

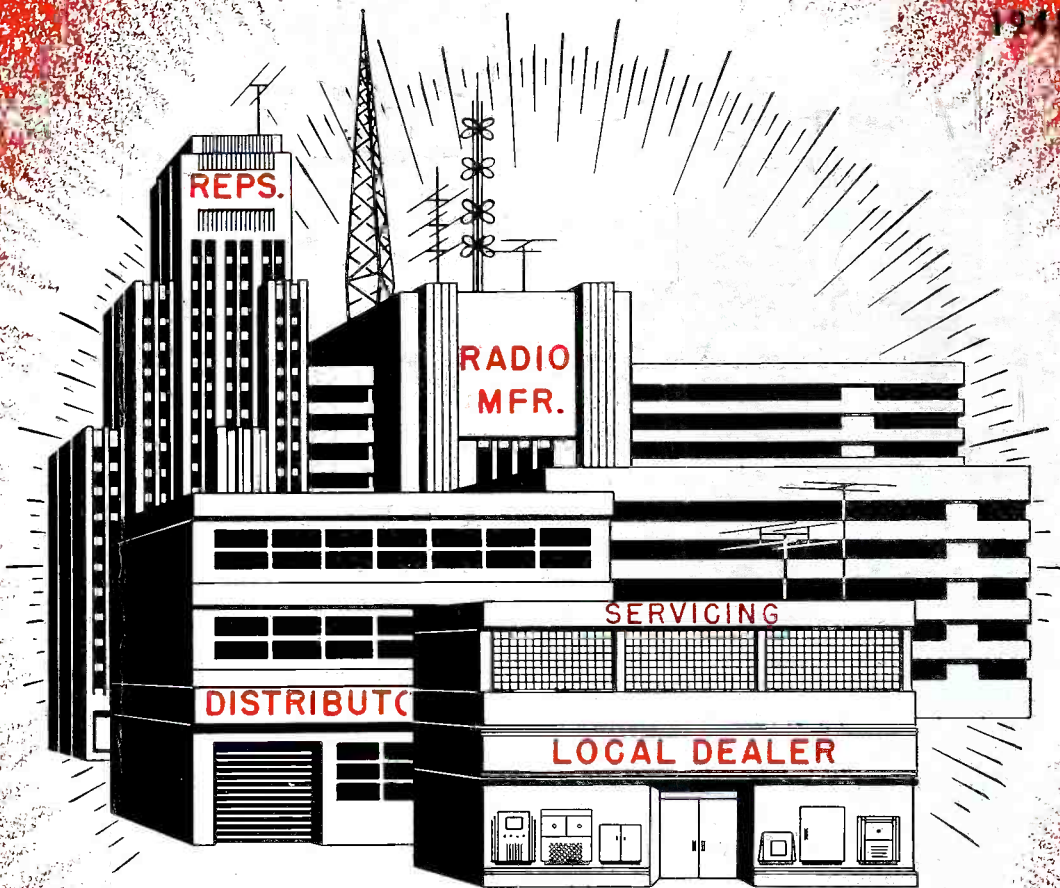
IN TWO PARTS — PART ONE

MAY 48

# RADIO & TELEVISION RETAILING

CALDWELL ELEMENTS, INC.

1948 MAY



*The Radio Industry Faces a  
Great New Era of  
Prosperity!*

**SPECIAL ALL-INDUSTRY SHOW ISSUE**

**CHICAGO CONVENTION • MAY 11-14**

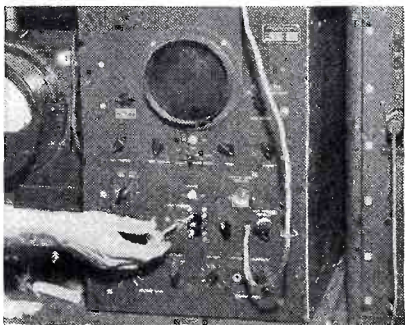
# Somewhat More Silent Than a TOMB!



## It's Impossible to Hear a Mallory Control Operate!

Even super-sensitive meters, built for the U. S. Navy to inspect delicate electronic communication equipment, do not show an audible sound level when Mallory carbon controls are tested.

Mallory carbon controls give you totally silent operation—the tapers are smooth and accurate to assure maximum adjustment in the



*Meter used in the noise level test. Readings were taken on volume controls of all leading manufacturers. Mallory controls gave no audible sound, registered 22% below all others in inaudible sound vibrations.*

proper ranges—the overall resistance values are uniform and the life of the control is the longest ever provided. This kind of quality keeps customers satisfied.

Mallory has given you so many "firsts" in the

field of radio-electronic replacement parts that you know Mallory products are the finest that can be produced! Sell them with confidence, install them with ease. The Mallory line of Volume Controls, Capacitors and Vibrators has been standardized; they are a profitable line to stock.

### "Good Service for Good Business"

A business plan that will raise the earnings of radio-electronic servicemen. One important item in the plan is a unique system for following up your customers for repeat orders.



And there are ways of linking your name with the Mallory trade mark, to get the benefit of Mallory advertising. Better ask your distributor about it!

WHAT WILL MALLORY DO NEXT?

See Us at the Radio Parts Show

P. R. MALLORY & CO., Inc.  
**MALLORY**

CAPACITORS . . . CONTROLS . . . VIBRATORS . . .  
SWITCHES . . . RESISTORS . . . RECTIFIERS . . .  
VIBRAPACK\* POWER SUPPLIES . . . FILTERS

\*Reg. U. S. Pat. Off.

**APPROVED PRECISION PRODUCTS**

P. R. MALLORY & CO., Inc., INDIANAPOLIS 6, INDIANA

# RADIO & TELEVISION RETAILING

Including Radio and Television Today

IN THIS ISSUE

MAY, 1948

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

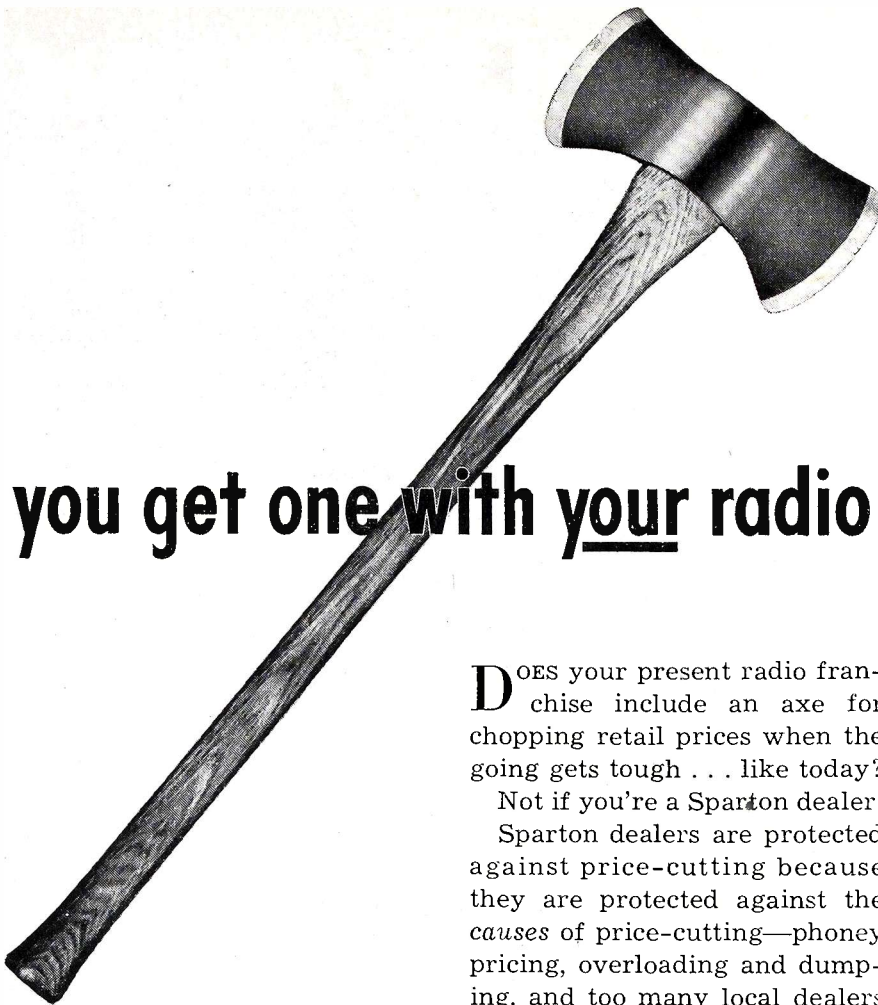


Member of  
**AUDIT BUREAU  
OF CIRCULATIONS**

**CALDWELL-CLEMENTS, INC.**

480 Lexington Ave., New York, N. Y.

# Did you get one with your radio franchise?



**D**OES your present radio franchise include an axe for chopping retail prices when the going gets tough . . . like today?

Not if you're a Sparton dealer!

Sparton dealers are protected against price-cutting because they are protected against the causes of price-cutting—phoney pricing, overloading and dumping, and too many local dealers handling the same line.

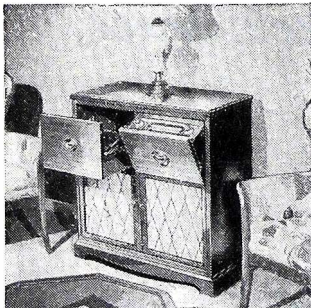
Such protection is guaranteed by the SCMP—Sparton Co-operative Merchandising Plan. It's the plan that cuts costs of radio distribution through direct factory shipments to *exclusive* dealers—at prices that compete

with the mail-order chains.

Sparton's exclusive franchising removes the occasion to cut prices. Rock-bottom *established* prices remove the *need* to cut retail prices. And consumer demand, created by Sparton's attractive, competitive line, removes even the *temptation* to cut prices!

If you're interested in a radio franchise that protects your profits in good times and bad, why not ask us whether the *Sparton* franchise is still available in your community?

**THE SPARKS-WITHINGTON COMPANY**  
JACKSON, MICHIGAN



MODEL No. 1037  
List \$199.95\*



MODEL 10BM76PA  
List \$259.95\*



MODEL No. 201  
List \$59.95\*

\* All prices slightly higher west of Rockies.

# 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

*Engineers Tell Why*

# **BACE TELEVISION** **IS THE WORLD'S FINEST**

**First Set Ever Built Featuring Multi-Unit Viewing**

**BACE . . .  
SETS THE PACE**



**close-up  
viewing for every-  
one from any angle...**

The question of how large groups of people can be entertained by one television set has been answered by Bace Multi-Unit Television.

**Multi-Unit Television** means a wide market . . . wide coverage . . . as an educational medium in schools . . . entertainment in hospitals, factories and countless taverns, restaurants and clubs which are beginning to hop on the television bandwagon.

**Any number** of viewing units can be placed in the most convenient spots. If there are several rooms the screens can be distributed for viewing where people want it.

**The central unit**, having only three simple operating controls presents no problem to the layman and can be installed anywhere. Each screen responds to the central control unit with absolute uniformity.

**Multi-Unit television** is the answer to the problem of how to entertain everyone!

**Multi-Unit Television by Bace means superior engineering**

Brilliant pictures on the largest direct-view screens. Perfect images even in lighted rooms. **The Bace 15-inch tube** is the "heart" of every viewing screen. Largest picture area of any tube this size. Guaranteed not to develop ion burn spots.

**This is the set for the waiting market!**

Dealer franchises are still available to reputable, established concerns . . . **RESPOND** immediately!

Department R

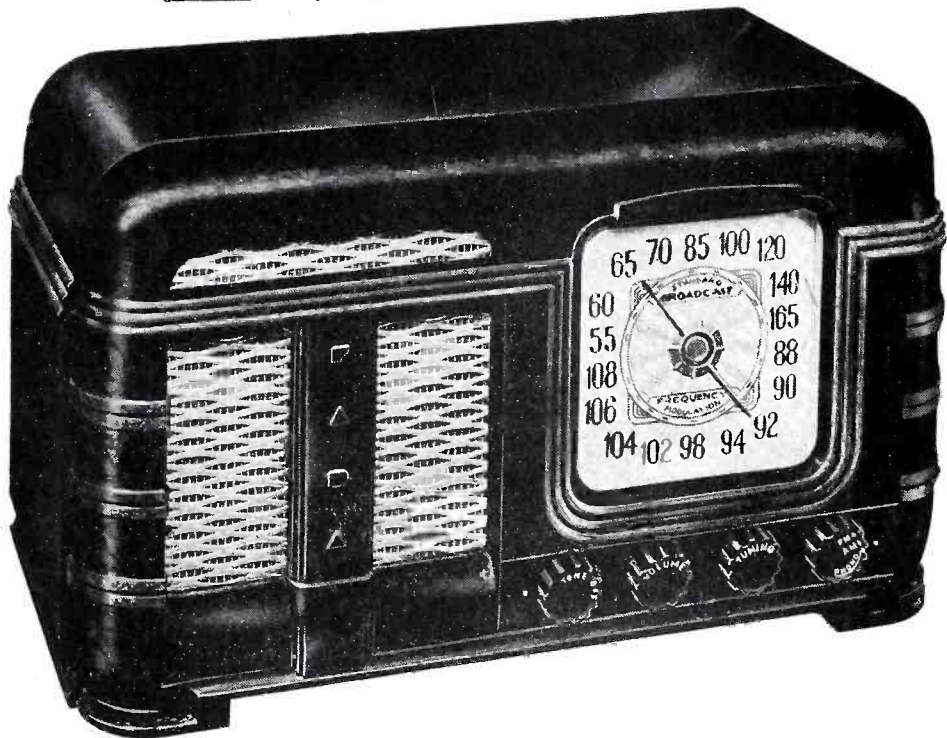
### ***This New Set Offers You***

Superb picture brilliance and advanced FM audio . . . equipped with three simple operating controls, the BACE set brings you such advanced improvements as: pre set brilliancy and focus controls . . . 13 channel stabilized selector . . . magnetic sweep deflector . . . magnetic focus . . . three stage synch. separator and clipper circuits . . . two stages of video amplification and a four megacycle band width on video, equipped with 33 tubes and 5 rectifiers, the BACE set produces perfect pictures on large, brilliant screens for the ultimate in television entertainment.

**Bace TELEVISION CORPORATION**

GREEN & LEUNING STS. • SOUTH HACKENSACK, NEW JERSEY • HA 3-4881

# AM-FM... FREQUENCY MODULATION AT ITS BEST **FADA** Radio



**Model 790 . . .**

Truly . . . the last word in Frequency Modulation quality performance. AM-FM Standard Broadcast and Frequency Modulation. AC-DC Superheterodyne Receivers. Eight tubes plus Ballast . . . in choice of Walnut or Genuine Ivory Plastic Cabinets. Gorgeous GEM-LOID illuminated dial. Noise-reducing 'Sensive-Tone' R.F. Stage.

• Two more FADA leaders •

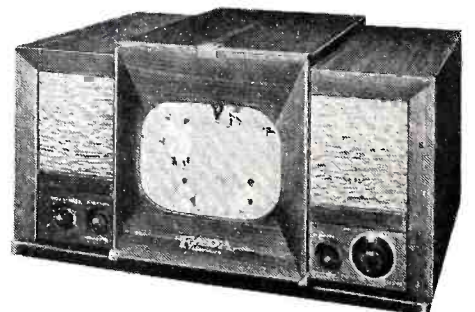
**Model 802 . . .**

Console Combination  
The console value leader for 1948. AC— Superheterodyne radio and Automatic Record Changer in an eye-filling cabinet of rich mahogany veneers. 6" x 9" Oval P.M. Speaker.



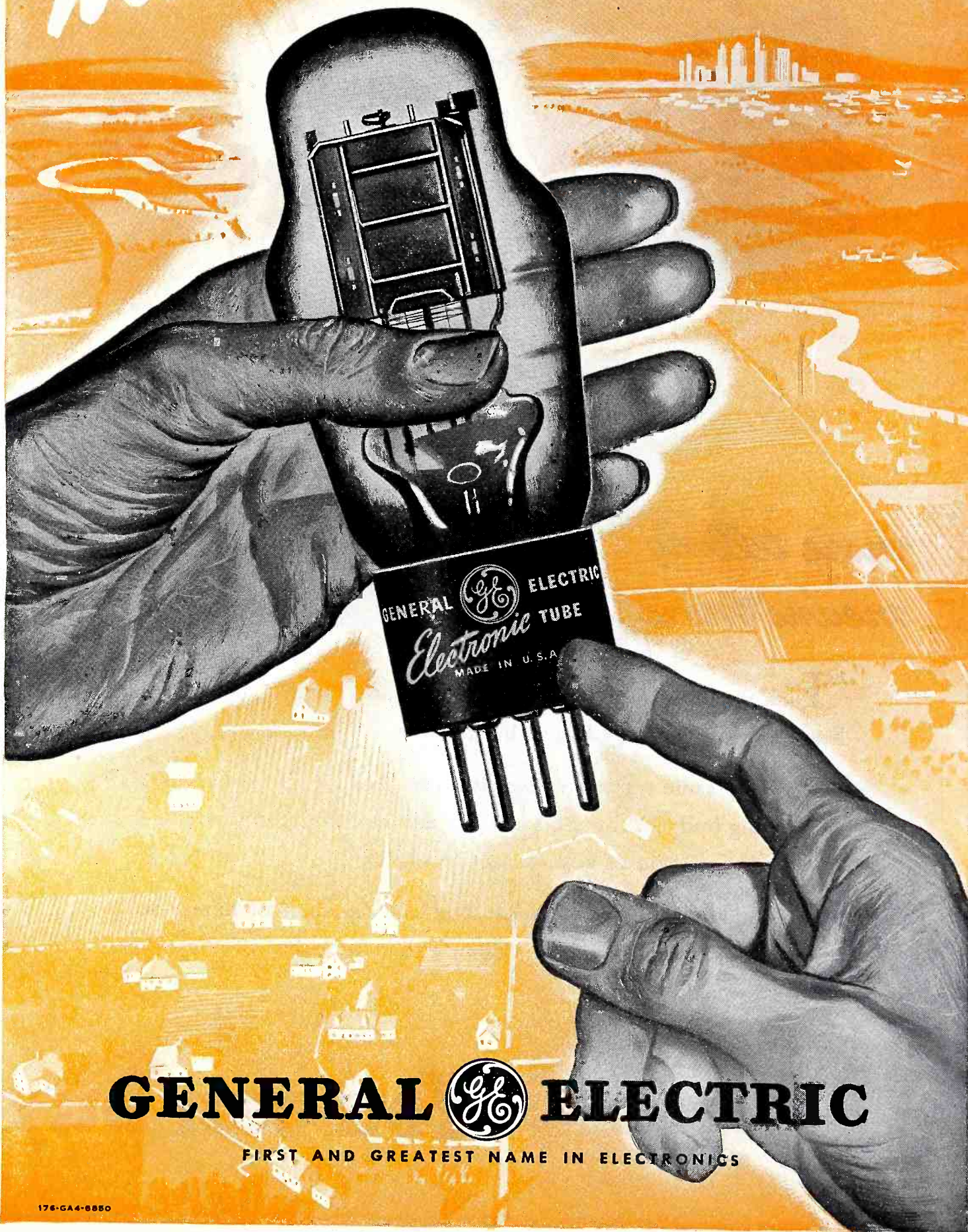
**Model 799 . . .**

Television Receiver  
Full thirteen channel coverage. Large 54 inch screen. Picture detail unsurpassed in quality. Exquisite hand-rubbed walnut or mahogany veneer cabinets. Truly Television at its very best!



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

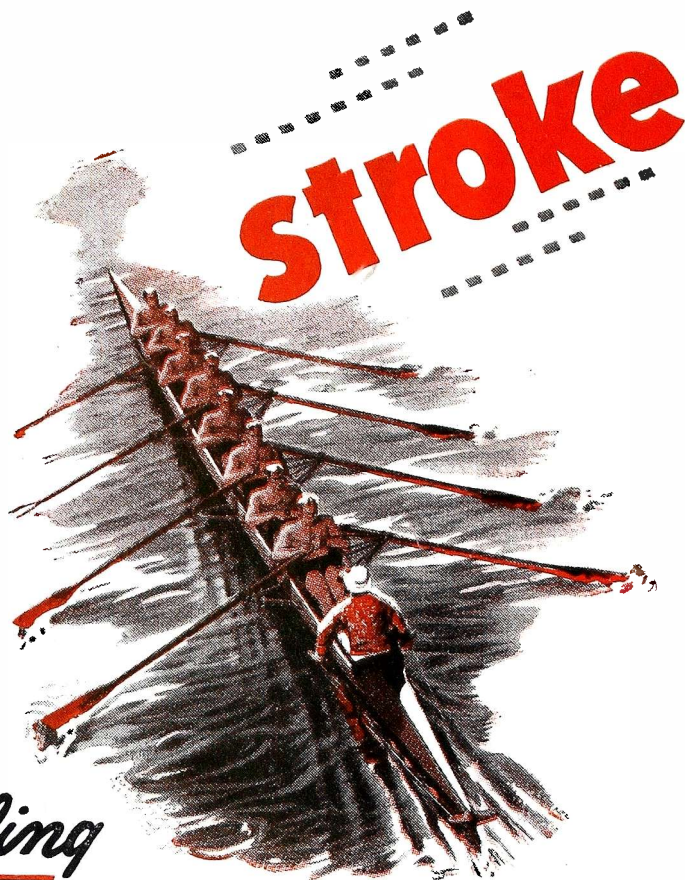
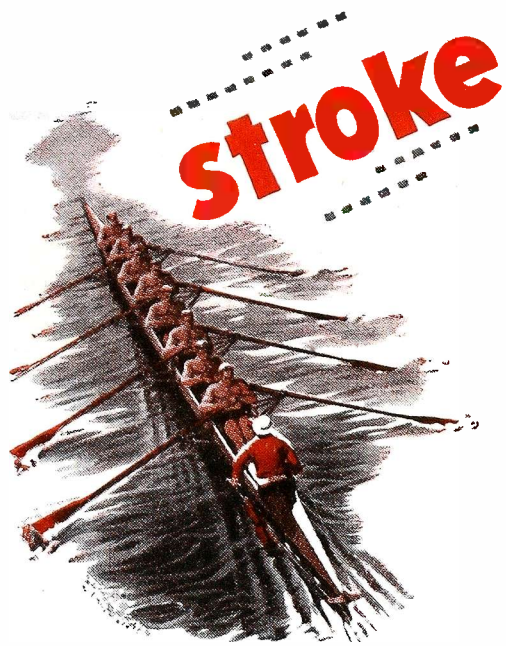
*Welcome* **IN EVERY HOME IN AMERICA**



**GENERAL**  **ELECTRIC**

FIRST AND GREATEST NAME IN ELECTRONICS

176-GA4-8850



*more telling  
means more selling*

"Pick up the stroke!" the coxswain shouts. The frequency of the beat steps up and they forge ahead.

