)

MR. DEALER:
You can BOOST
Your Battery Sales
Quickly, Easily
with these
BURGESS
BUY-APPEALING
DISPLAY PACKS



No. 12V.
1 doz. Size 2
flashlight
batteries!

No. 48V.
48 Size 2
flashlight
batteries!

BURGESS
DISPLAYS ARE
3-WAY SALESMEN...

- 1** **THEY MAKE IT EASY...**
for customers to locate and recognize high quality Burgess Batteries which are advertised monthly in nationally famous magazines to over 40-Million battery users.
- 2** **THEY MAKE IT EASY...**
for your customers to buy Burgess Batteries. These bright, open, buy-appeal displays encourage your customers to examine—and buy—Burgess longer life batteries!
- 3** **THEY MAKE IT EASY...**
to convert one-time buyers into regular customers. From these bright Burgess displays, and others like them displayed in several prominent places throughout your store, your customers gain an impression of complete stocks of attractive, high quality merchandise, and the feeling that your store is alert and progressive!

DON'T DELAY...

Order these Burgess Batteries in buy-appealing displays from your Burgess distributor today!

BURGESS
BATTERY COMPANY Freeport, Illinois

New Dealer Aids for Sales, Service

Rheem Training Film

Available at once for use by distributors and dealers is a new water heater training film prepared by the Rheem Manufacturing Company.

The new slide sound film was designed primarily for use by the Rheem company in the training of its own sales personnel, according to R. Louis Towne, sales promotion manager. Since distributors and dealers face the same problems in the training of their salesmen, it was decided to make the film available to them.

Interested distributors and dealers may obtain use of the film on application to any of the five regional Rheem sales offices in this country or by writing directly to the executive offices at 570 Lexington Ave., New York 22, N. Y.

Action Sales Piece



The four-color display is built around the humidifier itself. When unit is turned on the moisturized air being blown out the top of the humidifier fans the feather mustache of the cartoon character. The old gent informs the passers-by that he "Never Felt Better Now That We Got This New Fresh'nd-Aire Humidifier."

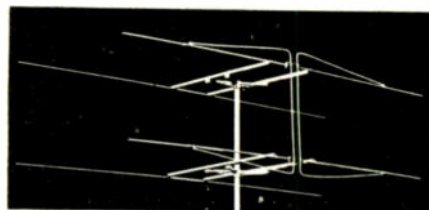
New Mallory Service Encyclopedia Readied

The issuance of the 6th edition of the Mallory Radio Service Encyclopedia has been announced by P. R. Mallory & Co., Inc., Indianapolis, Ind.

The latest edition of the Encyclopedia, which provides helpful service information on all prewar and postwar receivers in one volume, contains 25% more listings than the 5th edition of the publication.

The Encyclopedia includes detailed replacement information on volume and tone controls, capacitors, and vibrators . . . circuit information, service hints, installation notes, I. F. peaks, tube complements and number of tubes . . . and in addition, shows a reference to Rider's Manual, volume and page number for each receiver.

The 6th edition will be available at a net price of \$2.00 on April 1st through all Mallory distributors.



S/C LABS TELEVISION ANTENNA

Type 704-2A | High-Gain | For Multiple Television | Broad-Band | Stacking

More signal guaranteed. A mechanical perfection. Will outlast and outperform any antenna. Save yourself those extra service calls due to faulty antenna design. Endorsed and used by leading service organizations where other makes fail. Designed for multiple stacking. All aluminum construction. Easily installed and priced in competition to any antenna of its type.

Immediate Shipment. Send for Particulars

S/C LABORATORIES, INC.

37 GEORGE ST., NEWARK 5, N. J.

CANADA: Frank's Agencies
1708 6th Ave., N. W., Calgary, Alberta

EXPORT: The Radelma Co.
53 Park Place, New York 7, N. Y., U.S.A.

history-making value!

model 8073 RCP 6-way tester



that will fill every
test in the shop for only **\$84.95** Complete

Boost your service earnings with this compact, flexible instrument. It's a Tube Tester, Multi-tester, F.M. Signal Generator, A.M. Signal Generator, Audio Oscillator and Condenser Tester—all in one! Portable, accurate, dependable—it's your complete **SERVISHOP** at an amazingly low price. **ORDER NOW** from your dealer, or write direct.

Natural finish carrying case, complete with all tubes, test leads, etc., ready to operate. Size: 5" x 13" x 9 1/4".