In the very same way, the advertiser can pick up the stroke of his advertising budget . . . put his product ahead with a steady, rhythmic, *increased* succession of advertising messages.

That's the advantage of Collier's. The same amount of money will buy more sales messages in Collier's than in either of the other "Big 3" weeklies.

# You can buy



# STROKE



**more  
continuity** . . . **in Collier's**

**IT'S NEW!**

# Record collections on PAPER ...right from the radio!



**½ Hour Continuous Recording!** Complete, unbroken listening to symphonies, jazz or comedy.



**"Magnetic Ribbon" which can be Edited!** "Magnetic Ribbon" can be cut with scissors and spliced with cellulose tape.



**Recordings are "Erasable"!** "Magnetic Ribbon" recordings are permanent but can be "erased" automatically as new recordings are made.



**Low-Cost!** A continuous reel of ½ hour for only \$2.50... compare that with existing costs for the same length of time!



**Home Recording is Simple!** "Magnetic Ribbon" is easy to handle!

Sell the **SOUNDMIRROR\***, the product of one of America's leading electronic research laboratories—supplier of the majority of magnetic recording equipment used by the Armed Services! Write The Brush Development Company, 3405 Perkins Avenue, Cleveland 14, Ohio for the name of your nearest

## "SOUNDMIRROR" DEALER

*Brush... First in Magnetic Recording*

*See us at the*  
**RMA SHOW**  
Hotel Stevens, Chicago  
May 11-19, Booth 130



\*Trade Mark Reg. Patents Pending

# Build up June gift sales!



WITH

## "WAKE-UP-TO-MUSIC" CLOCK-RADIOS

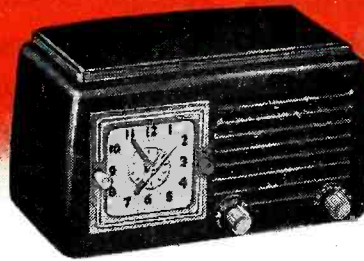
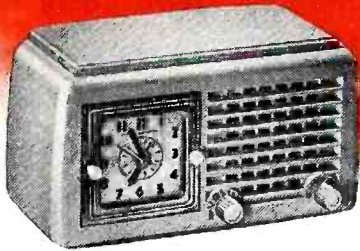


Superheterodyne G-E Clock-Radio. Rosewood plastic cabinet. Model 60. List price \$39.95\*.



Superheterodyne G-E Clock-Radio. Ivory plastic cabinet. Model 62. List price \$41.95\*.

G-E Clock-Radio—beautiful design. Ivory plastic cabinet. Great value. Model 50W. List price \$31.95\*.



G-E Clock-Radio—an extraordinary value. Rosewood plastic cabinet. Model 50. List price \$29.95\*.

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

### A Three-In-One Value — Radio — Clock — Electronic Reminder

What a sales story! Eminent medical authority, Dr. Frederic Damrau, reports after extensive wake-up tests, "G-E Clock-Radio wakes you soothingly with music, but alarms wake with shock." Here's an extra sock sales-clincher for the set the whole country is talking about. Sell it as a

fine toned G-E radio. Sell it as a dependable G-E electric clock. Sell it as an electronic reminder. Place your order for these fast-moving G-E Clock-Radios with your G-E radio distributor or write today to General Electric Company, Receiver Division, Electronics Park, Syracuse, New York.

## Here are 7 ideal Gifts

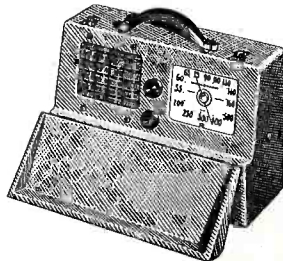


### Now's the time to push G-E Portables too!

**3-Way G-E Personal Portable.** So light—only 5½ lbs. with batteries. So compact—only 8½ in. high; so sturdy—in its handsome metal case. And smart as a Hollywood fashion. Plays anywhere. Model 140.



**Handsome as fine luggage!** 3-way G-E portable. 3 section gang condenser and tuned RF stage for superb performance. Powerful, light, compact. Big (5¼") Dynapowerspeaker with G-E Alnico 5. Model 254.



**DeLuxe Features—Big Unit Sale.** G-E self-charging portable. Standard broadcast and 5 short-wave bands. Push button controls. Amazing power and selectivity. Recharges from A C current. Model 260.



# GENERAL ELECTRIC

175-04

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

RADIO & TELEVISION RETAILING • May, 1948

# Watch your **WEBSTER-CHICAGO**

## *Electronic Memory* **Wire Recorder**

# Sales Curve Climbs

**RIGHT NOW . . .** is the time to prove to yourself that you can count on Webster-Chicago Electronic Memory Wire Recorder business—good for the long pull and especially when some of your other items are slow. Why? Because *Wire Recorders* are new and the demand is increasing daily as their utility features become better known. It is a young market with no place to go but up!



Model 80

**\$149<sup>50</sup>**

including microphone and  
3 spools of recording wire.  
\$153.00 West of the Rockies.

## When you select your line choose The Fastest Selling Wire Recorder in the Country!

Design, features, price and merchandising policies all point to Webster-Chicago Electronic Memory Wire Recorder as the "hot" unit in the field. Production and sales are accelerating every day. Model 80 is an all-purpose portable Wire Recorder for commercial and home use.

### Advertising and Sales Promotion Backing

You can depend upon continuing and increasing demand, too, because Webster-Chicago Electronic Memory Wire Recorders are backed up by an extensive, hard-hitting advertising and sales promotion program. National Consumer and trade magazines are conditioning your market, creating desire. Sales manuals, displays, descriptive literature and other sales helps make your job easier, surer.



### Profitable Wire and Accessory Sales

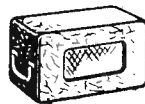
Webster-Chicago Electronic Memory Recording Wire is the finest available anywhere. Bright, smooth, easy to handle. Tops in recording performance. Available in standard size spools in ¼ hour, ½ hour, and 1 hour lengths. Easy to sell and dependable for repeat business (see full page ad, elsewhere in this issue).

Model 165 Record Changer is ideal for recording discs directly on wire with Electronic Memory Wire Recorder: Can also be used to play records through radio or external amplifier such as Model 66 (opposite).



Model 83 control box and recording level indicator is a desirable aid to making fine recordings. Push button controls for recording directly from a radio, recording through a microphone or for playback from Electronic Memory Wire Recorder. Recording level indicator is calibrated to indicate perfect recording volume.

Model 66 Portable Amplifier provides the ultimate in volume and tone when used with the Electronic Memory Wire Recorder or model 165 portable record changer. It has an 8-inch speaker and push-pull 8-watt amplifier in matching case.



Models 80, 165 and 66 can be used to provide an 8-watt public address system.

## GET IN ON THIS OUTSTANDING PROFIT BUILDER NOW

Hundreds of dollars can be lost by lagging behind popular demand. Now is the time to act. Contact your nearest Webster-Chicago Distributor today or write direct for full information.



FAMOUS, TOO, FOR QUALITY RECORD CHANGERS AND MAGIC NYLON PHONOGRAPH NEEDLES

# WEBSTER-CHICAGO

5610 WEST BLOOMINGDALE AVENUE • CHICAGO 39, ILLINOIS

# Recording Wire

is the Life Line of Good Recording

**WEBSTER-CHICAGO**

*Electronic Memory*

**RECORDING WIRE IS THE**

**Profit Line FOR YOU!**



It's easy to sell Webster-Chicago *Electronic Memory* Recording Wire because your customers will quickly detect its better performance. They will depend upon you for continuing supply...meaning repeat business and quick turnover for you NOW when profit margin counts!

Webster-Chicago *Electronic Memory* Recording Wire is bright, smooth, uniform. It handles easily and records faithfully ALL the sound impressed upon it. These are features which Wire Recorder owners appreciate.

## Here's why customers prefer Electric Memory Recording Wire

Webster-Chicago *Electronic Memory* Recording Wire is made from non-rusting stainless steel. Through the more than twenty manufacturing operations it is tested and retested for high standard and uniform magnetic, physical and chemical characteristics. Diameter is held to within plus or minus .0001 inches. Tensile strength is 245,000 p.s.i. (pounds per square inch) for a single strand, or better, for safe breakage factor, yet it is ductile enough for square knotting where junctions are required. Signal output and modulation levels are controlled at values which assure superior performance.

If you do not stock it now, get in on this profit-building opportunity today. Ask your nearest Webster-Chicago distributor, or write direct for full information.



FAMOUS, TOO, FOR QUALITY RECORD CHANGERS AND MAGIC NYLON PHONOGRAPH NEEDLES

**WEBSTER-CHICAGO**

5610 WEST BLOOMINGDALE AVENUE CHICAGO 39, ILLINOIS

# Reason #3

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

---

The name Du Mont on a receiver is *more* than just another name—it is the name of a company devoted exclusively to television. A pioneer in every phase—in research and development; in station equipment; in broadcasting; *and* in fine receivers.

**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.

**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!

**\$59.95**  
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.

**FIRST!**

- 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

WALCO  
STANDARD  
TELE-VUE-LENS  
(Model 1039)

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

**\$39.95**  
RETAIL

WALCO ECONOMY  
TELE-VUE-LENS  
(Model 1029)

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

**\$29.95**  
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.

**\$19.95**  
RETAIL

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

**E. L. CURNAND & CO.**  
3835 Ninth Avenue, New York 34, N. Y.

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



*Prepare for a profitable Outdoor Season!*



# AIR KING Pockette



**PORTABLE**

**For profits that bloom in the spring  
... Here's the newest from AIR KING**

The "Pockette" portable. So tiny it fits in the palm of your hand... so excitingly new and different that you'll agree it's made-to-order for the present competitive market. Yet the "Pockette" portable maintains the same rigid engineering specifications you have found invaluable in all AIR KING radios, radio combinations and wire recorders.

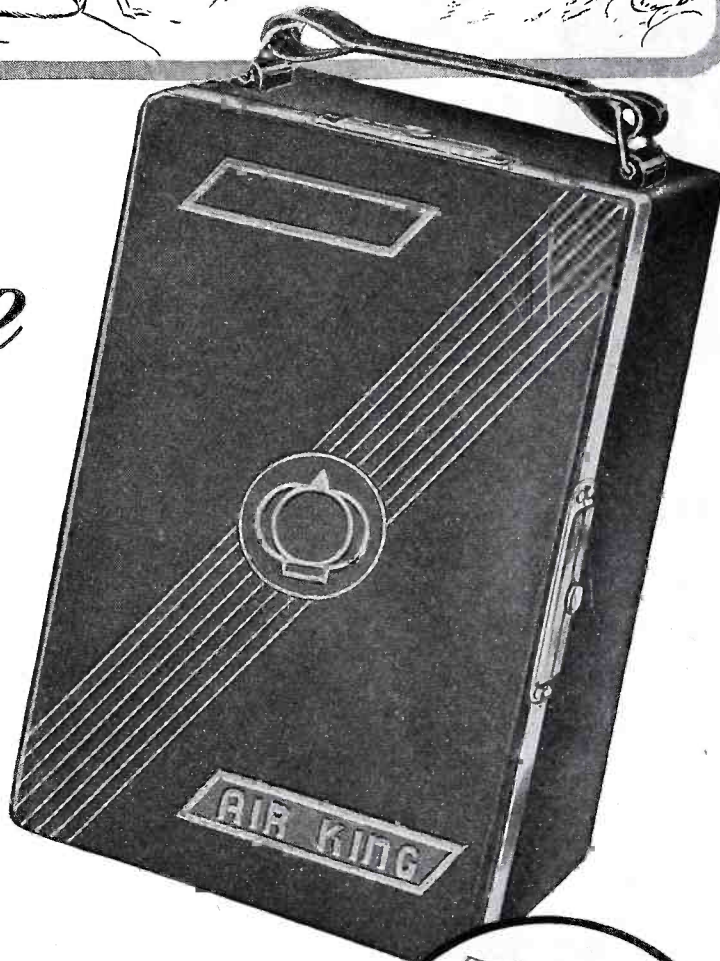
### Features designed for selling!

Loop antenna in cover... 4 miniature tubes... uses 1 standard flashlight battery and 1 standard 45-volt "B" battery... vinylite carrying strap... polystyrene case... snap-lock cover... sturdy metal grill to withstand outdoor elements. Batteries easily changed! When the lid's open, "Pockette" is "on"... close it, and "Pockette" is "off." Net weight: 1 lb., 11 oz. Measurements: 3" x 5<sup>3</sup>/<sub>4</sub>" x 3<sup>3</sup>/<sub>8</sub>".

### READY FOR IMMEDIATE DELIVERY

Model A-425—Ebony with Nickel trim.....\*\$19.95  
Model A-426—Ivory with Gold trim.....\*\$24.95  
Model A-427—Maroon with Gold trim.....\*\$22.95

\*Less batteries. Slightly higher in Zone 2.



MODEL A-425

**\$19.95**  
Less batteries

Slightly higher in Zone 2.



So tiny it fits in the palm of your hand.

AIR KING PRODUCTS CO., INC., BROOKLYN 32, NEW YORK • Export Address: Air King International, 75 West Street, New York 6, N. Y.

# AIR KING RADIO

Division of HYTRON RADIO & ELECTRONICS CORP.

*The Royalty of Radio Since 1920*



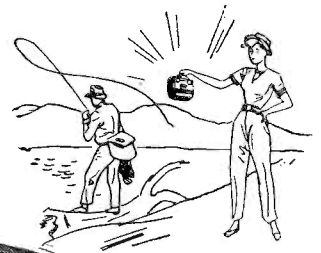
# So small! So light! So powerful!

... IT'S YOUR WESTINGHOUSE TONIC FOR TIRED SUMMER SALES

Here's the portable your customers have always wanted! The new Westinghouse 185 is packed with all the features your salesmen need to make sales easier—exclusive Westinghouse Plenti-power for clear-as-a-bell tone, razor-sharp sensitivity... smart

modern cabinet design, molded from beautiful *but tough* Burgundy-and-white plastic... plus a modest price customers can afford to pay. Pep up summer sales with this pint-size portable powerhouse, and let it pile up profits for you!

HOME RADIO DIVISION WESTINGHOUSE ELECTRIC CORP. SUNBURY, PA.



*Radio's first name is*

# Westinghouse

PLANTS IN 25 CITIES OFFICES EVERYWHERE

*Now—*  
**a new way to  
 sell batteries...**  
**a handy way to  
 buy them...**



**THE *HANDY* WAY TO BUY BATTERIES**

**STAY FRESH FOR YEARS**

*Special*  
**98¢**  
 FOR A KIT OF EIGHT

FLASHLIGHT SIZE RADIO "A'S"

Radio-engineered for **EXTRA** Listening Hours



RADIO CORPORATION of AMERICA



RCA Battery Carry-Kit and Display Card work together to boost your sales.

**The unique RCA Carry-Kit Package of eight sealed-in-steel "A" batteries**

BECAUSE RCA sealed-in-steel Radio "A" Batteries stay fresh for years, you can sell them easily—and with confidence—in this new RCA Carry-Kit package of eight cells.

The new RCA Carry-Kit stimulates large unit-of-sales purchases . . . assures an ample supply of RCA

VS-036's when they're needed. It's one of the ways RCA is helping you get your share of what has been predicted *the greatest portable year in history.*

You'll need a good supply of RCA Carry-Kits to meet the demand. Order your stock today from your local RCA Distributor and be prepared for the business.

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



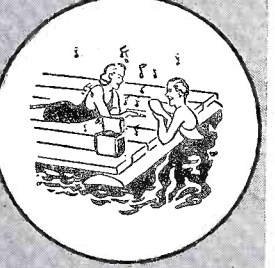
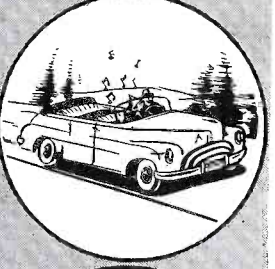
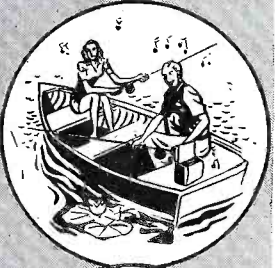
**TUBE DEPARTMENT**

**RADIO CORPORATION of AMERICA**  
 HARRISON, N. J.

# REGAL DOES IT AGAIN!

## 3 New Portables!

and a host of other new models!



A Regal portable for every occasion!



◀ model 777

### AC-DC-BATTERY

Completely redesigned and available in 6 pastel colors, our model 777 is a real "Summer Seller".

- Superheterodyne • Built-In Regalooop • Four tubes plus a selenium rectifier • Standard full sized components • Slide rule dial • 4 1/2" Alnico #5 Speaker • Many other features • 5 3/4 lbs. with batteries • Size: 4" deep, 5" high, 8" long.

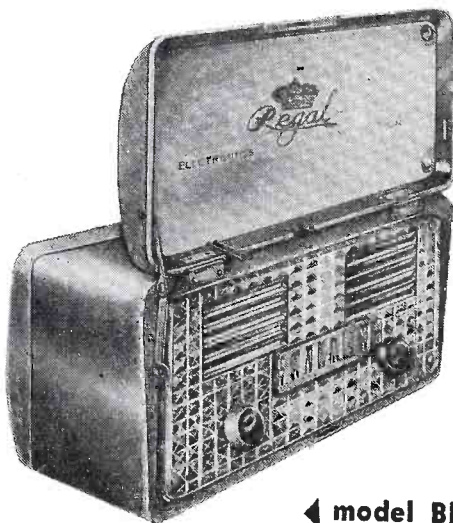
### AC-DC-BATTERY

One of the newer additions to the Regal family. Amazingly attractive in a two-tone plastic cabinet! Extremely powerful reception!

- Slide rule dial • Built-in Regalooop • 4 tubes plus a selenium rectifier • Superheterodyne • Size: 10" wide, 7" high, 5" deep. Also available in Ebony - Battery operation only.



model 1877 ▶



◀ model BP47

### AC-DC-BATTERY

This marvelous little two-tone set is housed in a metal cabinet with colorful front and rear plastic covers. Tiny! Attractive! Powerful!

- 4 tubes plus a selenium rectifier • Alnico #5 Speaker • Slide rule dial • Built-in Regalooop • Weighs 3 1/2 lbs. with batteries • Size: 6 1/2" wide, 3 3/4" deep, 4 1/4" high.

**REGAL ELECTRONICS CORPORATION**  
603 West 130th St. New York 27, N. Y.

"When better radios are built, REGAL will build them"

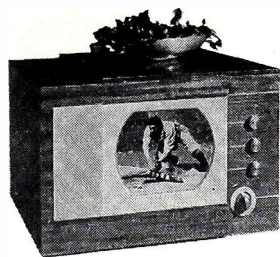
See us at the Hotel Stevens — Week of the Radio Show

# UNITED STATES TELEVISION

*offers the World's Most Complete Television Line for 1948*

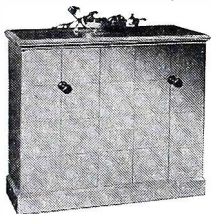
featuring 14 outstanding models including  
**THE GIANT FIFTEEN**

- ★ **FIRST** in Television to Deliver Post-War Sets
- FIRST** to Deliver Home Television Console Combinations
- FIRST** to Deliver Television Sets for Commercial Use
- FIRST** to Deliver Projection Television
- FIRST** to Reduce Prices while Improving Quality
- FIRST** with a COMPLETE LINE in Television



The Giant Ten . . . pictures almost 9" by 7" featuring Syncro-lok.

**\$375\***



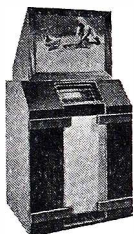
T-621, 21" x 16" Modern Projection console with Radio, Record Changer.

**\$1795**



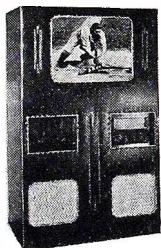
T-621, 21" by 16" Projection Console with Radio and Record Changer.

**\$1795**



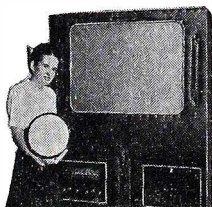
T-525 PIC Model, 3 1/3 SQ. FT. Projection Pictures, Radio.

**\$1595**



T-525-L, 3 1/3 SQ. FT. Projection Pictures and Radio.

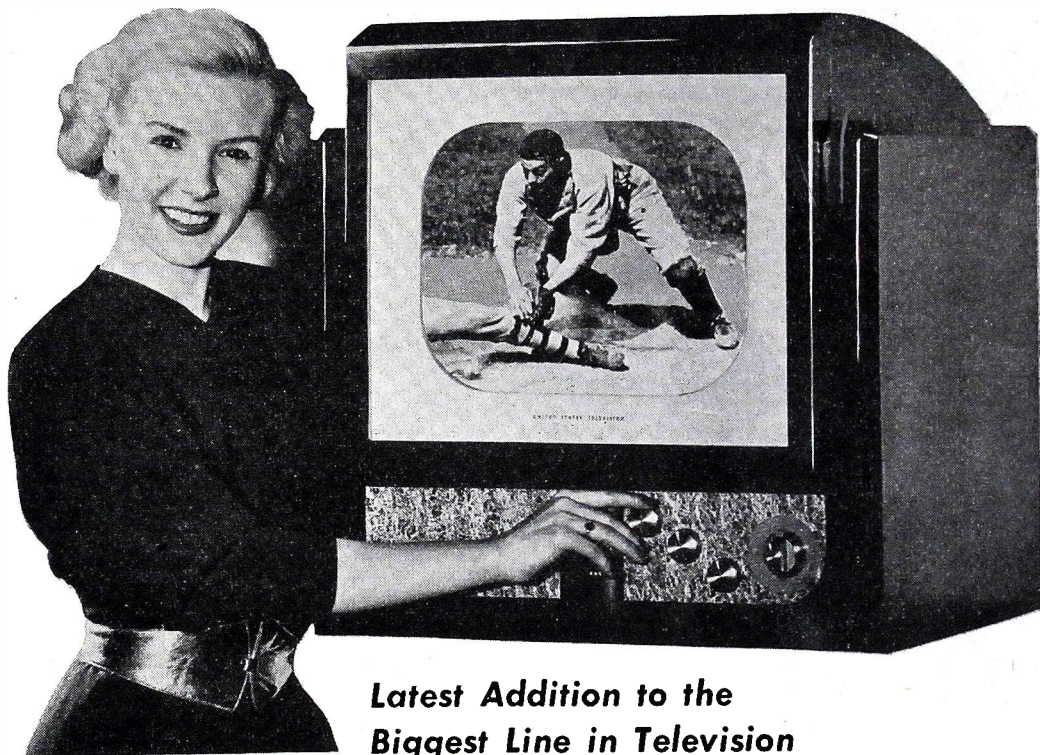
**\$1595**



T-530, GIANT 5 SQ. FT. Projection Pictures, Radio.

**\$1795**

(Compare size of screen with 15" cathode tube in girl's hands!)



**Latest Addition to the  
Biggest Line in Television**

- ★ The Giant Fifteen . . . featuring big beautifully clear pictures . . . almost three times the size of the average table model . . . with Syncro-lok holding the image firm and steady in spite of passing cars or other local disturbance . . . **\$895\***

Distributors... Still a few territories open... both in established television areas AND ESPECIALLY IN NEW TELEVISION AREAS! Apply NOW!

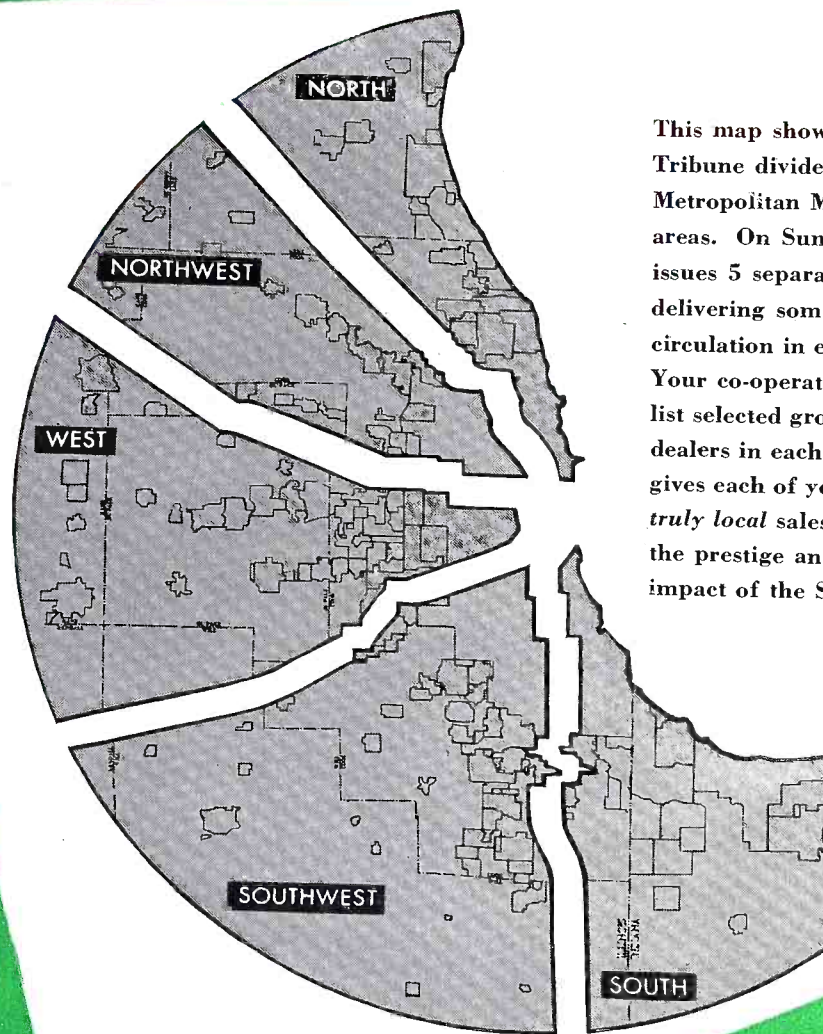
**1,000,000 SEE TELEVISION ON UST SETS EVERY WEEK!**

\* Federal excise tax extra.  
Moderate installation charge extra.

*Illustrated are only seven of our complete line of fourteen models priced from \$375\* to \$2495.*

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

# Pointed to the



This map shows how the Tribune divides the Chicago Metropolitan Market into five areas. On Sundays, the Tribune issues 5 separate sections each delivering some 200,000 circulation in each of these areas. Your co-operative advertising can list selected groups of non-competing dealers in each section. This gives each of your dealers *truly local* sales coverage backed by the prestige and selling impact of the Sunday Tribune.

# Point-of-Sale...

## the **CHICAGO TRIBUNE'S** Selective Area Advertising Plan



Your advertising is concentrated where it does you and your dealers the most good when you use the Chicago Tribune's Selective Area Advertising Plan —

### **EACH DEALER GETS:**

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

### **YOU GET:**

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

Now you can direct highly localized selling pressure specifically at the market served by each of your Chicago dealers. The map on the facing page shows the five Chicago areas in which the Tribune circulates five separate Metropolitan sections of the Sunday Tribune. Each of your dealers — regardless of the size of his advertising allowance — can get the benefit of local newspaper advertising at a cost *as low as one per cent of card rates.*

This is the kind of co-operative advertising dealers and distributors like. It is fitted to their problems. It cashes in on the consumers' tendency of buying hardline merchandise from neighborhood dealers. It can help you sell more of the rich Chicago market — in itself big enough to take all or an important part of your production.

The plan has been tested in Chicago with gratifying results. To take advantage of it, manufacturers selling merchandise ranging from records and shoes to radios and washing machines, have already spent \$400,000 in the Tribune. It can be applied in almost any newspaper market . . . it's effective and inexpensive! Call or write your nearest Tribune representative today for complete details.

**USERS OF THE PLAN**—Users of the Tribune's Plan include these radio manufacturers: Admiral, Bendix, Farnsworth, General Electric, Howard, Majestic, Philco, RCA-Victor, Stewart-Warner, Stromberg-Carlson, Westinghouse, Wilcox-Gay and Zenith; as well as Bendix Home Laundry, Coleman Heater, Columbia Records, Eureka Vacuum Cleaner, Horton Ironer, Jacobs Launderall, Landers, Frary & Clark Automatic Blanket and Maytag Washer. *Why not try it yourself?*

# CHICAGO TRIBUNE

**The World's Greatest Newspaper**

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

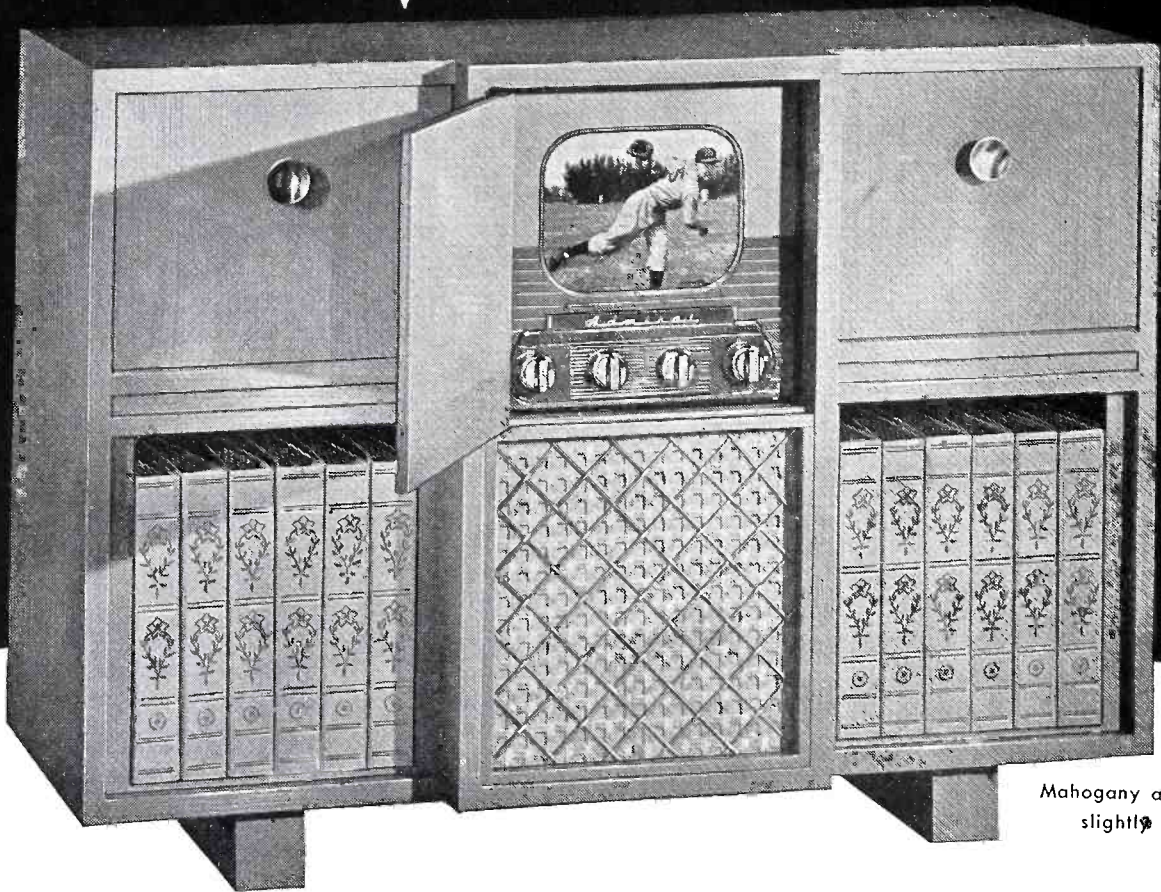
Sunday average net paid city and suburban circulation: over 1,000,000

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

A. W. Dreier, Chicago Tribune  
810 Tribune Tower, Chicago 11  
E. P. Struhsacker, Chicago Tribune  
220 E. 42nd St., New York City 17  
Fitzpatrick & Chamberlin  
155 Montgomery St., San Francisco 4  
W. E. Bates, Chicago Tribune  
Penobscot Building, Detroit 26

# Admiral presents

## A NEW *three-way* COMBINATION SENSATION



Mahogany and Blonde  
slightly higher

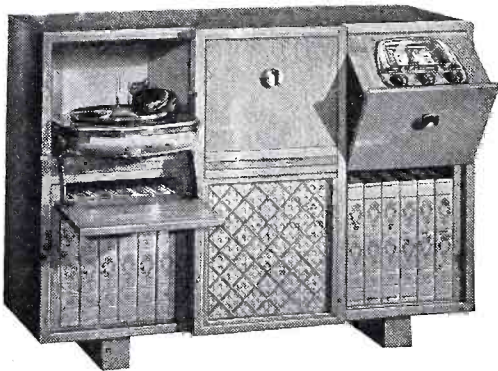
Model 8C11, Walnut

**AM and "Ratio-Detector" FM RADIO**  
**Automatic PHONOGRAPH with *Miracle* tone arm**  
*...and Magic Mirror TELEVISION...*

**\$499<sup>95</sup>**  
 plus  
 installation

South and west coast prices higher

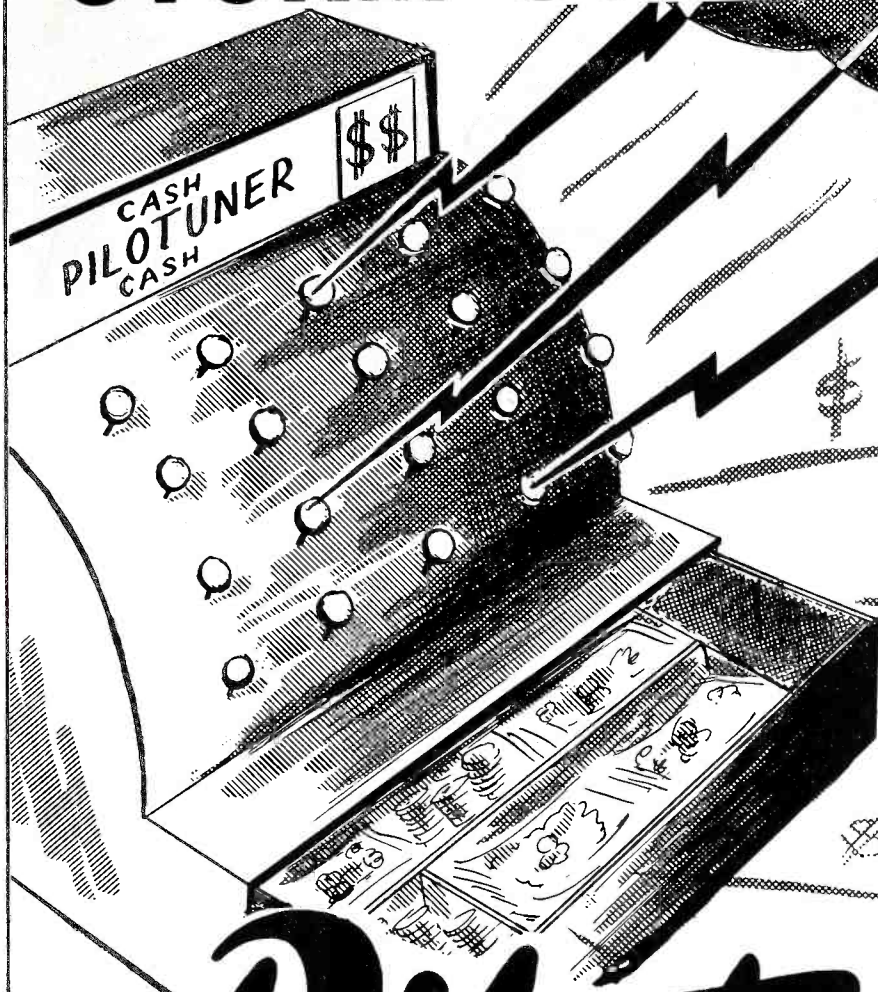
***Complete home entertainment in strikingly beautiful compact console***



Admiral does it again...with another terrific value sensation actually hundreds of dollars under competition. AM and static-free ratio-detector FM radio... plus automatic record changer with *Miracle* tone arm (greatest improvement in record playing since invention of phonograph)... plus *Magic Mirror* television with automatic image lock-in to give the clearest picture of them all on 10-inch direct view tube... all combined in one smartly styled, compact console. See your Admiral distributor for complete details.



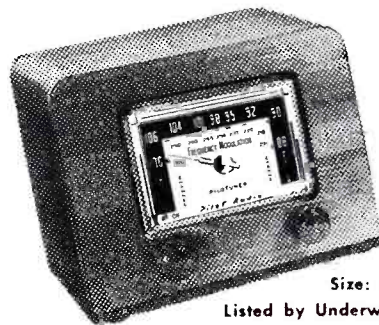
# STORM STATIC SEASON



is  
"NEW  
BUSINESS  
SEASON"  
with the  
FM

# Pilotuner

- Summertime—"storm static season"—is Boom Season for the Amazing PILOTUNER . . . a welcome source of NEW BUSINESS just when you need it most.
- Public interest in FM is at an all-time-high! EVERYBODY WANTS FM . . . anybody can HAVE high-quality FM from ANY radio . . . with the PILOTUNER!
- Cash in on the PILOTUNER . . . the greatest "new business" boon in years. Send coupon for details. To retail at \$29.95 (slightly higher west of Rockies.)



to retail at  
**\$29.95**

Size: 8 3/4" x 6 3/4" x 5 3/4"  
Listed by Underwriters' Laboratories

#### USE THIS COUPON

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.....

## PILOT RADIO CORPORATION

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

Makers of PILOTONE RECORDS • PIONEERS IN FM & TELEVISION



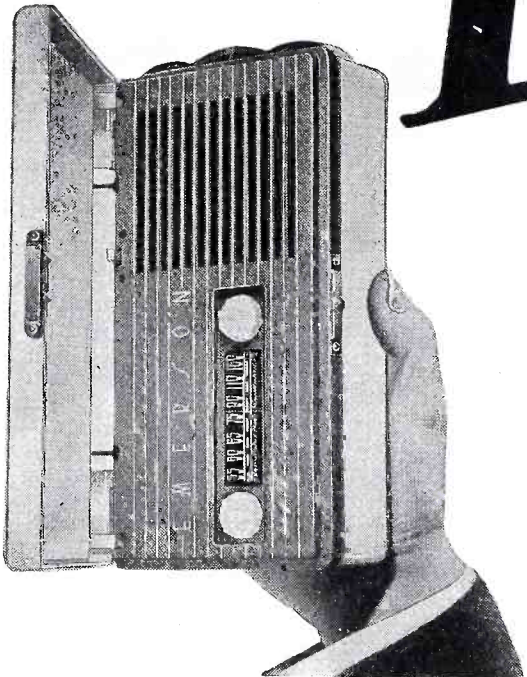
EMERSON  
PORTABLE  
MODEL 560

STARTING AT  
**\$19<sup>95</sup>**

**SMALLEST EMERSON SELF-POWERED PORTABLE**

Only 8½ inches wide—it packs astonishing power with superb tone. Maroon plastic cabinet with sturdy carrying handle. All new features. Price is less batteries.

CONCENTRATE ON  
**Emerson**



**New 3-Way  
PERSONAL  
PORTABLE**

**Emerson Radio Model 569**

Plays on AC-DC and batteries. New, improved pocket-size self-powered portable. New sliderule dial, new Alnico 5 permanent magnet dynamic speaker, high efficiency loop antenna, new battery efficiency and many other new 1948 engineering advances. Choice of Ivory, Green, or Black plastic cabinet. Price, complete with batteries,

**\$39<sup>95</sup>**

Model 558. Battery operation only.

**\$34.95**

Less Batteries



**Emerson Portable Phonograph Model 542.**

Complete all-electric phonograph with super power and exquisite tone. Plays 10-inch and 12-inch records. Sturdy attractive carrying case—for outings and home use—of simulated leather. Strong carrying handle.

**\$29<sup>95</sup>**

Use the Powerful Advertising and Point-of-Sale Promotion

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

*World's Largest Maker of Small Radio*

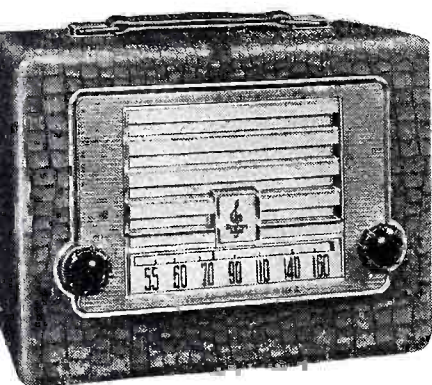
**Priced, "Profited" and Promoted  
TO GIVE YOU THE BIGGEST BUSINESS OF ALL TIME**

With Emerson Portable Radio you cover every price bracket—with greater value and larger profit—backed by unprecedented local and national advertising.

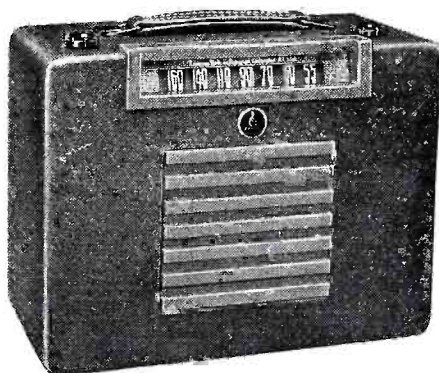


# Radio

**for PORTABLE LEADERSHIP**  
Better Style, Tone, Performance, Value



**Emerson Self-Powered Portable Model 567.** Compact Portable—fully powered to bring in far and near programs, with clear rich tone. Simulated leather case, attractive and durable.  
**\$24<sup>95</sup>**  
Less batteries



**Emerson 3-Way Portable Model 553.** Plays on AC-DC socket power and self-contained batteries. Modern style cabinet of simulated leather with contrasting grille and sliderule dial frame.  
**\$39<sup>95</sup>**  
Less batteries



**Emerson 3-Way Plastic Portable Model 559.** Plays on AC-DC socket power and self-contained batteries. World's most efficient small portable in smartly styled simulated alligator plastic cabinet.  
**\$29<sup>95</sup>**  
Less batteries

**The Portable Season is NOW!**

Ask Your Emerson Radio Distributor

**EMERSON RADIO AND PHONOGRAPH CORPORATION, NEW YORK 11, N. Y.**  
World's Largest Maker of Small Radio

SCOOPS EVERYTHING IN TELEVISION

New



# DAYLIGHT TELEVISION

## BRIGHTEST PICTURE UNDER THE SUN!

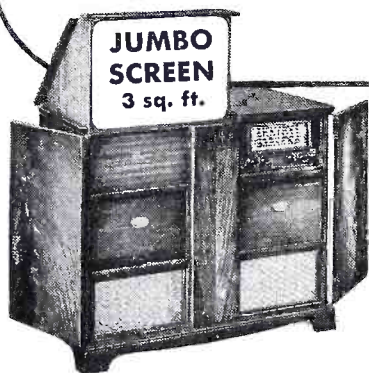


**Demonstration proves it!**

**Demonstration sells it!**

THE moment you demonstrate G-E Daylight Television your prospect sees at a glance a picture that's different—brighter—clearer—better than he's ever seen before. G-E Daylight Television introduces pictures so bright you can show it to big advantage in *broad daylight*. What a terrific stopper for your window—television that sells itself in a single, dramatic demonstration! For full information call your G-E radio and television distributor, or write to the General Electric Company, Receiver Division, Electronics Park, Syracuse, New York.

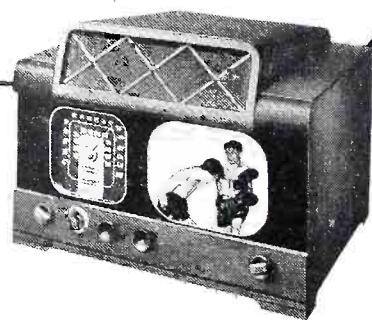
**MODEL 802-D**—G-E Daylight Television plus FM radio, AM radio, and an automatic phonograph with the sensational G-E Electronic Reproducer—a complete entertainment center in a handsome mahogany cabinet. It's the console with the bright picture—the bright sales future. Push it and cash in.



• For fine homes, clubs, bars and public places, here's the set to push—projection television with the Schmidt Optical System Screen 18" x 24"—3 sq. ft. in area—16% bigger than a newspaper page—plus G-E *natural tone* radio—standard, FM, and short-wave. Plus automatic phonograph with the G-E Electronic Reproducer. Model 901.