For the first time in history, you can buy all complete service instruments necessary for basic service work in one compact combination bench-portable instrument at the lowest price ever offered.

SEE RCP — BEST FOR EVERY TEST

RADIO CITY PRODUCTS CO., INC.

152 West 25th St. **RCP** New York 1, N. Y.

JUST OUT!

FM TRANSMISSION and RECEPTION

by John F. Rider and Seymour D. Uslan

Out in Jan.! **BROADCAST OPERATOR'S HANDBOOK**
by HAROLD E. ENNES,
Engineer, Station WIRE

Here are coordinated facts, standards of good operating practice written by an operator in operators' language.
288 Pages..... \$3.30

NEW RIDER 99'r

over 130 pages
only . . . 99c

JUST OUT!

UNDERSTANDING VECTORS AND PHASE—Vector presentations are widely used in conveying latest radio technical information. This book is a must for students.

By The Publisher of
RIDER MANUALS

JOHN F. RIDER PUBLISHER, INC.
404 FOURTH AVENUE, NEW YORK 16, N. Y.

For radio servicemen, who can look to FM as a big part of their future profits—for the "ham" who is considering narrow band FM—for the student who is grooming himself for activity in the electronic field—this new book explains both the theory and servicing of f-m receivers. Its text is equally valuable to every person interested in this phase of electronics and will serve as a valuable handbook for engineers.

The unique publication principle employed in the production of this new book is as practical as its contents. It is offered in two editions identical in contents, printing quality and paper—differing only in covers.

OVER 300 FACT-PACKED PAGES
(substantial paper cover) **\$1.80**

Hard back cloth cover, \$2.70

WANTED

Top-notch television, refrigeration and radio distributor wants salesman to cover dealers in Metropolitan area. Excellent compensation plan. Please state experience, qualifications, references, and compensation.

Box 201, Radio & Television Retailing
480 Lexington Ave., New York 17, N. Y.

★ ★ ★

We are also seeking the services of a qualified sales promotion man. Please state experience, background and references.

Box 201A, Radio & Television Retailing
480 Lexington Avenue, New York 17, N. Y.

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

Sightmaster

LEADS AGAIN WITH THE BEST VALUE IN QUALITY TELEVISION!

The New
SIGHTMASTER 15
with FM RADIO

\$595.00

in Mahogany or Walnut; plus installation and Fed. Excise Tax

One of the LARGEST DIRECT-VIEW TABLE MODELS AVAILABLE, featuring the brilliant 15" picture-tube.

Only Sightmaster GIVES YOU THESE ADVANTAGES: A 15" Table Model with 120 sq. in. direct view picture . . . Built-in F.M. Radio Receiver . . . Twin speakers . . . A CHOICE of CABINETS in beautiful hand-rubbed Mahogany, Walnut, or Blonde (at slight additional cost) to suit every taste . . . One Year Sightmaster Warranty . . . Exclusive Franchises.

Expanding Manufacturing Facilities Enable us to Invite Participation of an Additional Number of Dealers on a Protected Franchise Basis.

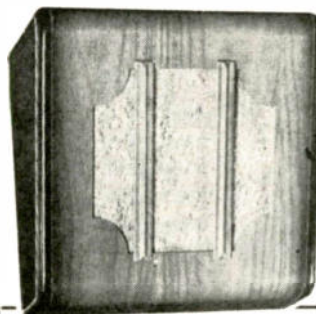
THE SIGHTMASTER CORP.

Manufacturers of Television Receivers Exclusively
220 Fifth Ave., New York 1, N. Y. MURRAY HILL 9-0174
Philadelphia Office: 1500 Walnut Street



Here's the Line of DeLuxe SPEAKER BAFFLES

the Entire Country has been Waiting for!



...now ready for Immediate Delivery

We've gone "All Out" in our efforts to give you a line of Speaker Baffles that are truly superior — yet priced no higher than ordinary baffles! These must be seen to be appreciated—they're massively constructed of walnut woods throughout, heavily reinforced, yet handsomely styled.

Each baffle is a beautiful example of fine cabinet craftsmanship; its lustrous two-toned walnut finish and workmanship are comparable to that found normally only in the highest quality furniture!

All Grille openings have graceful overlay bars; the Grille cloth is made of newly developed Thinspun Plastic and Fibreglas, copper-finished, maintaining a rigid, perfectly smooth, non-sagging surface, yet acoustically correct.