### G-E TELEVISION ADVERTISING makes prospects for you!

• Month in and month out—smashing full-page ads on G-E Television appear in Life Magazine with its 26,000,000 readers. Consistent newspaper ads in every city where television stations are now operating. Plus television broadcasting on the NBC Television Network and many independent stations. It's a bright advertising picture for G-E Television dealers.



### RATED BEST-LOOKING TABLE TELEVISION ON THE MARKET

• The eyes have it with G-E Model 803. Smartly styled cabinet. Sharp, clear pictures on the 10-inch direct view tube. All 13 U.S. television channels—each factory pre-tuned. Plus superb FM and standard radio. Model 803.

GENERAL  ELECTRIC

180-GS

# RADIO SERVICEMEN!

# 19 PRIZES FOR 18 IDEAS

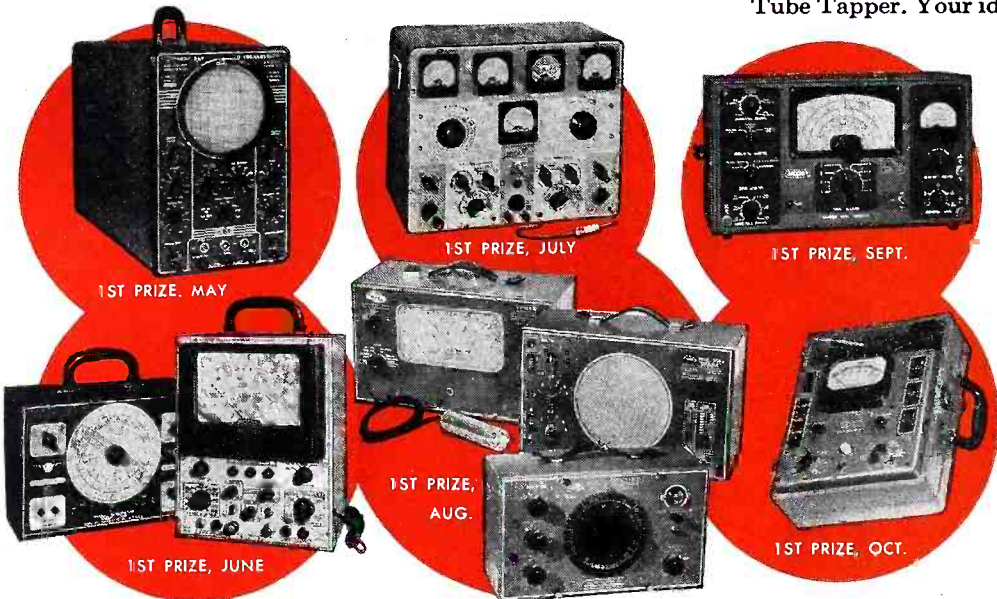
## HERE'S HOW EASY IT IS TO WIN

Right now, you may have a winning idea at work in your shop. An idea for a simple service tool which makes your work easier, faster, more profitable. Hytron wants to help make such needed tools available to all servicemen — at cost. You can cash in on your idea easily — and also help the other fellow.

Simply obtain an official entry blank from your Hytron jobber — or write us. Answer a few simple questions on the blank. Then include a sketch with constructional details — or a photograph — or a model of your proposed tool. Mail

to Hytron Contest Editor. The tool should be simple, practicable, durable, compact, easy and economical to manufacture. Examples: Hytron Tube Tapper and Miniature Pin Straightener.

That's all there is to it. Nothing to buy. Nothing difficult. No fancy writing. And could you use one of those beautiful deluxe test equipments — or one of those crisp new Savings Bonds! Check the easy rules. Get an official entry blank today for full details on how to win. Send in as many entries as you wish — in any or all six contests. Everyone wins a Tube Tapper. Your idea may hit the jackpot. Let's go!



## HERE ARE SOME EXAMPLES



Hytron's Tube Tapper and Miniature Pin Straighteners show you the kind of tool wanted. Check off the qualities. Simple? Yes. Practicable? Usable time-savers. Durable? Built to last. Compact? Carry them in your pocket. Easy and economical to manufacture? Adapted to mass production. Tube Tapper a nickel; Pin Straightener 49¢ — both under 50¢. Tools associated with tubes preferred, but other original service tools also acceptable.

## HERE ARE THE PRIZES

### First Prizes

- MAY DuMont Type 274 Five-Inch Oscillograph.
- JUNE Radio City Products Model 665-A, the "Billionaire", V-T Volt-Ohm-Capacity Meter, Insulation Tester; and Model 705-A Signal Generator.
- JULY Hickok Model 156A Indicating Traceometer.
- AUG. McMurdo Silver Model 900A "Vomax" Electronic Volt-Ohm-Milliammeter; Model 904 Condenser/Resistor Tester; and Model 905A "Sparx" Dynamic Signal Tracer/Test Speaker.
- SEPT. Jackson Model 641 Universal Signal Generator.
- OCT. Weston Model 769 High Frequency Electronic Analyzer.

Second Prize — Each Month \$50 U. S. Savings Bond  
 Third Prize — Each Month \$25 U. S. Savings Bond

### Grand Prizes

\$200 U. S. Savings Bond — to contestant whose idea is judged to be best of the 6 winning monthly first prizes.  
 \$200 U. S. Savings Bond — to Hytron jobber indicated on entry blank as serving grand prize winner.

## HERE ARE THE EASY RULES

**WHO** . . . Any bona fide radio serviceman who repairs radios for the general public and who lives in continental United States is eligible for these contests, except employees of Hytron, their advertising agencies, and their families.

**HOW** . . . Get official entry blank from your Hytron jobber, or write us. Describe on blank your idea for a shop tool for radio servicemen. Include sketch and constructional details — a photo — or model. Make your proposed tool simple, practicable, durable, compact, easy and economical to manufacture (preferably to sell without profit at 50¢ or less) — like the Tube Tapper or Miniature Pin Straightener.

**WHERE** . . . Mail to CONTEST EDITOR, HYTRON RADIO & ELECTRONICS CORP., SALEM, MASS.

**WHEN** . . . There are six monthly contests. Opening and closing dates for each contest are the first and last days of each of the months from May through October, 1948, inclusive. The postmark date determines month of entry. Entries for final month's contest must be postmarked before midnight, October 31, 1948, and received by November 15th. At judges' discretion, unsuccessful entries in any month's contest may be re-considered among following months' entries. You may submit as many different ideas as you wish in any or all six monthly contests. Use separate blank for each entry.

**PRIZES** . . . See special listing of prizes.

**JUDGES** . . . Entries will be judged on originality, simplicity, practicability, durability, compactness, and ease and economy of manufacture. Judges will be: Sanford Cowan, Editor & Publisher of *Radio Service Dealer*; W. W. MacDonald, Managing Editor of *Electronics*; Oliver Read, Chief Editor of *Radio News*; Joseph Roche, Editor of *Radio Maintenance*; J. L. Stoutenburgh, Executive Editor of *Radio & Television Retailing*; Lewis Winner, Chief Editor of *Service*.

Judges' decisions final. Duplicate prizes in case of ties. No entries returned. Entries become property of Hytron, who may, at its option and by special arrangement with the entrant, pay the cost of a patent application (if the tool is patentable) with the understanding that Hytron is to have a non-exclusive license to manufacture, distribute, and sell the tool without royalties. Contests subject to all Federal and State regulations. Winners will be notified by mail. Grand prize winner will be announced in radio service trade papers shortly after close of final contest. Prize winner list available approximately one month after close of last contest.

SPECIALISTS IN RADIO RECEIVING TUBES SINCE 1921

# HYTRON

RADIO AND ELECTRONICS CORP.

MAIN OFFICE: SALEM, MASSACHUSETTS



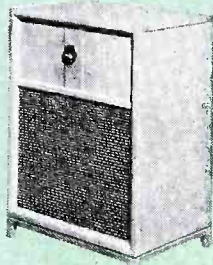
# STOPPERS that will turn LOOKERS and LISTENERS into CUSTOMERS



The WESTCHESTER (TV-12-PGM) television-radio-phonograph with FM, AM and short wave. Twelve-inch tube. Intermix record player. Mahogany. \$1195\* including installation, year's service guarantee.



Newest in fine FM-AM table radios, the COURIER (1210-HW) offers the magnificent tonal quality and amplification-without-distortion of the famous 1210 console chassis. Walnut veneer. \$194.50\*.

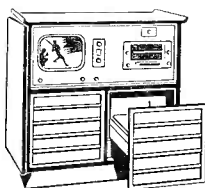


The new PAN AMERICAN (1220-M6A) radio-phonograph with AM and short wave. Push-button controls. Twelve-inch speaker mounted in live rubber. Rare and beautiful blonde Avodire wood. \$214.95.



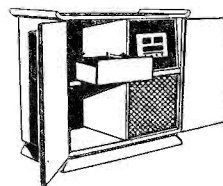
Now in maple, the SALEM CHEST (1210-PSP) Early American style radio-phonograph with AM and both FM bands. Automatic record player, automatic stop. \$425\*. In mahogany veneer (1210-PSM) \$415\*.

Latest additions to the Stromberg-Carlson line are shown here. These handsome new television and radio receivers and combinations are designed to sweeten your volume and profit figures during the spring season. They have all the latest features customers are looking for, backed by the Stromberg-Carlson reputation for enduring quality.



In a television-radio-phonograph, it's the new CHINESE CLASSIC (TV-12-M5M). Exceptionally clear and steady image on 12-inch direct view tube. Includes FM, AM, short wave and automatic record changer with automatic stop. To be priced attractively including installation and year's service guarantee.

In a straight radio-phonograph with FM, AM and short wave, it's the new MANDARIN (1210-M5M). As with the Chinese Classic, the lovely Chinese motif cabinet is in ribbon-striped mahogany veneers. Record changer has automatic stop. \$475\*



\*All prices slightly higher in South and West.

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

Established in 1922 as ELECTRICAL RETAILING

# RADIO & TELEVISION RETAILING

Including Radio and Television Today

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

## **The 4-Way Merchant** **Sells "Variety" and Volume**

"Variety" is not only the "spice of life", it is also the source of much year 'round revenue to the "4-Way Merchant" (who sells radio, appliances, records and service).

The "variety" of products many a typical 4-Way dealer handles provides an amazing picture of the immensity of the 4-Way sales field, and the opportunity it offers the alert retailer.

For instance, the typical 4-Way Merchant makes available to his customers more than 30 different types—not models—of radios of all sorts, including FM and TV, "combos", record players, home recorders, etc. If models of each type were to be thrown in, the figure of 30, arrived at in an off-hand fashion, would be hiked away up in the hundreds, for even a few makes.

The 4-Way Merchant has radios for every room in the house, and for the family car as well.

To service his radio products, the merchant stocks or makes available, hundreds of types of tubes and components, a variety of batteries, etc.

In his phonograph record department, the 4-Way dealer stocks thousands of discs, covering the entire field of music.

So far as electrical appliances are concerned, we can think of at least fifteen different kitchen products he has to offer, and an equal number of items for the dining room. For the home laundry there are no less than ten different appliances. Again, we're not referring to different models or makes, but to different, distinct types. He has numerous appliances for every other room, too, from the attic to the basement. Devices to clean house with; others for personal use; those made to maintain desirable temperatures, still others for therapeutic purposes.

The average 4-Way Merchant has appliances for the garage, the yard, and for the back and front doors of the home.

Along with the stock of appliances, the dealer carries hundreds of replacement and service parts in order to render first class service.

Adding everything up—all of the different types he offers, plus all of the different makes and models of each, together with his parts merchandise, the 4-Way man is certainly seen as a key figure in maintaining a prosperous outlet for the manufacturer and distributor.

And such merchant doesn't do too badly for himself either, because he finds that in offering such variety to his customer, he increases his chances for selling merchandise every day in the year.

# What's Ahead!—in Radio,

**STEEL SUPPLY SITUATION MADE** worse by recent soft coal mining conditions, promises to continue to be the manufacturer's number one headache for some time to come.

**CUT IN INCOME TAXES BOUND** to have a favorable effect upon the radio/appliance market, and will offset, to some degree, the stiff competition for the consumer dollar brought about by the high prices of food and other basic necessities.

**THE MUSIC MERCHANTS TRADE SHOW** and Convention will be held in Chicago's Palmer House, June 14-17. Musical merchandise will be shown in great variety, along with the latest ideas in sales promotion and demonstration. The Show promises to break all records for both attendance and number of exhibitors.

**TELEVISION WITHIN THE NEXT FIVE YEARS** will develop into a \$600,000,000 receiver sales business at retail value, and will serve more than 40,000,000 people in the 140 principal U. S. markets, according to Arthur A. Brandt, general sales manager of GE's Electronics Department.



**GREATER THAN EVER DEMAND** for TV sets right around the corner. First, there's baseball, to be followed by the all-out political conventions and campaigns, then football. Look for video receivers to sell faster than hotcakes, with not enough to go 'round.

**THE NEW TYPE NEDA BULLETIN** launched by L. B. Calmaras, executive secretary of the National Electronic Distributors Association, is most attractive, and is packed full of valuable information for its members.

**RMA GETTING AN EARLY START** on National Radio Week plans. The event is scheduled for Nov. 14-20, and it will mark broadcasting's 28th anniversary. Working with NAB, the manufacturers' group committees are enlisting the support of the networks, advertisers, agencies, station reps, wholesalers, and retailers.

**DEALER INVENTORIES CONSIDERABLY LOWER** than they were pre-war, an unreleased survey of several thousand merchants reveals. Figures also show that the average number of salespeople employed today is much lower than it was before the war, and that advertising expenditures are lagging; only about a third as much money being spent now as compared with several years preceding Pearl Harbor.

**"DON'T BUY HALF A RADIO"** was the theme used in ads by KOAD, Omaha World Herald station, boosting sale of AM-FM combination sets.

**BECAUSE OF AN "EXCLUSIVE AND PERSISTENT"** corrosive in the extinguisher fluid supplied by an outside manufacturer, Pyrene called in more than half a million of its hand fire extinguishers.

**A NEW MISSISSIPPI COMPANY**, Supreme Incorporated, has acquired the manufacturing rights, facilities and assets of the Supreme Instruments Corp. Located at Greenwood, the firm will continue to make test equipment and meters under the "Supreme" name. E. G. Perkins is president.

**SOME DEALERS GET LOADED ON INVENTORY** occasionally and as a result miss their cash discount, advises a bulletin from Harry Alter, well-known Chicago distributor, which suggests that all dealers should have banking connections to meet such emergency. Stating that banks are anxious to lend money to going businesses, the Alter firm suggests the following procedure: Submit late financial and operating statement; obtain short term loan (90 days), which can be made at low rates, (4 to 5%); representing less cost than missing 2% cash discounts.

**"SALESMOBILES" WILL BE USED** to assist retailers to boost lamp sales, according to an announcement by Westinghouse Lamp Division. The fleet of 12 Salesmobiles, sedan delivery trucks, attractively decorated, will be manned by sales promotion men, and will carry display cards, metal and wood merchandisers and promotion material.

**THREE NEW RIDER BOOKS** being well received. They are "FM Transmission and Reception," "Understanding Vectors and Phase," and "Broadcast Operators Handbook."



# Appliances, Records and Television

**DEALERS ARE ORDERING** an all-time record high volume of radio batteries in anticipation of doing a land-office business in portables from here on. The carry-about sets, originally of the greatest appeal to youngsters, are now selling well in all age brackets.

## "INDUCEMENT" OFFERS COMING BACK.

*Several manufacturers have announced or are readying premium merchandising plans designed to increase sales as well as to offset the necessity for taking trade-ins.*

**SEEBURG'S NEW PHONOGRAPH** plays records vertically, automatically plays more than 14 hours of continuous music without ever repeating a selection, and permits choice of any one of 200 selections. Complete description of the new product appears elsewhere in this issue.

**THOUGH PRODUCTION IS STILL FAR** from satisfactory, compressor-type room coolers are in better supply for the coming season than they have been for a number of years. Look for them to sell very well.

**SOME INVENTORY FACTS** released by the National Electrical Retailers Association on the basis of a survey made: As of Feb. 1, 1948, 84% of dealers average 38 radios each, including TV; 83% average 4 home freezers per dealer in stock; 76% average 7 electric ranges per dealer; 84% of dealers average 8 refrigerators each; 88% of dealers averaged 9 conventional type washers in stock, 61% averaged 7 automatic washers per dealer. 93% of dealers averaged 9 vacuum cleaners per dealer. The difference between a hundred per cent and the foregoing figures represents dealers who reported no inventories.



**THE "SOUND AND FURY" OF POLITICAL** campaigns will be translated into terms of increased profits for manufacturers, wholesalers and dealers active in the "Sound" picture. Political big-wigs know that PA pays, and the industry's on hand to sell it to them.

**EVER SINCE THE WAR**, the demand for small refrigerators to sell to homes and apartments having limited space, has been unsatisfied. Today, however, sees overall production being upped on the "midgets," with several new-comers in the field. Where space is not at a premium, the trend toward bigger boxes continues apparent.

**IN MOST PARTS OF** the country there still exists an acute shortage of top-flight refrigeration mechanics with the peak servicing season not far away.



**DOOR-TO-DOOR SELLING OF VACUUM** CLEANERS on the increase, with results following a definite pattern. Response in large cities poor, say canvassers, who blame unsettled living conditions. On the other hand, satisfactory sales are being racked up in urban and suburban territories via the doorbell-pushing method. Most of the models being carried about from house to house are tank types.

**PRODUCTION OF TV TUBES** greatly expanded by Sylvania. Majority being made are of the ten inch direct view type, though officials point out that there is an increasing demand for larger tubes, both direct view and projection.

**AUTHORITIES IN VARIOUS PARTS OF** the country cracking down on obscene phonograph records being pressed by under-cover platter plants; being merchandised by under-counter methods.

**GROWING TREND ON PART OF** consumers for larger domestic water supply tanks being noted by manufacturers. Hotpoint, for instance, noticing marked preferences such as increasing demand for the 52 gallon size compared with pre-war popularity in the 30 and 40 gallon sizes. The firm is still allocating water heaters to dealers.

**THE ENTIRE ELECTRICAL APPLIANCE** picture—and a bright one it is—appears in this issue. This exclusive feature article will be helpful to all those in the industry.



**75X1 Standard Broadcast band . . . four RCA Victor Preferred Type Tubes plus rectifier tube . . . strikingly cased in plastic and polished brass.**

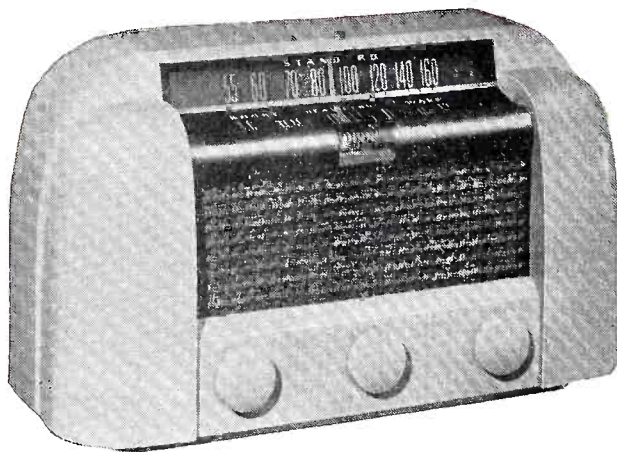


**77U AM and a Record Changer . . . "Silent Sapphire" jewel pickup . . . six RCA Victor Preferred Type Tubes plus rectifier . . . handsome cabinet with walnut or mahogany finish.**

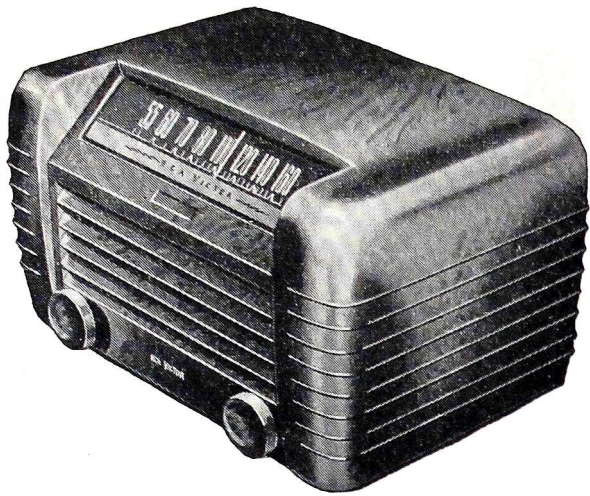
# There's an RCA VICTOR



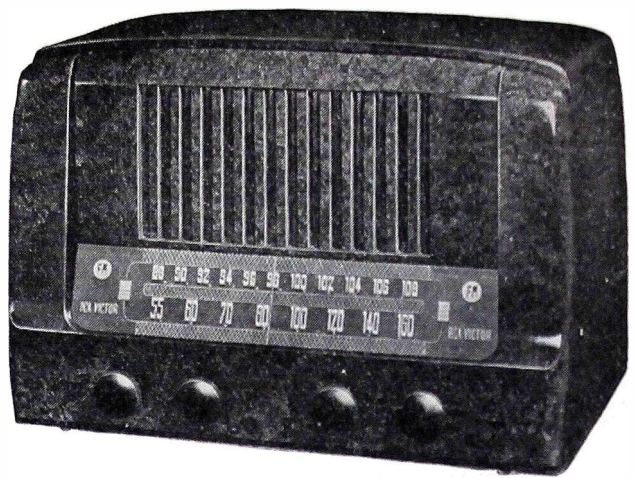
**66X13 AM and Short Wave . . . five RCA Victor Preferred Type Tubes plus one rectifier tube . . . rich walnut and mahogany finish cabinet trimmed with gold-finish metallic wire.**



**66X2 AM and Short Wave . . . five RCA Victor Preferred Type Tubes plus one rectifier tube . . . handy, ultramodern gleaming plastic case with handle molded into back.**



65X1 Standard Broadcast band . . . four RCA Victor Preferred Type Tubes plus rectifier tube . . . modern cabinet of rich walnut plastic.



68R1 AM and FM . . . seven RCA Victor Preferred Type Tubes plus one rectifier tube . . . walnut brown plastic case.

# able model for every customer

**Their outstanding performance plus appealing advertising builds bigger profits for you through quicker turnover!**

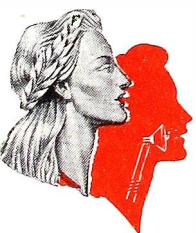
What a line of instruments! AM, FM, Short Wave and Victrola Radio-Phonograph . . . there's a model to please *every* customer at the price they prefer to pay. *And*, all of these instruments feature the thrilling tone of the "Golden Throat" . . . the exclusive RCA Victor acoustical system.

Dollar for dollar, these instruments will give your customers more pleasure, better performance and a greater listening thrill than any other make.

Persuasive RCA Victor advertising in leading national magazines and over 160 NBC stations sell

RCA Victor instruments to millions. Prospective customers right in your city are sent to you—for the RCA Victor instrument of their choice.

Cash in on this growing preference for RCA Victor instruments! Display them in your window and in your radio department. Let your customers know that you have RCA Victor instruments for them. Let them listen . . . let them compare . . . and watch the RCA Victor sales ring up! If you don't have these models from the full line on display, contact your distributor NOW!



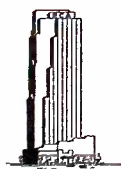
Finest  
Tone System in  
RCA Victor History

The "Golden Throat" . . . the exclusive RCA Victor 3-way sound system that brings listeners a new thrill in radio enjoyment.

# RCA VICTOR



DIVISION OF RADIO CORPORATION OF AMERICA



When you're in New York, see the electronic wonders of the RCA EXHIBITION HALL. Open every day, 10 A.M. to 9 P.M. — free to all. 36 West 49th Street.

ONLY RCA VICTOR MAKES  
THE VICTROLA

"Victrola"—T.M. Reg. U.S. Pat. Off.

# Keeping Your Store

## How to Buy Space Wisely

be the best bet because of a number of factors, including such things as circulation and public acceptance. Radio time should be bought on much the same basis. The dealer who spends money for space needs a sufficient number of readers to make the venture profitable. When he buys air-time, he needs an adequate number of local listeners.

Having decided upon a number of advertising mediums, step number two for the dealer is the preparation of a budget, allotting the various expenditures. A budget, rigidly adhered to prevents going overboard on advertising costs.

Copy-writing comes next for all dealers except those who use manufacturer-supplied ads exclusively. To many a merchant the ad-writing chore is an odious one, but there are ways for making it easier. As a rule, the dealer can get efficient, free services from the ad solicitor, or from members of the staff of the newspaper, radio station or print shop.

## How to Write Ads

Since retail advertising should be more immediate and specific than national advertising, the dealer should watch carefully the advertising of other successful stores in his line. Often he can get newspaper clippings from cities other than his own.

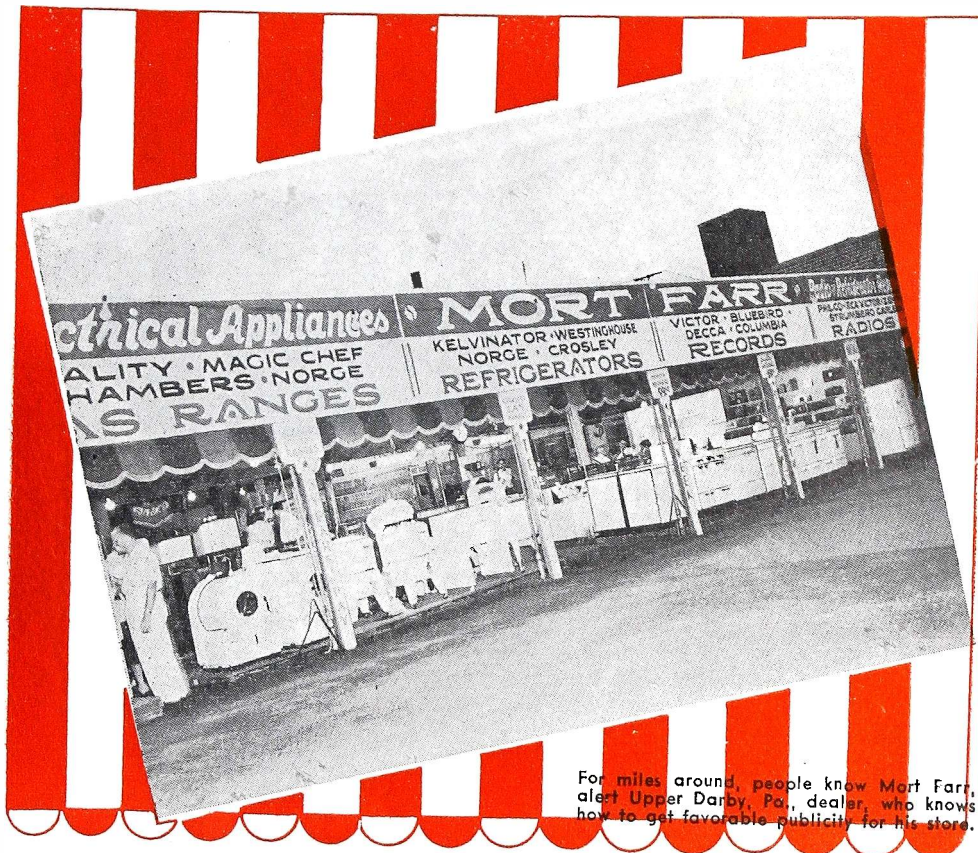
A well-known advertising expert has written the following copy preparation advice exclusively for readers of this magazine:

"Keep a scrapbook of all advertisements that appeal to you. Also form the habit of jotting down and keeping advertising ideas that may flash across your mind at odd moments.

"You do not need to plagiarize any of the material you collect. It will be a valuable starting point for you in helping you to develop your own advertising ideas.

"Specific advertisements built around your own store are almost always better than general ones. Make your proposition as concrete as possible.

"Your customers do not buy a product alone. They buy the service that you provide as well. For this reason, devote a generous proportion of your advertising to what you will do for your customer to supplement what your product will do for him.



For miles around, people know Mort Farr, alert Upper Darby, Pa., dealer, who knows how to get favorable publicity for his store.

• Since almost every phase of advertising or sales promotion the dealer undertakes costs real money, all such

street car cards. Such advertising is either entirely paid for by the dealer or partially so on a "cooperative" basis.

## Ten Advertising Mediums for the Retailer

1. Local newspapers
2. Classified directories
3. Time on the air
4. Lettering on delivery trucks
5. Signboards
6. Mailing pieces
7. Calendars
8. Hand-delivered circulars
9. Store signs
10. Bus, street car signs

activities should be thoroughly planned and skillfully executed.

So far as advertising goes there are at least ten mediums, as follows: Local newspapers, classified telephone directories, the radio, lettering on tops and sides of delivery trucks, signboards, direct mail, calendars, hand-delivered circulars, store-front signs and bus or

The important first step for the merchant to take is always the decision as to which of the various advertising mediums to use. Considerable thought must be directed toward such choice because the weak medium will not pull even if the copy is strong.

For instance, the leading local newspaper should be chosen, determined to

# in the Public Eye

**and Prepare Copy that Pulls Is a Merchandising Must.**

"Outline the basis on which you guarantee your articles. A manufacturer may have a national policy, but the customer depends on you to implement it. You may also mention favorable terms of installation, delivery or financing.

"There are many such good qualities in your store and its service that you can capitalize on. These things increase the value of the goods you are offering to your customers. They tend to reduce the necessity of cutting price.

"When the person you are appealing to through advertising becomes interested in the product or service you offer, the first thing he wants to know is, "How much does it cost?" Whether or not you wish to satisfy his curiosity by quoting a price in your advertising depends on whether this quotation will stimulate or retard his desire to buy.

## **Publicity Pays Off**

"When in doubt put in the price. This is because current practices have led the public to expect price in retail advertisements generally. Omission of the price may make people feel the product is more expensive than it really is.

"It is sometimes wise to soften the impact when mentioning price by including in the statement additional details about down payment and perhaps economy of operation, but do not try to generalize a price by quoting price ranges. Put at least one specific price for one model in your copy somewhere."

Under the head of advertising, the dealer is seldom able to get something "for free," but in the sales promotion category there are several angles which can be legitimately worked. Chief among these is the opportunity to write "pieces," columns, etc., for the local newspapers. The dealer who is able to provide worthwhile material—and there are hundreds of subjects at his disposal—gains invaluable publicity for himself and for his store.

In preparing copy for free insertion in newspapers, or for talks on the local radio, the merchant must make the material *valuable* to the medium's readers or listeners. It must be unselfish, non-mercenary, and free of "plugs."

While it's a time-honored custom to ask and expect and out-and-out plug

now and then from the local paper, the article-writing angle is something different again. Following are a few suggested topics for the experts to work out.

(1) How to operate refrigerators and food freezers in the home. Defrosting, temperature adjustments, etc.

(2) Laundering techniques, including care of washers, ironers, hand-irons. Water temperatures, soaps, processing various fabrics.

(3) Description of television and FM. Hundreds of angles here to get public interest whether or not TV or FM programs are available in the area.

(4) Talks on some of the *newer* and less familiar appliances for the home.

(5) Hints on heating and cooling homes.

(6) News about recent phonograph record releases.

(7) How to cook with the modern kitchen range.

(8) Description of the model electric kitchen.

(9) Talks on electricity. For instance, how little each appliance costs to oper-

run a sale, or stage an "at-home"-in-the-store reception. Too, there are cooking schools, fairs, bazaars, cooperative work with local activities, and participation in amateur shows, etc., where the dealer's PA equipment may be used.

In-store demonstrations of television or appliances help to promote business.

In-home demonstrations are quite effective as well. Some of the country's leading merchants *pay* a certain sum per person to local organizations whose members attend in-store promotions.

## **Meetings at Installations**

Little sales meetings in the home, following installation of new equipment, do not involve much expense yet often bring excellent results. The plan is to offer commissions on sales to the new purchaser who opens the home to an invited number of guests.

Disc dealers find that valuable promotion can be obtained through store visits by recording stars and via tie-ins with local musicales and movie shows featuring classical or popular

---

## **Ten Promotion Opportunities for the Dealer**

- 1. Business anniversaries**
  - 2. Cooking schools, fairs, bazaars**
  - 3. In-home demonstrations**
  - 4. Articles in local papers**
  - 5. Talks on the radio**
  - 6. Cooperation with local activities**
  - 7. Tie-in with local plays, movies, etc.**
  - 8. Disc star personal appearances**
  - 9. In-store demonstrations**
  - 10. Front-of-store PA programs**
- 

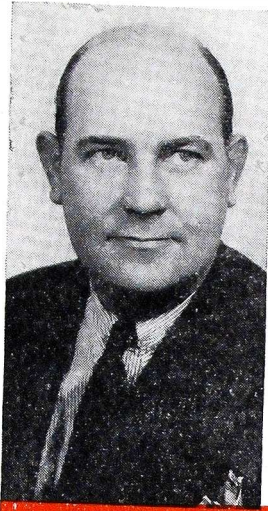
ate, what the prospects are for electric heating in the home. The dealer can get cooperation on this subject from the local utility.

(10) How to care for the radios and appliances in the home.

There are many other forms of sales promotion, too. For example, there's the firm's birthday—an opportunity to

musical numbers.

Interesting advertising and sales promotion gains and holds the interest of the store's customers and prospective customers. And, since both of these activities are so important, they need careful administration on the part of the dealer who wants to get the most for his money.



Les A. Thayer,  
Belden Mfg., chairman of  
The Electronic Parts &  
Equipment Mfrs. Assn.



R. J. Sherwood  
of The Hallicrafters Co. is  
secretary of the Show group.



Robert Sprague,  
the Sprague Electric Co.,  
one of the Show directors.



John L. Robinson,  
of Croname, Inc.,  
a Show director.



Show president  
Charles Golenpaul,  
Aerovox Corp.

# The Show Sparks New Era!

**Greater Prosperity on the Way for the Industry as  
It Meets in Chicago's Stevens Hotel, May 11 to 14**

“Radio is never finished. “Something new is always happening. . . . We are in a grand business today. It will be even more wonderful tomorrow.”

The foregoing phrases appeared in an editorial in this publication eight years ago. They could well have been written today, because they fit the present picture . . . like a duck's foot in the mud. “Something new is always happening.”

This present picture is a profit-promising one. In addition, it is no flash-in-the-pan situation. It promises *increased profits now. . . . Increased and continued profits* for a long time ahead . . . the “wonderful tomorrow.”

This year's Chicago Show, May 11-14, marks the great new acceleration era for the industry. Manufacturer, representative, distributor and dealer will share in the new *added* business. The consumer will benefit because of

the new things he will have with which to increase his entertainment and education; speed up his business operation, and bring him an entirely new concept of the American “way of life.”

Such things as television, FM, wire, tape and disc recorders, to mention but a few, will bring *new, added* business to the makers of parts, tubes, test-meters, etc., to their representatives and wholesalers. Such new things will increase the dealer's service business volume, too, and, because of the fact that the new products will require increased technical skill in installing and maintaining, the service business will be lifted to a much higher plane.

All the way down, from the manufacture of the tubes and components to the finished product at the retail level, the impact of this *plus* business will be terrific. And, it will be dumped into the lap of the components industry

still, for the most part, in the midst of a seller's market!

On top of all this new volume of business, the end point of which is the sale to the consumer, is piled the tremendous demand for broadcast station equipment. The need for transmitters is urgent—unsatisfied. The new TV and FM stations are clamoring for equipment and materials, components, tubes, etc., as are the AM stations, who need such products for replacement and expansion.

The radio industry's outlook is really something! The near future holds promise of expanded activities and volume the like of which radio has never experienced in its entire existence.

In saluting the 1948 Radio Parts and Electronic Equipment Show, let us repeat some of the phrases we used in the opening: “We are in a grand business today. It will be even more wonderful tomorrow!”

## LIST OF EXHIBITORS

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American Condenser Co., 4410 N. Ravenswood Ave., Chicago, Ill. . . . .	57
American Microphone Co., 370 So. Fair Oaks Ave., Pasadena, Calif. . . . .	62
American Phenolic Corp., 1830 So. Fifty-Fourth Ave., Cicero, Ill. . . . .	65
American Radio Hardware Co., 152 MacQuesten Parkway So., Mt. Vernon, N. Y. . . . .	73
American Television & Radio, 300 East Fourth St., St. Paul, Minn. . . . .	19
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Audak Company, 500—5th Ave., New York. . . . .	135
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Barker & Williamson, Inc., 237 Fairfield Ave., Upper Darby, Pa. . . . .	123
Belden Manufacturing Co., 4647 West Van Buren St., Chicago, Ill. . . . .	44
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Cinch Manufacturing Co., 2335 W. Van Buren St., Chicago, Ill. . . . .	105
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Coastwise Electronics, 130 N. Beaudry Ave., Los Angeles, Calif. . . . .	28
Condenser Products Co., 1375 North Branch St., Chicago, Ill. . . . .	74



Ken Prince,  
general manager and legal  
counsel of the Radio Parts &  
Electronic Equipment Show.



W. W. Jablon,  
of the Espey Co.  
Show director



Aaron Lippman,  
Aaron Lippman & Co.,  
a Show director.



Jerome J. Kahn,  
of Standard Transformer  
Corp.  
Show vice-president



Treasurer of the group is  
William O. Schoning,  
of the Lukko Sales Corp.

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**Upstairs—downstairs—all through the house  
—there's an ARVIN color to match any room!**



**ARVIN model 444 \$14.95\***

- Non-breakable cabinet!
- Underwriters' listed!
- Over a million in use!

**and now**

**IN AMERICA'S FAVORITE COLORS  
AT NO INCREASE IN PRICE!**

**You'll find new and bigger profits at the end  
of this rainbow!**

- Colors everybody wants!
- Performance you can depend on!
- A mark-up that makes it worth while!
- A great national advertising campaign!

**H**ERE'S the Arvin model 444... for store traffic, for faster sales, for an honest-to-goodness profit!

Arvin Model 444 is already delivering its amazing performance to over a million users! Safe for children! Underwriters' listed! Non-breakable cabinet! Now in America's most popular colors, as proved by a nation-wide survey! People stop—look—buy! You'll find a potful of profits at the end of this ARVIN RAINBOW! Big color displays and free ad mats! Write, wire, or phone your Arvin Distributor.



**NOBLITT-SPARKS INDUSTRIES, INC.**  
Columbus, Indiana

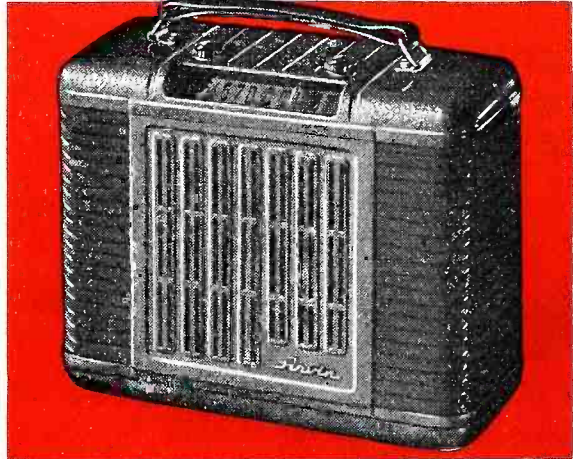




*This painting will appear in Arvin's full page in Saturday Evening Post, June 12.*

**For better profit,  
faster turnover**

**PUSH ARVIN  
PORTABLES**



**MODEL 240P—BATTERY OPERATED**

Rich ruby-red thermo-plastic in smartest 1948 styling. Alnico speaker. Special Arvin circuit for super-reception. Better profit margin for dealers.

**\$19<sup>95</sup>\***

**MODEL 241P—BATTERY AND AC/DC**

Choice of 3 colors — ruby-red, ivory, or saddle brown plastic. 3-way utility for tripled selling power. Selenium rectifier. Underwriters' listed. Alnico speaker.

**\$29<sup>95</sup>\***

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

**MODEL 250P—BATTERY AND AC/DC**

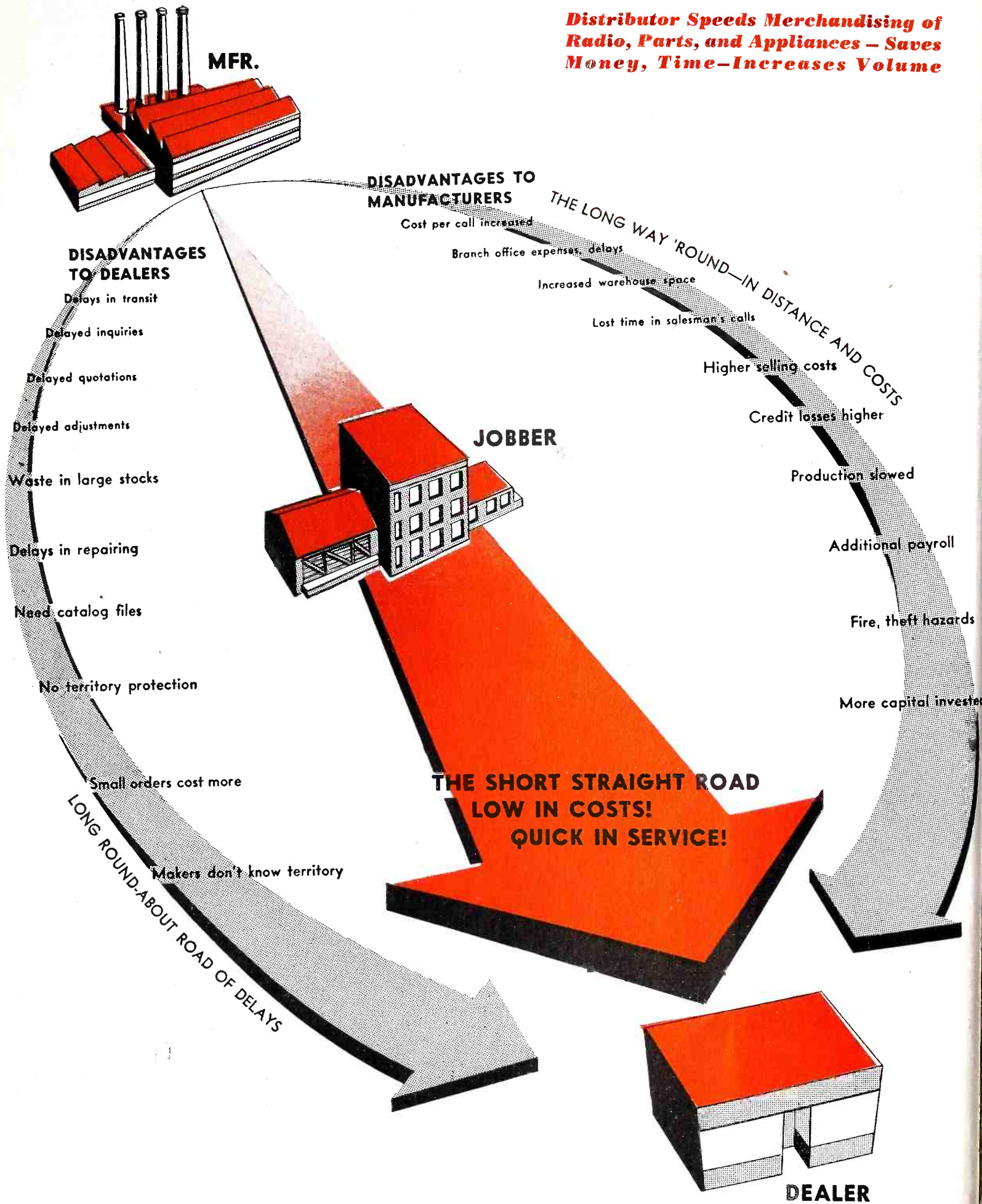
Special Arvin circuit gets distant stations easily. Luggage-type case of metal and emerald green shatter-proof plastic. 5 tubes plus selenium rectifier. Connections for outside antenna. 5" Alnico speaker. Underwriters' listed. Today's best buy in portables!

**\$39<sup>95</sup>\***

**NATIONALLY ADVERTISED**  
in Life, Saturday Evening Post,  
Country Gentleman

**NOBLITT-SPARKS INDUSTRIES, INC.**  
Columbus, Indiana

**Distributor Speeds Merchandising of Radio, Parts, and Appliances – Saves Money, Time—Increases Volume**



# The Jobber **IS** Important!

• The distributor of radio, parts, records and appliances has definitely proven the right to his place in the sun. In the face of severe competition offered through other methods of routing the products into the hands of the consumer, the wholesaler in this field, has come through with flying colors.

The pattern of distribution presently employed has survived the acid test in the economics laboratory, to emerge as the best method for all concerned. It offers outstanding advantages to the manufacturer and dealer. It provides the consumer with adequate selection, better service, and lower price.