- 12 INCH MODEL**
For 12" Speakers, Walnut Plywood throughout, with 3/4" Walnut sides.
*St. Pkg. 4 List Price Each \$9.85
- 10 INCH MODEL**
For 10" Speakers, Walnut Plywood throughout, with 3/4" Walnut sides.
*St. Pkg. 6 List Price Each \$8.10
- 8 INCH MODEL**
For 8" Speakers, Walnut Plywood throughout, with 1/2" Walnut sides.
*St. Pkg. 8 List Price Each \$6.85
- 6 INCH MODEL**
For 6" Speakers, Walnut Plywood throughout, with 1/2" Walnut sides.
*St. Pkg. 10 List Price Each \$5.65
- 5 INCH MODEL**
For 5" Speakers, Walnut Plywood throughout, with 1/2" Walnut sides.
*St. Pkg. 12 List Price Each \$4.35

*above baffles shipped in standard packages only.

Our products are distributed thru Wholesalers and Jobbers only. Dealers are invited to inquire for name of nearest jobber.

KENT WOODCRAFT CORP. 2-20 Hooper Street Brooklyn 11, N. Y.

New! Permanent

PANEL SWITCH



Mounts on console panel - Eliminates graping behind radio to turn on and off.

Electro
ELECTRICAL AND RADIO EQUIPMENT

BATTERY ELIMINATORS

A COMPLETE LINE FOR EVERY REQUIREMENT

NEW MODEL "S" WITH SELENIUM RECTIFIERS—operates any 1.4 volt, 4, 5 or 6 tube radio from 115 volt, 60 cycle source.

MODEL "P"—Same as MODEL "S" except with tube rectifiers at lower cost.

MODEL "Q"—Operates any 1.4 volt 4, 5, or 6 tube radio from 6 volt storage or dry battery, or Wincharger. Ideal for farms, camps, autos, boats, etc.

MODEL "R"—Operates 2 volt 4, 5, 6 or 7 tube radio from 6 volt storage or dry battery, or Wincharger. (0.5 amp. filament max.)

Made to convert dry battery radio to AC receivers—other models for use with 6 volt storage battery. Costs but a few cents per hundred hours of operation. Completely filtered, hum free, silent and efficient. Sturdy construction with Hammerloid finish. No liquids or moving parts. Operate in any position.

ELECTRO PRODUCTS LABORATORIES

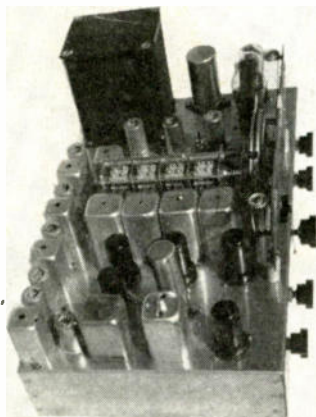
Pioneer Manufacturers of Battery Eliminators

549 West Randolph Street

Chicago 6, Illinois

THE COLLINS FM-AM TUNER

The last word in high fidelity, laboratory performance



A M

- EMPLOYS OUR 2S-C BAND PASS TUNER
- 20 KC BANDWIDTH
- 530 TO 1700 KC
- DELAYED, AMPLIFIED AVC

F M

- ARMSTRONG CIRCUIT
- 11 TUBE CIRCUIT
- 3 I.F. STAGES
- 2 LIMITERS
- 88-108 MC
- NEW 6AL7 6T TUNING EYE

CHECK THESE ADDITIONAL FEATURES

This is the finest we can produce and unexcelled by any other such tuner now on the market. • Heavy duty power supply included. • Two complete Tuners, only Audio Tube common. • Voltage regulated power supply. 17 Tubes in standard model. • Available with a wide selection of extra accessories.

Not a production line radio, but carefully built by expert technicians who know their business. In an integrated radio receiving system, with high fidelity components the performance is breathtaking.

You will not be completely satisfied until you have the Collins Tuner in your home.

Write for Technical Folder and Prices

Collins Audio Products Company, Inc.
WESTFIELD, NEW JERSEY WESTFIELD 2-4390

FACTS AT YOUR FINGERTIPS



Here are extra hands constantly ready to help you. Here is fingertip control of those many big and little problems that so unexpectedly call for instant solution during the course of your day's work.

Written recently by two practical, practicing engineers, these books are already working hand in hand with thousands of plant engineers, electrical engineers and engineering students.

So enthusiastic has been the applause from those who bought these books, we gladly assume all risk in placing them in your hands on a five day approval basis. Send the coupon today.