While it goes without saying that nothing is perfect, the operation of the

modern jobber is remarkably efficient in view of the many ramifications present in the picture. And, daily, the operation is being improved upon. The present-day wholesaler is offering stepped-up merchandising and financing aid to the dealer. He is offering the manufacturer modernized show-rooms for the display of products. The good

distributor has pledged himself to combat "wholesale-at-retail" selling. He provides the dealer with advertising material and with outstanding demonstration facilities and techniques; modern salesman training programs.

The accompanying panels list some of the worthwhile services the jobber has to offer the manufacturer and the retail merchant.

A study of the various services will reveal that the wholesaler in the fields covered by this magazine is a necessary and efficient part of the industry.

## HOW THE MODERN JOBBER HELPS THE RETAIL MERCHANT

**He offers valuable sales training for the dealer.**

**He provides expert advertising advice, cooperation and promotion ideas.**

**He makes available forceful demonstration facilities or plans to increase sales.**

**His local interest is identical with the merchant's.**

**He gives warehouse facilities for storing goods.**

**His show-room permits dealer to see products before buying them.**

**He reduces transportation costs on deliveries.**

**He stocks the parts, cutting down dealer inventory.**

**He gives small quantity buying privileges.**

**He maintains repair service for the retailer.**

**He reduces cost of accounting routines.**

**He gives adjustment service to dealer.**

**He services manufacturer guarantees.**

**He has competitive price data available.**

**He offers credit facilities.**

**He reduces capital investment totals.**

## HOW THE MODERN JOBBER HELPS THE MANUFACTURER

**He displays products in a modernized show-room.**

**He expedites manufacturers' dealer help material.**

**He administers manufacturers' co-operative advertising plans.**

**He pushes his own and manufacturers' sales training programs.**

**He guards product good-**

**will through stocking of parts and supplies.**

**He saves millions in floor space rental annually.**

**He contacts the trade personally, frequently.**

**He furnishes capital to finance local stocks, to carry accounts.**

**He has knowledge of buyers' habits.**

**He makes possible steadier production schedules.**

**He furnishes information on market changes.**

**He reduces the manufacturer's stock inventory.**

**He furnishes competitive information to dealers.**

**He gives adjustment service to his customers.**

**He reduces selling costs.**

**He speeds distribution.**

# Sell Those Extra Features!

## The Salesman Who Stresses the PLUS Values Will Get More Business

• There are extra features in every radio and appliance the dealer sells—"extras" that are free to the customers!

The salesman who sells the extras, along with the "regular" familiar ones, offers a plus value which is often a determining factor in successfully concluding a sale.

When a salesman says, "And, in addition . . ." while describing an article, the prospective customer will feel that greater value is being offered—that the radio or appliance will provide extras—at no extra cost.

For instance, every consumer knows that an electric refrigerator "keeps" food, but many will never realize what other things the refrigerator will do unless they are told. Just consider a few of the features:

The electric refrigerator costs less to operate than any other method of food preservation.

Since it can be operated at a steady, pre-selected temperature, it stands guard over the health of the family.

It saves shopping time and money, since left-overs can be saved—and with safety. In addition, money can often be saved through buying large quantities of perishable or frozen food when prices are low.

### More for the Money

The electric refrigerator is clean. No messy drain pipes or drip pans to contend with.

The owner of an electric refrigerator can prepare an endless variety of frozen desserts and salads. "Colored" ice cubes, too, were just made to order for parties for folk of all ages.

The electric refrigerator is a top-flight investment. A good make will last for many years.

No matter whether the appliance is a large one or of the "traffic" variety, it has many sales-producing features. The customer who's looking at a sandwich grill may not like toasted sandwiches, but the clever salesman can create desire to buy when it is explained that the grill can be used to cook hamburgers, hot dogs, bacon: to toast English muffins, fry eggs, and do many other things as well.

Consider, for example, that:

Most coffee-makers can be used to make tea, and other beverages, such as

cocoa. In addition to ironing clothes, the steam iron is ideal for pressing garments, for "steaming" velvet. The "tank" vacuum cleaner can be used as a ventilating fan or a hair-dryer. The hand vac isn't suited to house-cleaning alone since it does a swell job cleaning the family car.

\* Many washing machines can be used to "dry-clean" clothes through the use of non-inflammable fluids. Washing machines not only do the family laundry, but they do so under sanitary conditions; and the clothes last longer.

### Sales-Clinchers

A radio-phonograph is really two instruments, and it should be sold that

consumer certainly gets them when he buys the good products in our field. Even a small, inexpensive product like the infrared bulb performs an amazing number of tasks for the few pennies it costs. It will relieve aches and pains, it will dry hair, nail enamel, etc.

Electric fans have many uses in addition to moving air. They can be used to circulate heat, too, to say nothing of drying paint in the home, taking out cooking odors and for keeping the air in the living room clean and sweet.

All in all, it pays the salesman to study the product, and to present it to the consumer in the light of being something that gives more than is actually realized. Of course, extravagant

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## TELL YOUR CUSTOMER THAT . . .

The Refrigerator DOES MORE than just "keep" food

The Sandwich Grill COOKS HUNDREDS of different kinds of food

The Radio Combination is at least TWO INSTRUMENTS IN ONE

The Vacuum Cleaner does more than clean

The Electric Fan circulates WARM AIR too; dries paint, etc.

The Steam Iron "renews" velvet garments, etc.

Every other Radio or Appliance product has "In Addition" features

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way. If the instrument has short-wave, then it's three instruments in one. An AM-FM job gives the buyer a two for one purchase. Television provides entertainment via sight and sound.

The conventional "food-mixer" is also a juice extracting device, and, of course, if sold with attachments, it becomes a kitchen tool of dozens of different uses.

One of the newer small appliances on the market is the liquefier. Since this product liquefies raw fruits and juices, the salesman has an ace up his sleeve when he ties in this item with the general acceptance of vitamins in his sales presentation.

Extras, extras, extras! The American

claims are out in describing additional features to prospective buyers. Out too, are suggestions which might be construed as being weird or Rube Goldbergish.

But—there are so many plus-values being offered today in radios and appliances that the opportunity as offered to do a bang-up selling of extra features without going overboard in describing them.

The salesman should never take it for granted that the prospective customer *knows* about the many extra services that each product in our field offers along with the familiar ones. Very often a sale made can definitely be traced to some adjunctory feature stressed by the salesperson.

it's NEW!  
it's PORTABLE!  
it weighs less than 18 pounds!

it's a  
**RECORDING**  
RADIO-PHONOGRAPH  
and it sells for only—  
**\$89<sup>95</sup>**



# Recoirdette

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



## HOME RECORDING . . . plus other FINE FEATURES at an amazing price

You haven't sold so much for so little in many a year! For only \$89.95, the RECORDETTE offers home recording PLUS radio and phonograph. Easy to operate, it records either from its own microphone or from its self-contained superheterodyne radio. It plays any phonograph record up to 12 inches. It weighs less than 18 pounds, and its attractive fabric-covered case measures only 18" x 12½" x 6".

RECORDETTE offers complete home entertainment at a low price. RECORDETTE means more sales, more profits. Get set to sell RECORDETTE!

A product of the manufacturers  
of the famous RECORDIO  
**WILCOX-GAY CORPORATION**  
CHARLOTTE, MICHIGAN  
IN CANADA, CANADIAN MARCONI COMPANY

# Sales "Reps" Active in the Radio Industry

**Organization with 350 Members Has Outstanding Record of Achievement**

The question of effective selling is one that admits of many answers in every industry, but nowhere must problems of greater diversity be met than in the radio and electronic parts field.

Consider, for example, that Jim Schoonmaker, a sales representative in Dallas, Tex., must often cover from two to three thousand miles to serve a customer or two while Tim Coakley, of Boston, can frequently greet most of his market in a single day.

On the one hand is the atmosphere of shrewd optimism prevailing in the Southwest, on the other the task of convincing the traditionally skeptical Yankee in his Down East homeland. In both these extremes, as in the industry's middle ground, the challenges are met with a uniformly high level of satisfaction both to supplier and customer.

This outstanding record of consistent sales success may be explained in several ways, but one factor that cannot be ignored is the part played by the more than 350 members of The Representatives of Radio Parts Manufacturers, Inc., who conduct sales for 98 per cent of the whole industry.

## **Valuable Services**

As engineers and as businessmen The Representatives serve their industry in several invaluable capacities besides that of selling. Because they handle several non-competitive lines and are thoroughly trained to understand the products they handle in all present and potential applications, the "Reps", as they like to call themselves, are unqualifiedly competent to advise suppliers who contemplate new lines or changes in old ones on the basis of their knowledge of the whole industry which must necessarily be both the broadest and most detailed possible.

Because they own and operate their own sales agencies and conduct their businesses on a commission basis they have an honest personal interest in the present and future well-being of the industry. They are qualified and ready, moreover, to deal with problems which cannot always be foreseen by production departments and must be solved in the field.

This method of operation benefits the

manufacturer through the fixing of sales costs in direct proportion to sales volume and rewards the representative proportionately to his ability.

Probably the most notable public recognition of The Representatives' importance in the radio and electronics field came during the early days of World War II when the War Department sought the aid of a number of these men in organizing the industry they serve for military purposes. Their assistance in solving procurement problems was cited as "materially helpful to the successful prosecution of the war."

This patriotic service was altogether in keeping with the purpose for which the group was formed, namely, to furnish for the government and the industry a pool of ethical and responsible sales representatives who, for altruistic as well as business reasons, could be relied upon to work for the betterment of their industry.

National officers of the organization,

Wayne, Ind.; Los Angeles, Carl A. Stone, Los Angeles, Calif.; Mid-Lantic, John Keefe, Jr., Camden, N. J.; Mississippi Valley, Norman W. Kathrinus, St. Louis, Mo.; Missouri Valley, Richard M. Farris, Kansas City, Mo.; New England, Paul S. Sturgeon, Boston, Mass.; New York, Samuel S. Egert, New York, N. Y.; Pacific Northwest, George D. Norris, Seattle, Wash.; Southwestern, J. Y. Schoonmaker, Dallas, Tex.; and Wolverine, H. E. Walton, Detroit, Mich.

These subgroups meet regularly for the exchange of ideas concerning new trends and developments in the sales and product picture.

That the sales representative system is most effective in the radio and electronic parts field is indisputably proved by the success of The Representatives themselves whose sales volume totals many millions of dollars each year. It is further and conclusively substantiated by expressions from manufacturers whose business growth and develop-

## **REPRESENTATIVES' REGISTER COMING!**

**RADIO & TELEVISION RETAILING** is presently compiling a Representatives' Register which will list names and addresses of representatives throughout the country. This informative and timely feature will appear in a future issue.

which was established more than a decade ago, are Leslie M. DeVoe, of Indianapolis, Ind., president; Henry W. Burwell, of Atlanta, Ga., vice-president; and William E. McFadden, of Columbus, O., secretary-treasurer.

The group is subdivided into 16 geographically determined chapters. The names of the chapters and their respective presidents follow:

Buckeye, Charles H. Dolfuss, Jr., Cleveland, O.; California, O. A. Huber, San Francisco, Calif.; Chicagoland, L. C. McCarthy, Chicago, Ill.; Dixie, James Millar, Atlanta, Ga.; Empire State, William F. Seeman, Buffalo, N. Y.; Gopher, Franklin E. Merrill, Minneapolis, Minn.; Hoosier, Charles D. Southern, Fort

ment have been due in a large measure to The Representatives' zeal and efficiency.

The manufacturers' view is typified by this opinion from Ray Simpson, president of Simpson Electric Company, Chicago: "Wherever and whenever a product is sold advantageously to radio parts, jobbers or to manufacturers using radio parts, the manufacturers' representative is indispensable. It has been my experience during almost 30 years in the instrument business that manufacturers' reps, properly selected and schooled, are not only essential to the manufacturer but have proved themselves to be of invaluable help to the trade."

# Tele-tone TELEVISION

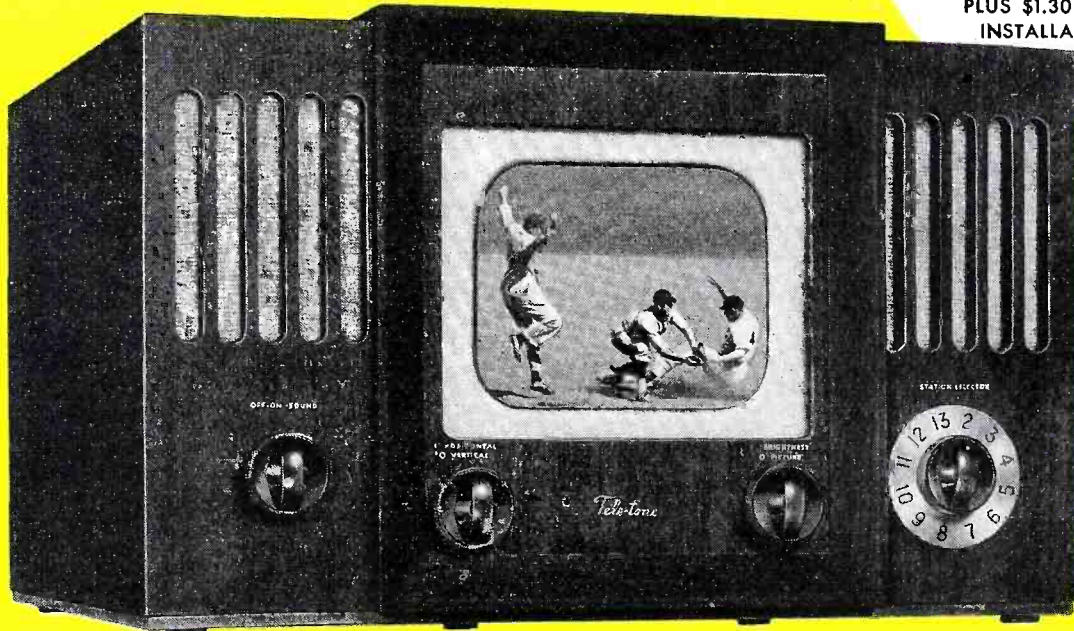
a new **LOW** in price . . . a new **HIGH** in sales

**DISPLAY IT . . . SELL IT!**

Tele-Tone's reputation for turn-over and profits is dramatically repeated with this answer to low cost Television. Here's the **FIRST** set designed for over-the-counter-sale . . . over-the-top-profits.

**\$149<sup>95</sup>**

PLUS \$1.30 FEDERAL TAX  
INSTALLATION EXTRA



TELE-TONE  
WILL ARRANGE  
FOR INSTALLATION AND  
ONE YEAR GUARANTEE.  
ALL YOU DO  
IS SELL.

MODEL # TV-149

**JUST LOOK AT THE FEATURES  
...FEATURES THAT SELL!**

- **ALL channel tuning**  
operates everywhere without re-alignment
- **ALL controls accessible**  
vertical and horizontal hold controls on front
- **LARGER tube complement**  
powerful circuit assures maximum results
- **EASY-VIEW screen—26 square inches**  
can be seen from all angles
- **SIMPLE installation**  
will operate equally well on weak or strong signals
- **MAHOGANY cabinet**  
harmonizes with period or modern decoration
- **"AUDIO-VISION" tuning**  
picture and sound perfectly tuned as soon as channel is selected
- **F.M. circuit**  
gives you noise free reception

Here at last is Television at a price every one of your customers can afford. Here is *perfected* Television you can sell to apartment-dwellers, suburban home-owners . . . anyone who wants the enjoyment of clear, brilliant Television.

*Tele-tone* 540 WEST 58th ST.  
NEW YORK, N. Y.



\$9.95  
Model #165



\$16.95  
Model #166



\$19.95  
Model #182

Another of a long and profitable line of Tele-Tone sales and traffic builders.



\$19.95  
Model #159



\$24.95  
Model #160



\$34.95  
Model #183

# Here's Proof!—You Can

**Hartford Dealer's Volume 2½ to 1 Over Providence in RMA**

This is a merchandising story with a moral.

It may well be called "Sales of Two Cities," to take a few liberties with the famous Dickens' title, because it presents a two-way view of selling radios in two New England cities. The two-way view is proving to be an eye-opener to retailers all over the country since it proves conclusively that *real sales action* will bring *real sales results*.

In the most successful promotion in its history, the Radio Manufacturers Association staged a test campaign in the Hartford, Connecticut, trading area, February 23 to March 6. As a "control" city, RMA chose Providence, Rhode Island, where no special radio promotion took place.

Now the results have been analyzed from data submitted by 108 dealers from each city. The information shows that Hartford merchants outsold Providence dealers more than two and a half to one. The score was 2,505 sales for Connecticut, 979 for Providence.

"This is not only an outstanding record but it is also interesting to note that results showed that there was a corresponding increase in the unit sale of radio-phonograph combinations. It has opened new vistas to radio merchandising," said Stanley H. Manson,

chairman of the advertising committee of the Radio Manufacturers Association.

"Furthermore, the importance of this campaign does not stop with the sales record. It provides proof that there is a new market for radios which still remains to be tapped," he continued.

"The significance of this campaign is best indicated by the dealers themselves who said that the campaign not only improved their sales records during the test period but also had given them new sales techniques which could be used to increase their business the year round.

"The record set during the campaign together with the unqualified endorsement of methods used establish a firm foundation of fact on which the radio industry can move forward boldly in developing expanded markets for radios. These markets until recently have existed in theory. The Hartford Test Campaign has proved them obtainable with the latest sales techniques," concluded Mr. Manson.

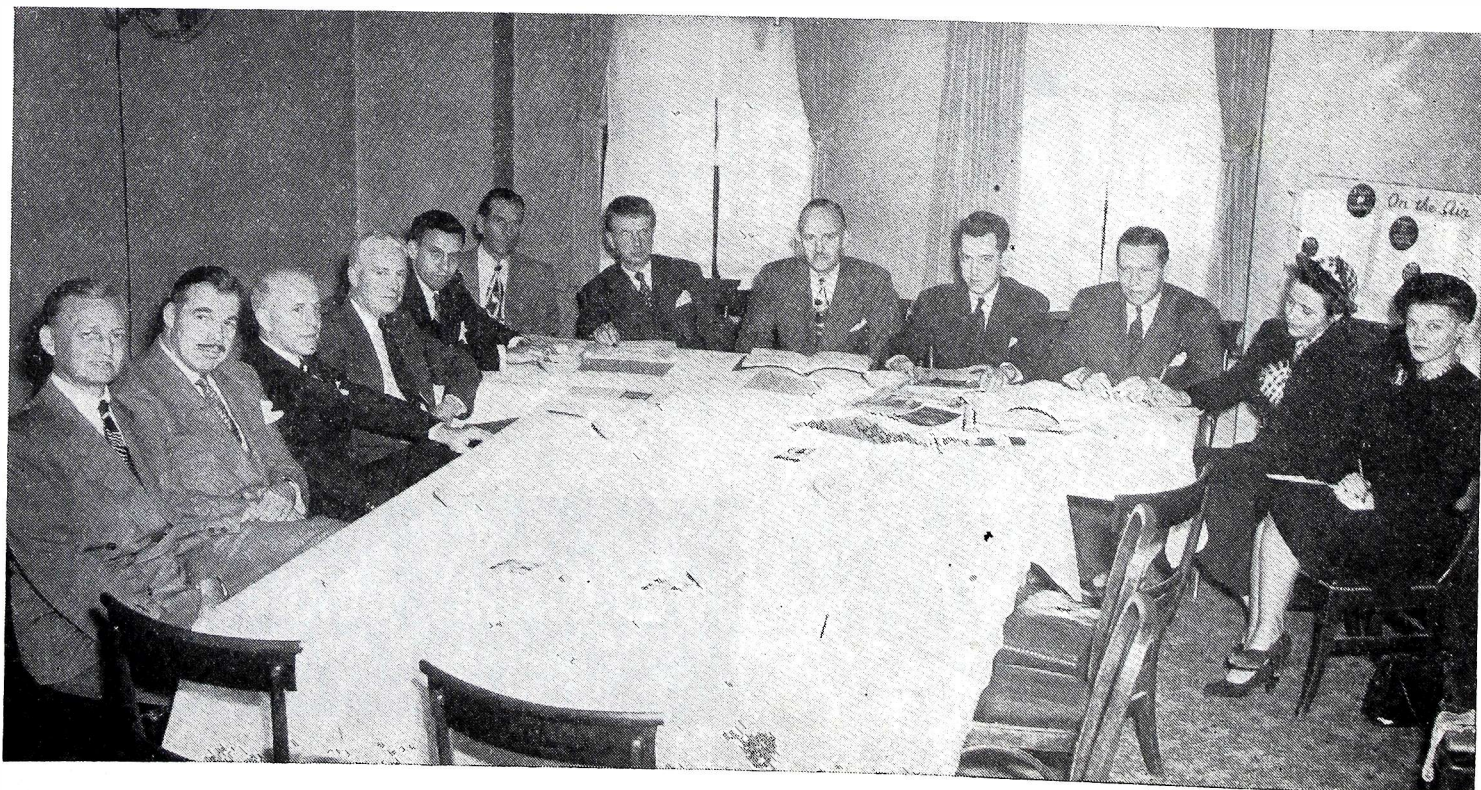
## Radio In Every Room

The campaign turned on the personalized selling approach, smartly dressed in the slogan, A RADIO IN EVERY ROOM—A RADIO FOR EVERYONE. The idea was first presented to dis-

tributors at a pre-campaign meeting where it was dramatized in a twenty minute skit, "The Strife of Reilly" showing a day in the life of a typical radio salesman before and after conversion to the personal possession sales techniques, and received their enthusiastic endorsement as the solution to a need for a new approach.

At the subsequent dealer meeting which was attended by approximately 400 retailers, the largest gathering of its kind in Hartford, the "Strife of Reilly" was again shown and again received wholehearted approval. Consensus of opinion was that at last dealers had been given an ideal which would enable them to make the public radio-conscious and open the door to multiple sales. Also at the dealer meeting, kits were passed out which provided basic material from which distributors and dealers could develop individual promotion plans. The kits contained 2 eye catching bright yellow posters, and 2 streamers, dramatizing the slogan, A RADIO FOR EVERY ROOM—A RADIO FOR EVERYONE, for window displays. Booklets entitled "What's In It For Me?" were for the salesmen while questionnaires were provided to serve a dual purpose: as a check sheet for sales-

Members of the Radio Manufacturers Association Advertising Committee meet in Hartford to observe results of test campaign. Left to right: Fred Eldean, Fred Eldean Organization; E. L. Redden, Crosley division; John Garceau, Farnsworth; K. T. Milne, General Motors; Kenneth Sickinger, Stewart-Warner; William Jennings, Emerson; James Secrest, RMA; Stanley Manson, Stromberg-Carlson; Herbert Guenin, RCA Victor; L. E. Pettit, General Electric; Melva Chesrown and Nora Hammesfahr, of Fred Eldean.





# SELL MORE Via ACTION!

## Test Campaign—Action Plan Seen Aid to Nation's Merchants

men at the time of interviewing a customer and as a prospect builder. Finally, a sales chart enabled dealers to keep complete records for the period.

On opening day of the campaign, window displays gave proof of the completeness with which dealers had taken over the personal possession theme. Almost every store in Hartford selling radios had interpreted the twin theme in ways to meet their individual businesses and it was impossible to walk more than a few feet in any direction and not see radios suggested for special places in the home, or for different members of the family. Dealers prominently displayed de luxe radio-phonograph combination consoles as well as a wide variety of table models. Large stores used lavish displays. One department store, G. Fox, had a three foot doll's house with streamers from each room to an actual radio for that spot in the house. Moran's in New Britain used a 12 foot reproduction of the RMA poster as background for its display. One dealer made up special cards for Dad, Mom, Sis and Johnny.

Advertising of radios during the two week period was also almost entirely keyed to the personal possession theme. Special receivers were shown and described for each room in the house and for each member of the family.

A barrage of publicity throughout the campaign gave additional impact to the promotion. Opening valve was the Hartford Courant's full page story on radio design with seven dramatic

### "SALES OF TWO CITIES"

	Hartford	Providence
Number of stores reporting.....	108	108
Total sales reported.....	2505	979
Sales reported for first week.....	1102	502
Sales reported for second week.....	1403	477
Average sales per store during campaign .....	23.19	9.06
Other sets sold during campaign .....	2161	760
Stores reporting no sales during campaign period .....	4	14

photo illustrations which appeared prominently in the Sunday magazine section the day before the campaign opened. This was followed up by a special story in the Hartford Times on radios designed for the bedroom. In addition, nine special news stories with pictures kept the public constantly alerted to the progress of the campaign.

On the air, a total of 345 spot announcements brought out the advantages of having radios all through the house and for different members of the family so that each person could listen to the program of his preference. The first special broadcast took place on Sunday, February 22, the opening day for publicity when four distributors revealed what new types of receiver sets had been designed for different rooms. Subsequent programs advised Mrs. Hartford about the "new look" in radios in a series of women's feature programs. In all, there were a total of 12 half hour guest programs during the two week period. All five local stations cooperated in giving this time free in addition to the spots.

Because of the outstanding success of this campaign, the RMA advertising committee is considering a plan for a wider application of the personal possession selling techniques tried out in Hartford. A work book documenting this campaign for use on a national scale may well become part of the future program of RMA.

The Fred Eldean organization, public relations and merchandising counsellors for RMA, handled the Hartford test operation.

This window display at Henry Moran and Sons, of New Britain, dramatized the "Radio in Every Room" idea with radios, designated for their proper spots, in the home.

Tuckel's, Hartford dealer, displayed a group of radios, captioning each as appropriate for a particular room. Below, is a section of the window.



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**Organization with 350 Members Has Outstanding Record of Achievement**

The question of effective selling is one that admits of many answers in every industry, but nowhere must problems of greater diversity be met than in the radio and electronic parts field.

Consider, for example, that Jim Schoonmaker, a sales representative in Dallas, Tex., must often cover from two to three thousand miles to serve a customer or two while Tim Coakley, of Boston, can frequently greet most of his market in a single day.

On the one hand is the atmosphere of shrewd optimism prevailing in the Southwest, on the other the task of convincing the traditionally skeptical Yankee in his Down East homeland. In both these extremes, as in the industry's middle ground, the challenges are met with a uniformly high level of satisfaction both to supplier and customer.

This outstanding record of consistent sales success may be explained in several ways, but one factor that cannot be ignored is the part played by the more than 350 members of The Representatives of Radio Parts Manufacturers, Inc., who conduct sales for 98 per cent of the whole industry.

## **Valuable Services**

As engineers and as businessmen The Representatives serve their industry in several invaluable capacities besides that of selling. Because they handle several non-competitive lines and are thoroughly trained to understand the products they handle in all present and potential applications, the "Reps", as they like to call themselves, are unqualifiedly competent to advise suppliers who contemplate new lines or changes in old ones on the basis of their knowledge of the whole industry which must necessarily be both the broadest and most detailed possible.

Because they own and operate their own sales agencies and conduct their businesses on a commission basis they have an honest personal interest in the present and future well-being of the industry. They are qualified and ready, moreover, to deal with problems which cannot always be foreseen by production departments and must be solved in the field.

This method of operation benefits the

manufacturer through the fixing of sales costs in direct proportion to sales volume and rewards the representative proportionately to his ability.

Probably the most notable public recognition of The Representatives' importance in the radio and electronics field came during the early days of World War II when the War Department sought the aid of a number of these men in organizing the industry they serve for military purposes. Their assistance in solving procurement problems was cited as "materially helpful to the successful prosecution of the war."

This patriotic service was altogether in keeping with the purpose for which the group was formed, namely, to furnish for the government and the industry a pool of ethical and responsible sales representatives who, for altruistic as well as business reasons, could be relied upon to work for the betterment of their industry.

National officers of the organization,

Wayne, Ind.; Los Angeles, Carl A. Stone, Los Angeles, Calif.; Mid-Lantic, John Keefe, Jr., Camden, N. J.; Mississippi Valley, Norman W. Kathrinus, St. Louis, Mo.; Missouri Valley, Richard M. Farris, Kansas City, Mo.; New England, Paul S. Sturgeon, Boston, Mass.; New York, Samuel S. Egert, New York, N. Y.; Pacific Northwest, George D. Norris, Seattle, Wash.; Southwestern, J. Y. Schoonmaker, Dallas, Tex.; and Wolverine, H. E. Walton, Detroit, Mich.

These subgroups meet regularly for the exchange of ideas concerning new trends and developments in the sales and product picture.

That the sales representative system is most effective in the radio and electronic parts field is indisputably proved by the success of The Representatives themselves whose sales volume totals many millions of dollars each year. It is further and conclusively substantiated by expressions from manufacturers whose business growth and develop-

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## **REPRESENTATIVES' REGISTER COMING!**

RADIO & TELEVISION RETAILING is presently compiling a Representatives' Register which will list names and addresses of representatives throughout the country. This informative and timely feature will appear in a future issue.

---

which was established more than a decade ago, are Leslie M. DeVoe, of Indianapolis, Ind., president; Henry W. Burwell, of Atlanta, Ga., vice-president; and William E. McFadden, of Columbus, O., secretary-treasurer.

The group is subdivided into 16 geographically determined chapters. The names of the chapters and their respective presidents follow:

Buckeye, Charles H. Dolfuss, Jr., Cleveland, O.; California, O. A. Huber, San Francisco, Calif.; Chicagoland, L. C. McCarthy, Chicago, Ill.; Dixie, James Millar, Atlanta, Ga.; Empire State, William F. Seeman, Buffalo, N. Y.; Gopher, Franklin E. Merrill, Minneapolis, Minn.; Hoosier, Charles D. Southern, Fort

ment have been due in a large measure to The Representatives' zeal and efficiency.

The manufacturers' view is typified by this opinion from Ray Simpson, president of Simpson Electric Company, Chicago: "Wherever and whenever a product is sold advantageously to radio parts, jobbers or to manufacturers using radio parts, the manufacturers' representative is indispensable. It has been my experience during almost 30 years in the instrument business that manufacturers' reps, properly selected and schooled, are not only essential to the manufacturer but have proved themselves to be of invaluable help to the trade."

# Tele-tone TELEVISION

a new **LOW** in price . . . a new **HIGH** in sales

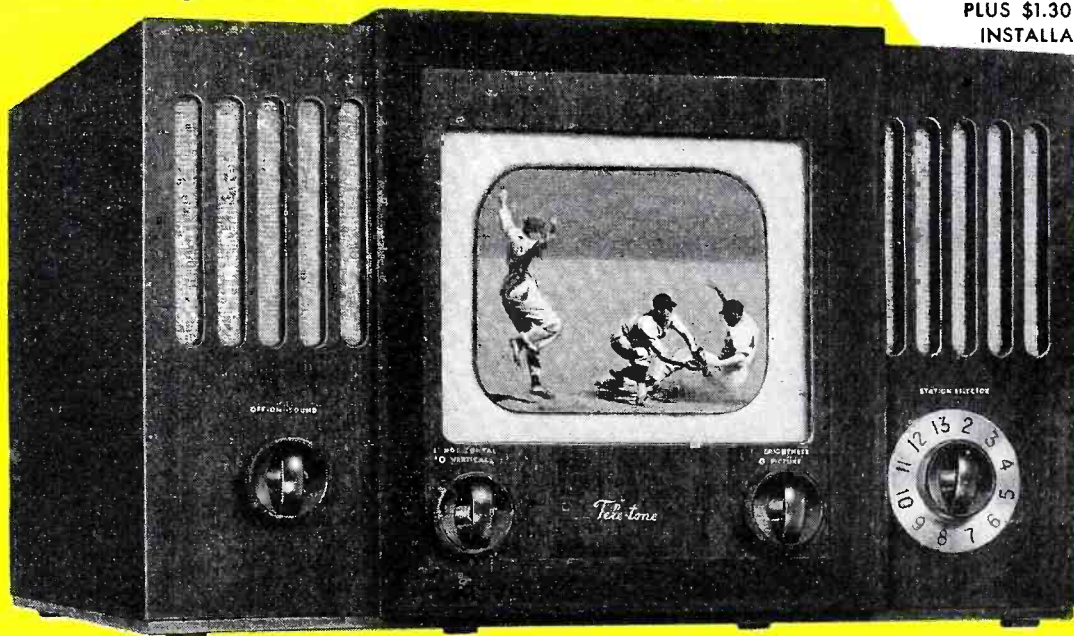
**DISPLAY IT... SELL IT!**

Tele-Tone's reputation for turn-over and profits is dramatically repeated with this answer to low cost Television. Here's the **FIRST** set designed for over-the-counter-sale...over-the-top-profits.

**\$149<sup>95</sup>**

PLUS \$1.30 FEDERAL TAX  
INSTALLATION EXTRA

TELE-TONE  
WILL ARRANGE  
FOR INSTALLATION AND  
ONE YEAR GUARANTEE.  
ALL YOU DO  
IS SELL.



MODEL # TV-149

**JUST LOOK AT THE FEATURES  
...FEATURES THAT SELL!**

- **ALL channel tuning**  
operates everywhere without re-alignment
- **ALL controls accessible**  
vertical and horizontal hold controls on front
- **LARGER tube complement**  
powerful circuit assures maximum results
- **EASY-VIEW screen—26 square inches**  
can be seen from all angles
- **SIMPLE installation**  
will operate equally well on weak or strong signals
- **MAHOGANY cabinet**  
harmonizes with period or modern decoration
- **"AUDIO-VISION" tuning**  
picture and sound perfectly tuned as soon as channel is selected
- **F.M. circuit**  
gives you noise free reception

Here at last is Television at a price every one of your customers can afford. Here is *perfected* Television you can sell to apartment-dwellers, suburban home-owners . . . anyone who wants the enjoyment of clear, brilliant Television.

*Tele-tone* 540 WEST 58th ST.  
NEW YORK, N. Y.



\$9.95  
Model #165



\$16.95  
Model #166



\$19.95  
Model #182

Another of a long and profitable line of Tele-Tone sales and traffic builders.



\$19.95  
Model #159



\$24.95  
Model #160



\$34.95  
Model #183

# Forward March in FM Sales!

**Ban-Lifting, Wide Price Range, and All-Out Promotion Are Factors – The Production Picture**

• All over the country, FM sales continue at a greatly accelerated pace. The lifting of the ban on simultaneous broadcasting created in one fell swoop a huge new potential audience since it made *everything* in programming available to the FM set owner, *plus* phenomenal high-fidelity reception, *minus* static.

The widespread publicity the ban-lifting received was well augmented by an outstanding cooperative promotion job on the parts of the set makers, the broadcasters, the wholesalers and dealers.

In addition to the foregoing factors, FM's present wide price range and choice of models is making it available to everyone. Coverage, too, is playing a big part in the sales picture. FM stations are springing up everywhere, and the broadcasters are not prone to keep

the advent of a new station a secret. Far from it! They ballyhoo such event over their AM stations, in the newspapers, and at various civic meetings.

FM still has plenty of "room" for more stations.

Here's the present and future FM market at a glance:

## HERE'S FM!

FM sets now in use .....	2,000,000
FM sets made in 1947 .....	1,255,000 (including tuners)
FORECAST—FM sets in use at end of 1948 .....	5,000,000
TYPES MADE IN 1947: (not including tuners)	
Table FM-AM .....	340,000
Table FM-AM & phono .....	20,000
Console FM-AM .....	25,000
Console FM-AM & phono .....	855,000

# Recorders Will Go Places!

**Wire, Tape and Disc Models Seen Boosting Radio Industry Volume – Many Uses Cited**

• It's virgin territory! That is the way to describe the wire, tape and disc recording sales field. The market lies in the home, in business establishments and in broadcasting, and it's bound to increase because these recording products present such high entertainment possibilities; such potential aid to business and professional circles.

Remarkable advances in equipment have been made since the war, and the features offered today in the three types on the market make for the utmost in ease of operation. Due to the greatly improved techniques in manufacturing, price of original equipment is outstandingly low, and the recorders may be operated at very low cost to the owner.

The way the situation stacks up now

it does not appear that any one of the three types will dominate the market in the long run. This is because each has its own particular features. Of course, disc recording has been employed for a long time in the home, the radio broadcast studio, and by business and professional people. The newer devices, tape and wire recorders, will help to create new interest in recording as a whole, and will boost business in the overall picture rather than take it away from the disc segment.

Recorders will provide new business for the parts manufacturer, the cabinet maker, the wholesaler and retailer.

Right now, the potential market seems ready to absorb several thousand units per year. Schools and colleges alone represent a potential mar-

ket for about 100,000. In a few years the demand will be greatly increased, particularly if plenty of missionary work is performed by the manufacturers and merchandisers. The *uses* for recording equipment need to be clearly portrayed to the prospective purchaser.

At the present time it is estimated that there are about 500,000 disc recorders in use in the United States. The total number of wire and tape recorders is about 125,000, including separate units and those built into combination radios. Perhaps as many as 100,000 recorders of all types will be sold in the 12 months of this year, at an average price of about \$175.00.

There are approximately thirty firms manufacturing wire and tape recorders at the present time.

## IN THIS ISSUE, BE SURE TO SEE:

Special Television Coverage Chart. Latest, exclusive information. Complete Market Reviews of FM, Recorders, Phono Records, Electrical Home Appliances, Sound, Service and Parts.

STEP UP

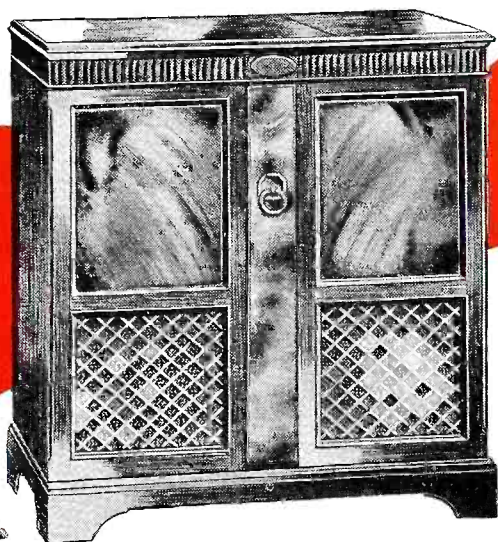
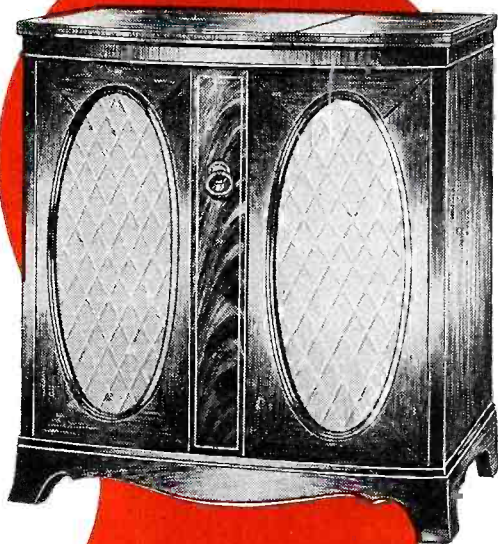
SUMMER PROFITS

... with these

# Bendix Radio "Challenge Models"!

## FM AT ITS FINEST!

People all over America have been reading about these beautifully styled Bendix AM-FM radio-phonographs in one of the biggest promotions in history on sets of this caliber. As a result, thousands have bought and thousands intend to buy these two great challenge models with long range Bendix ratio-detector FM and exclusive Hush-O-Matic. They're big profit merchandise for the great new FM listening market—one more reason why the Bendix Radio franchise is among the most valuable business assets you can have.



Only Bendix Radio-phonographs combine all these great demonstration features

Hush-O-Matic . . . Swing-A-Door automatic record player . . . Phantom Dial . . . New Phantom Grille . . . Bendix Ratio Detector FM circuit—plus peak sensitivity dual crystal circuit for ultimate noise elimination . . . true furniture styling . . . Aviation quality.

## A line of Leaders at Every Price Level!



BENDIX RADIO DIVISION of  
BALTIMORE 4, MARYLAND



# GET READY FOR ACTION!

When the Newest and Best Portables are backed by an Advertising Program like this . . . ACTION is what you're going to Get! STOCK UP NOW!



this ad  
will sell in  
**40 Million**  
homes in May

**FULL PAGE  
COLOR ADS IN:**

American Weekly  
Better Homes &  
Gardens

Coronet

Esquire

Field & Stream

Holiday

Life

Nat. Geographic

Sat. Eve. Post

Seventeen

Sports Afield

This Week

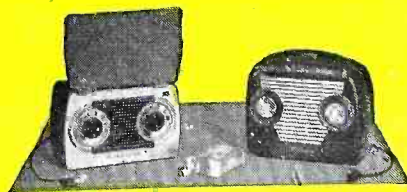
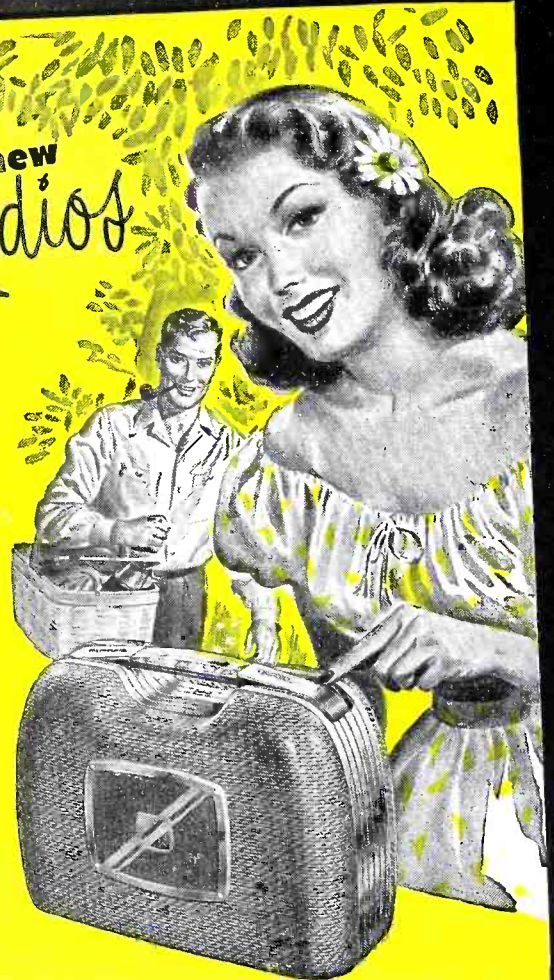
True

## the first really new Portable Radios

**Exclusive DIAL-IN-HANDLE**  
Easier to read...Easier to tune

Meet the new all through Motorola Sporter. A brilliant modern design with all controls in thumb's reach. Brings in hard-to-get stations with big volume and beauty of tone. The handsome cabinet is woven fabric permanently coated with clear, durable plastic. The Motorola Sporter—A best buy at **\$49.95** only . . . . .

*5 tubes (with rectifier), Tuned RF Section  
3 Gang Condensers. AC/DC or Battery.*



### AMERICA'S FAVORITE PERSONAL PORTABLES

**PLAYMATE JR.**—above left—glamour baby of personal radios. A midget with a rich, full, giant's voice. AC/DC or battery. A best buy at only . . . . . **\$39.95**

**MODEL 58L11**—above right—radiant tone, loads of power in a tiny plastic cabinet. Retracting handle. Fully enclosed aerial. AC/DC or battery. A best buy at only . . . **\$29.95**

**MODEL 48L11**—same as Model 58L11, but battery operated only. A best buy at only . . . . . **\$19.95**

*Prices slightly higher in the south and west.  
Batteries Extra on All Portables.*

Look in your classified phone book for the name of your nearest Motorola dealer.



**MOTOROLA TELEVISION IS YOUR  
BEST BUY AT . . . . . \$179.95**

*Installation additional*

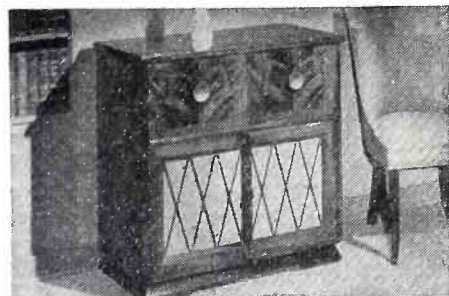
MOTOROLA INC., 4545 AUGUSTA BOULEVARD, CHICAGO 51, ILLINOIS

WRITE, WIRE OR PHONE YOUR **Motorola** DISTRIBUTOR FOR DETAILS!