ELECTRONIC CONTROL HANDBOOK

By Ralph R. Batcher, E.E.
and William Moulic

Here are all the essential data necessary to determine the worth of an electronic control device; a dependable guide toward your taking advantage of the cost-cutting, production-speeding, quality-control possibilities of electronic devices. Section I, Basic Elements of Control; Section II, Conversion Elements; Section III, Electronic Modification Circuits; Section IV, Activation Elements; Section V, Control Applications.

350 Pages—Hundreds of Illustrations—\$4.50

ELECTRONIC ENGINEERING HANDBOOK

By Ralph R. Batcher, E.E.
and William Moulic

For radio-electronic specialists this Caldwell-Clements book provides a convenient, authentic source of formulas and principles, as well as the latest in electronic applications. Free from involved mathematical explanations. Section I covers Vacuum Tube Fundamentals; Section II, Electronic Circuit Fundamentals; Section III, Electronic Applications; Section IV, Vacuum Tube Data.

456 Pages—560 Illustrations—\$4.50

Both books 6 x 9 inches, bound in limp leatherette covers, open conveniently flat.



Once You Get These Books in Your Hands You'll Always Have Them at Your Fingertips

No Risk—5 Day Approval

CALDWELL-CLEMENTS, INC.

480-D Lexington Ave.  New York 17, N.Y.
Publishers to the electronic industries since 1925

Send books checked. If not satisfied, will return within five days. Otherwise will remit payment.

ELECTRONIC ENGINEERING HANDBOOK \$4.50
 ELECTRONIC CONTROL HANDBOOK \$4.50

Name.....

Address.....

City and State.....

Company Name.....

INDEX To Advertisers

MARCH 1948

Admiral Corp.	17	National Union Radio Corp.	16
Allied Radio Corp.	114	Nablitt-Sparks Industries, Inc.	5
American Electrical Heater Co.	106	Narge Div., Barg-Warner Corp.	62
American Telephone & Telegraph Co.	75	Oak Ridge Antennas	114
American Television & Radio Co.	111	Permaflux Corp.	88
Astatic Corp.	105	Phala Plastics Corp.	92
Bell Sound Systems, Inc.	114	Philca Corp.	66, 67, 120
Bendix Radio Div., Bendix Aviation Corp. 2, 3		Pickering & Co.	107
Bogen Co., Inc., David	110	Pilat Radio Corp.	32
Baland & Bayce, Inc.	108	Presta Recording Corp.	52
Bract Mfg. Corp., L. S.	96	Radio City Products Co., Inc.	116
Brush Development Co.	10	Radio Corp. of America:	
Burgess Battery Co.	116	RCA Victor Division	38, 39
Caldwell-Clements, Inc.	60, 118	Test & Measuring Division	84
Chicago Tribune	30, 31	Tube Department	15, Cover 4
Clippard Instrument Laboratory, Inc.	112	Radio-Electronics School of N. Y.	109
Collier's	18, 19	Rauland Corp.	100
Callias Audio Products Co., Inc.	118	Remington Radio Corp.	100
Columbia Records, Inc.	59	Rheem Mfg. Co.	69
Crasley Div., Avca Mfg. Corp.	72, 73	Rider Publisher, Inc., John F.	86, 87, 117
Delca Radio Div., General Motors Corp.	8	S/C Laboratories, Inc.	116
DuMont Laboratories, Inc., Allen B.	49	Seeburg Corp.	Cover 3
Duatone Co.	58	Sentinel Radio Corp.	14
Edwards F-M Radio Corp.	105	Shure Bros., Inc.	90
Electra Products Laboratories	118	Sightmaster Corp.	117
Emerson Radio & Phonograph Corp.	12, 13	Simpson Electric Co.	93
Fada Radio & Electric Co., Inc.	6	Simpson Mfg. Co., Inc., Mork	88
General Die & Stamping Co.	58	SNC Mfg. Co., Inc.	97
General Electric Co.	7, 11, 28, 95, 101	Sparks-Withington Co.	20
Graybar Electric Co.	76	Spencer Wire Co.	102
Hickok Electrical Instrument Co.	98	Sprague Products Co.	99
Hytron Radio & Electronics Corp.	21	Standard Transformer Corp.	78
Jensen Mfg. Co.	103	Standard Register Co.	71
Kent Woodcraft Corp.	117	Stewart-Warner Corp.	47
Lake Radio Sales Co.	112	Stramberg-Carlson Co.	34
Liquor Store & Dispenser	104	Television Assembly Co.	9
Landon Gramophone Corp.	50	Transvision, Inc.	113
Macmillan Co.	115	Triplett Electrical Instrument Co.	91
Majic Records	60	Turner Co.	94
Mallory & Co., Inc., P. R.	89, Cover 2	Walco Sales Co.	24
Merit Cail & Transformer Corp.	4	Ward Products Corp.	25
Matorala, Inc.	33	Webster Chicago Corp.	109
Multiple Television Mfg. Co.	107	Webster Electric Co.	26
		Westinghouse Electric Co.	22, 23
		Wilcox-Gay Corp.	29
		Wind Turbine Co.	119
		Zenith Radio Corp.	27

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.

A MORE PLEASING PICTURE

on the television tube

on your roof

Why struggle with clumsy pipe sections to obtain elevation on your installations of Television antennas? Sell your customer a TRYLON Combination Tower. They're sturdy, easy to erect and climb. Business houses like them for their eye appeal. They're neat, attractive and get favorable attention.

Tower illustrated is 6 ft. spread "VEE" Base, 20 ft. high, with 8 ft. tapered top and 10 ft., 1 1/2 inch O.D. mast (38 ft. overall). No guys needed. Add standard TRYLON 10 ft. sections with pre-fabricated guys for additional heights. Send for circulars and Price Lists.

DEALERS WANTED. Get in on the ground floor of this profitable Television business now.

WIND TURBINE COMPANY
Tower and Antenna Division • West Chester, Pa.

TRYLON
LADDER TOWERS

PHILCO

AUTO RADIOS

CUSTOM STYLED *for Your Car*

ROAD SIGNS!

YOUR NAME HERE

**TWO SMASHING PROGRAMS,
FULLY COOPERATIVE—Now Ready**

New 1948
**PHILCO
AUTO
RADIOS**

YOUR NAME HERE

24-SHEET POSTERS!

**See Your Philco
Distributor Today!**

PHILCO DEALERS

*Blanket the
Highways*

with the Greatest
of All Auto Radio

OUTDOOR ADVERTISING CAMPAIGNS!

Every Philco Auto Radio Dealer has been asking for just such a road sign for years—and now Philco after waiting for something new and different to offer has come up with this revolutionary new design... AN ALL YEAR 'ROUND HIGHWAY SIGN THAT WILL BE ERECTED AND MAINTAINED FOR YOU ALL TWELVE MONTHS OF THE YEAR. Now's the time to order this powerful campaign—get the best locations—have your signs installed.

And here's another powerful Spring campaign—24 sheet posters. It's cooperative! Order at once!

Identify your store as *the place* in your area to buy the sensationally popular new Philco Auto Radios. Order this highway advertising now, and watch your Philco Auto Radio business soar!

THE

Seeburg "S"

A CHANGER TO GIVE YOU
IMPORTANT, COMPETITIVE
ADVANTAGES

MODEL "S" FEATURES

- Sturdy, single-post changer
- Modern styling—shield-shaped base
- Lightweight tone arm
- Automatic shut-off after last record
- Recessed turntable
- Strong, quiet motor assures constant turntable speed
- Plays twelve 10-inch or ten 12-inch records. May also be set for manual play
- Shock-mounted center spindle for minimum center hole wear of records—record load stacked in horizontal position



Seeburg

RECORD CHANGERS ★ MUSIC SYSTEMS

J. P. SEEBURG CORPORATION
1500 N. Dayton St., Chicago 22

Model "L"



Model "K"



Push RCA Tubes and Watch Your Business Grow!



All RCA tubes are backed by dramatic sales displays that lead more customers your way.

In tubes for television...it's RCA

● RCA makes the tubes that create profitable, new markets. Television . . . with its great business opportunities . . . is an example.

You can always count on RCA to provide you with the greatest line of miniature, metal, and glass tubes . . . and a powerful array of sales promotion material to help you sell them.

When you push RCA tubes you're selling

the brand that holds No. 1 customer acceptance. RCA tubes help your business grow because they build store traffic . . . lead customers to count on you for *all* their radio needs.

Get the full details on RCA tubes and sales promotion material from your local RCA Tube Distributor today.

THE FOUNTAINHEAD OF MODERN TUBE DEVELOPMENT IS RCA



TUBE DEPARTMENT

RADIO CORPORATION of AMERICA

HARRISON, N. J.