# What's New in Radio

## Sonora CONSOLE-COMBO

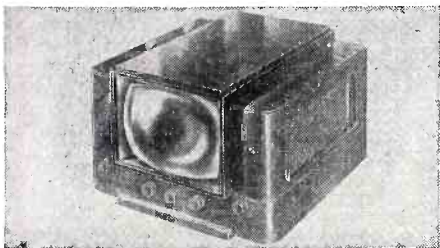
Standard broadcast and foreign short-wave radio-phonograph features: variable tone control; 12-inch speaker; built-in aerial; automatic record changer; eight tubes. Record storage space provided. Size: 33½ inches wide, 34 inches high, 16¼ inches deep. \$229.95 in



dark mahogany; \$239.95 in blonde. Same console, with FM, and ten tubes at \$269.95 in mahogany; \$279.95 in blonde. Sonora Radio & Television Corp., 325 N. Hoyne Ave., Chicago, Ill.—RADIO & TELEVISION RETAILING.

## Transvision TV KIT

Model 10 BL television kit features newly designed cabinet with built-in picture enlarging lens. Uses 10 inch electro-magnetic direct-view picture tube, has complete FM radio (factory wired); receives all channels; supplied complete with antenna and lead-in wire. Gives picture about 10x12 inches. Cabinet 26



inches wide by 17 inches high by 19 inches deep in mahogany, walnut, or blond. Price with tube, cabinet and built-in lens is \$359.00. Transvision, Inc., 385 North Ave., New Rochelle, N. Y.—RADIO & TELEVISION RETAILING.

## Walton PHONO PLAYER

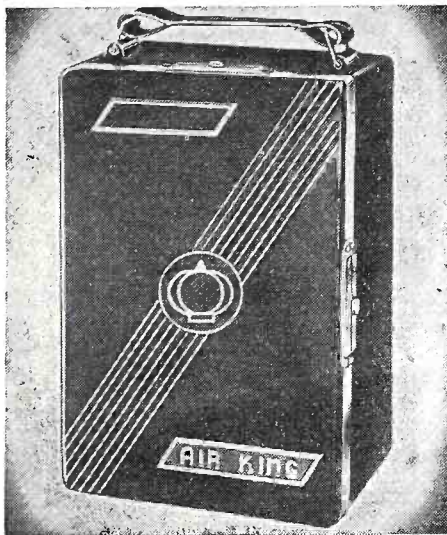
Electric phonograph player retailing at \$10.95. Features: motor suspended in rubber for protection, plays up to 12-inch records;



light-weight aluminum cabinet. (Similar unit available in hand-wound model.) Walton Products Co., 612 Southern Ohio Bank Bldg., Cincinnati 2, O.—RADIO & TELEVISION RETAILING.

## Air King PORTABLE

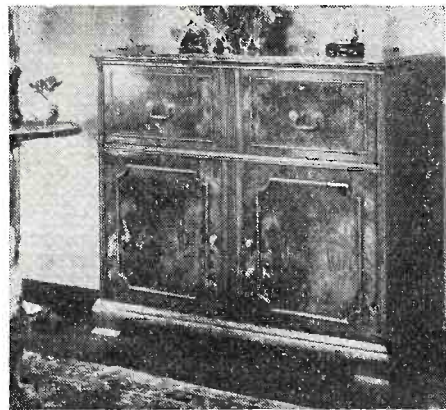
"Pockette" model A-425, ebony with nickel trim, lists at \$19.95; model A-426, ivory with



gold trim, lists at \$24.95; model A-427, maroon with gold trim, sells for \$22.95. Net weight of the set is 1 lb. 11 oz. Size: 3 inches x 5¼ inches x 3⅝ inches. Closing cover shuts set off. Air King Products Co., Brooklyn, New York.—RADIO & TELEVISION RETAILING.

## Olympic COMBOS

"The Windsor" model, shown, radio-phonograph, available with shortwave or FM. 9 tubes plus rectifier, Webster model 56 record changer, and is finished in solid and veneered mahogany. "The Mayfair" model is also avail-

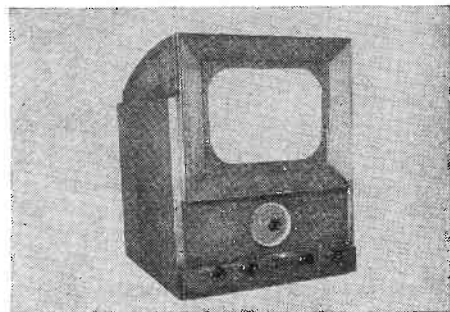


able with shortwave or FM; has 9 tubes plus rectifier, and is designed in 18th Century Chippendale style. Model of knotty pine available. Olympic Radio & Television, Inc., 34-01 38th Ave., Long Island City 1, N. Y.—RADIO & TELEVISION RETAILING.

**Additional Radio  
Merchandise Shown  
Elsewhere in Issue**

## Telectro TV RECEIVER

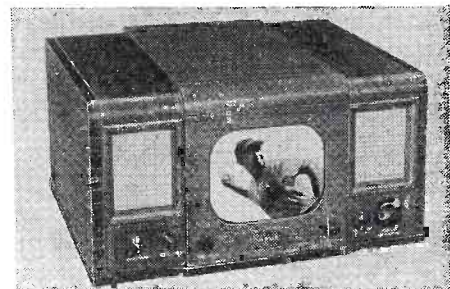
Model 1503 tavern television set; lists at \$950.00. Picture 120 square inches, direct view. 30 tubes, including 15 inch picture tube, extra stages synchronizing amplifier; and FM dis-



criminator. Telectro Corp., 385 Flatbush Ave., Brooklyn 1, New York.—RADIO & TELEVISION RETAILING.

## De Wald TELEVISION RECEIVER

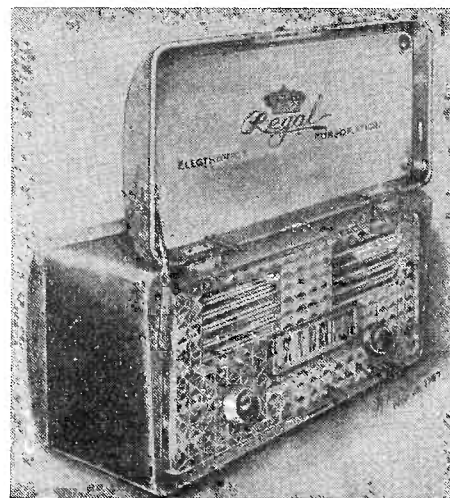
Model BT-100 direct view 10-inch TV receiver. Picture about 52 sq. inches. Six simple



tuning controls. Full FM audio circuit. Cabinet of walnut veneer in modern design. Length 25½ inches, height 15 inches, depth 19 inches. DeWald Radio Mfg. Corp., New York 3, N. Y. RADIO & TELEVISION RETAILING.

## Regal PORTABLE

Model BP 47, 3-way portable features: four tubes plus rectifier; slide rule dial; 3-inch PM



speaker. Size: 6½ inches x 4 3/16 inches x 3¼ inches. Regal Electronics Corp., 603 W. 130 St., New York, N. Y.—RADIO & TELEVISION RETAILING.

# The Present Radio and Television Market

## Price and Manufacturing Trends – Supply Situation – Consumer Attitudes

The radio industry is on the move. There are more new things than one can shake a stick at. There's television, FM, records, and an array of new portables, phono players and numerous "combinations," to mention a few.

The market is healthy. The demand for merchandise is holding up well, and the way the situation looks now there will not be any significant price reductions on present models, though a number of makers will launch "leaders" featuring low price.

Considerable price-cutting has been seen in many of our large cities, mostly by chains and department stores. Practically all of the price-cut merchandise has been of the "slow-mover" variety, stocks of which are dwindling. On the out-and-out "dumb" side of the ledger some big city merchants have been slashing lists on fast-selling television

seem to have made no impression upon those who continue to pour out stuff the public is "allergic" to.

But the radio business looks good from where anyone may be sitting. Much merchandise is still being allocated. Good receivers are selling well. Low-priced jobs are being moved in great volume, and the demand for combinations continues to be most satisfactory.

The "golden boy" of the industry—television, holds out great promise for a new era of prosperity. As stated elsewhere, important coming events in the political and sports field will create a new and persistent boom for receivers. Certainly, the way things appear now, television sets will be in short supply the rest of this year.

A new and growing business is seen too in the sale of television accessories.

planning television. It's on every production agenda.

The material situation is spotty. Cabinet woods are still scarce as are many components. The new TV and FM sets, and recorders, for instance, need new and different kinds of parts, and buyers for manufacturers have been scurrying about in search of components with almost the same degree of haste they employed right after the war. But in spite of the difficulties prevailing in manufacturing circles, the inventory of finished sets is fairly high, with the exception of television, FM and certain combinations.

Due to intelligent manufacturer advertising and word-of-mouth "missionary" work by dealers, consumers are becoming more and more aware of the fact that radio prices are not out of line. On the other hand, due to the

### Here's the Radio and Video Picture!

Number of set makers in the field: .....	175
Total sets manufactured last year: .....	17,000,000
TV sets manufactured last year: .....	178,000
TV manufacturers now producing sets: .....	65
Number of models of TV sets by each maker: .....	1 to 8
Total number TV models available now: .....	134 (inc. kits)
Total FM sets made last year: .....	1,255,000 (incl. tuners)
Total Auto radio sets made last year: .....	2,500,000

makes. Just why, no one seems to know.

Then, too, contributing to the stockpile of "distressed merchandise" are those few manufacturers who persist in bringing out models that the public *does not want*, and at prices they will not pay. Past experience in dealing with such definite consumer reactions

In addition to antennas, new magnifying lenses and filters are being announced at a feverish pace.

There are at least 65 manufacturers turning out TV sets at the present time, and more are on the way. The newcomers will include famous names in the set field as well as "brand-new" ones. Every radio set manufacturer is

ever-rising cost of living, merchants find that they must *sell*, and not expect to get any wrap-up sales.

1948 will be a banner year for the radio industry, but the rewards will go only to those who produce what the public wants, and to those who employ the right kind of merchandising techniques.

### IN THIS ISSUE, BE SURE TO SEE:

Special Television Coverage Chart. Latest, exclusive information. Complete Market Reviews of FM, Recorders, Phono Records, Electrical Home Appliances, Sound, Service and Parts.



Value plus Quality!

# Stewart-Warner

## "American Group" Combinations

- \* **ALL WITH FM**
- \* **STYLE-PROPORTIONED DESIGN**
- \* **DUAL MATCHED-TONE SPEAKERS**

*Acceptance* is too common a word to describe the high enthusiasm these new all-American sets generate among dealers... *and customers.*

For here, in a remarkable *quality-value* package, is everything millions of Americans want in a new radio: advanced AM reception... great new FM performance... automatic *noise-free\** record playing.

More than all that, you have tremendously popular styling for *today's home*—and prices you are happy to display in big type!

\*Stewart-Warner's famous Electro-Hush Reproducer *banishes* needle hiss and scratch.

## Stewart-Warner

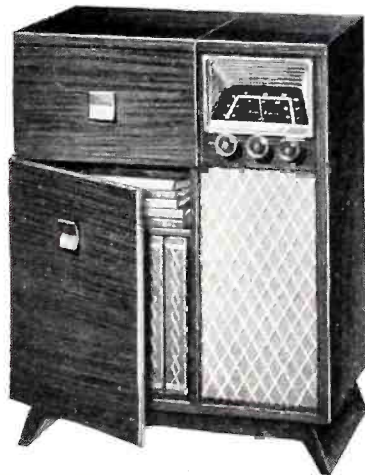
FM RADIOS AM • RADIO-PHONOGRAPHS • TELEVISION

CHICAGO 14  ILLINOIS



### 18th CENTURY

Gold Coast mahogany styled in the great Hepplewhite tradition:  
MT. VERNON—rich, dark finish, hand-rubbed with pure Carnauba wax.



### MODERN

Genuine African mahogany, at home in any room.  
MANHATTAN—dark, luster-gloss finish.  
PALM SPRINGS—blond, hand-rubbed.  
SANTA FE—glowing new "blush" finish.

### CONTEMPORARY

Fine-grained American walnut with matched crotch-grain panel:  
HOLLYWOOD—rich native woods handsomely finished.

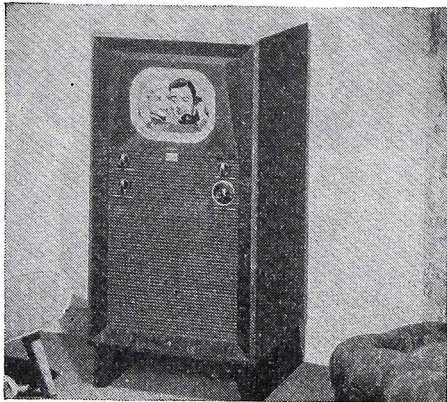


# New Radio Products

Dealers Can Cash-In on New Additions to Lines

## RCA Victor CONSOLE TV RECEIVER

Model 721 TCS has 10-inch direct view tube, listing at \$369.50 plus tax. Picture size 6 $\frac{3}{8}$  inches by 8 $\frac{1}{2}$  inches. Console of contemporary design, offered in walnut or mahogany. 40 $\frac{1}{2}$



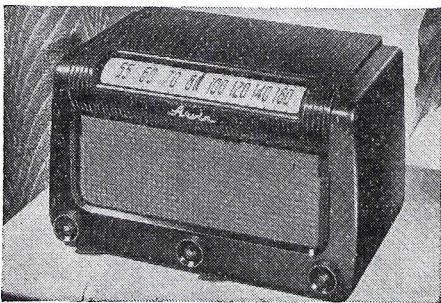
inches high, 20 inches wide, 20 inches deep. 12-inch supersensitive dynamic speaker, picture synchronizer, automatic all-channel selector switch. RCA Victor Div., Radio Corp. of America, Camden, N.J.—RADIO & TELEVISION RETAILING.

## GE TABLE RADIOS

Eight new table model sets announced, available in ivory or rosewood plastic cabinets in four designs. All are AC-DC superheterodyne sets. Each set has four tubes in addition to rectifier. List prices are: \$19.95 for model 102, \$19.95 for model 107, \$19.95 for model 114 and \$24.95 for model 115. Models in ivory plastic are \$3 higher. General Electric Co., Syracuse, N. Y.—RADIO & TELEVISION RETAILING.

## Arvin RADIOS

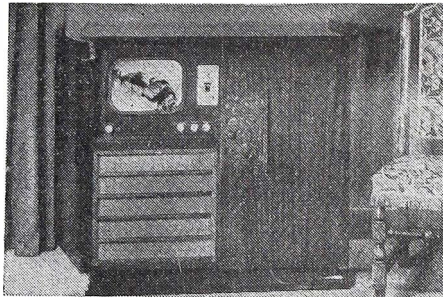
Nine new radios announced by the firm. Model 160, shown, is table model; 5 tubes plus rectifier, 3 gang condenser, priced at \$29.95, in walnut; \$31.95 in ivory. Three new portables are: 240P, 4 tubes, with thermo-plastic case at \$19.95; the 241P is identical, but contains a three-way circuit for battery AC-DC operation; lists at \$29.95. Model 250P, designed



for 240-hour battery pack; 5 tubes plus selenium rectifier, and lists at \$39.95. Two new models in the 547 series list at \$17.95 for walnut and \$19.95 in ivory. Model 152T and 153T in walnut and ivory at \$19.95 and \$21.95, are four-tube plus rectifier sets. Noblitt-Sparks Industries, Columbus, Ind.—RADIO & TELEVISION RETAILING.

## Stromberg-Carlson MODELS

The Chinese Classic, model TV 12 M5M, shown, combination radio-phonograph-television unit in artistic Chinese modern cabinet of pin-striped mahogany veneer. 12-inch picture tube, FM, AM, short-wave. Tuning eye for accurate station selection and optimum reception. Push button tuning on standard broadcast. The Dorchester, model TV 12 L, combina-



tion FM radio and television unit, available in modern mahogany veneer cabinet, with 12-inch picture tube.

Other new models include: The Mandarin, model 1210 M5M combination with automatic record changer, Chinese modern cabinet, retailing for \$475.00; The Salem Chest, 1210 PSP, automatic radio-phonograph of early American design, to sell for \$425.00 in maple (\$415.00 in mahogany); FM-AM table model, The Courier, model 1210 HW, with plug-in jack for phonograph, to sell for \$194.50. Stromberg-Carlson Co., Rochester 3, N. Y.—RADIO & TELEVISION RETAILING.

## Emerson CONSOLE

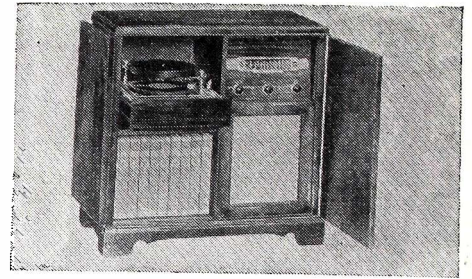
Phonoradio period console model 573, lists at \$149.95. Set is an AC superheterodyne; uses four tubes plus rectifier. Features: de luxe



automatic record changer; slide-out phonograph panel, ample storage space; finished in fine mahogany veneers. Size: 33 $\frac{1}{2}$  inches wide, 16 $\frac{1}{2}$  inches deep, 24 inches high. Emerson Radio & Phonograph Corp., 111 Eighth Ave., New York City.—RADIO & TELEVISION RETAILING.

## Majestic CONSOLE COMBO

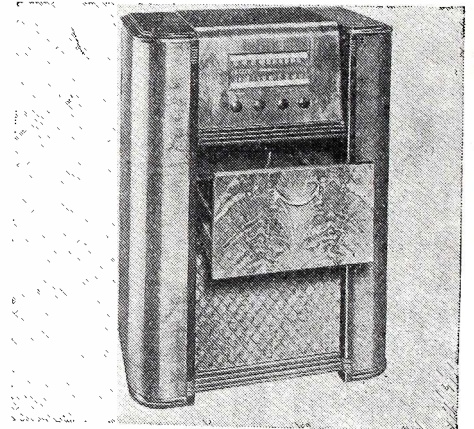
8FM783 features solid wood doors, seven tubes plus rectifier, Majestic electric-noise gate. FM-AM radio-phonograph combination in mahogany, walnut or blonde finish. Has pull-out type changer; record storage space. Majestic



Radio & Television Corp., St. Charles, Ill.—RADIO & TELEVISION RETAILING.

## Crosley RADIO-PHONO

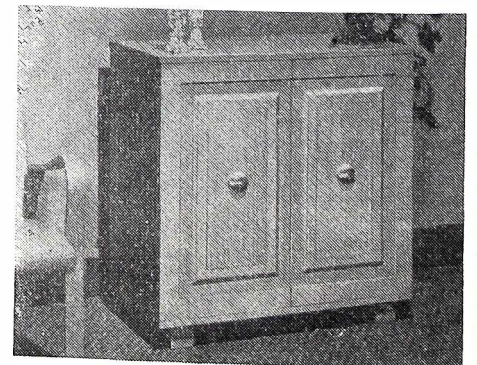
Model 68 CR features Crosley floating jewel tone system. Cabinet of walnut, 36 inches high, 27 inches wide, 14 $\frac{3}{4}$  inches deep. Automatic record changer, 10-inch electro-dynamic speak-



er; broadcast and overseas bands. Price in Zone 1 is \$179.95. Crosley Div., Avco Mfg. Corp., Cincinnati, O.—RADIO & TELEVISION RETAILING.

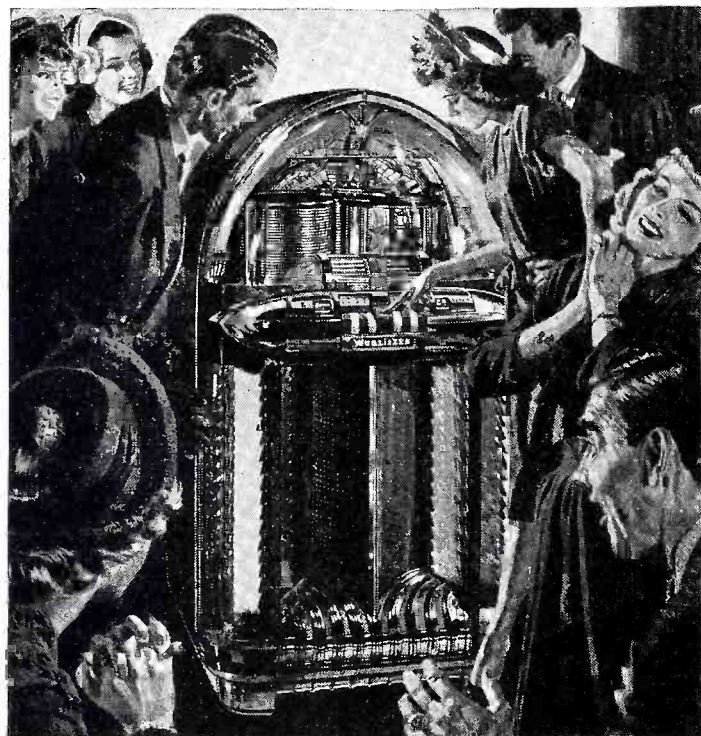
## Freed-Eisemann CONSOLE

"Modern" Model 41, console combination in brown and bleached stripe mahogany. Incorporates a 21-tube radio, Armstrong FM, separate power supply, co-axially mounted dual speak-

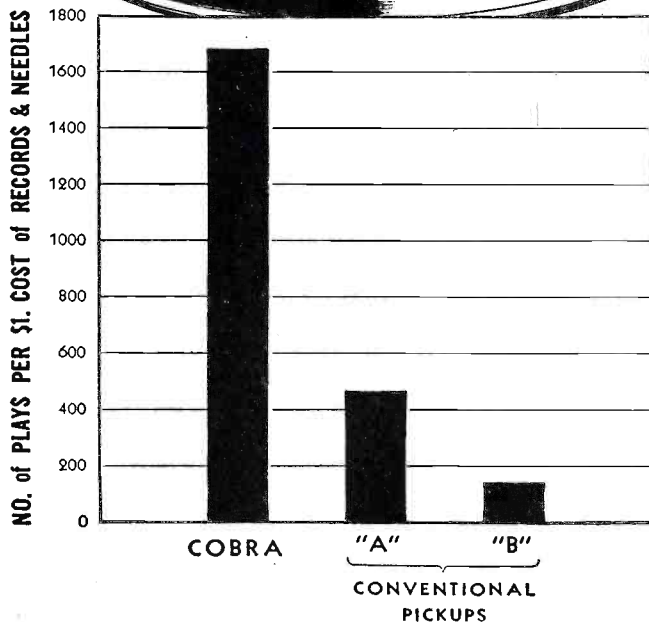


ers, automatic record changer in a pull-out compartment. The set retails for \$695.00. Freed Radio Corp., 200 Hudson St., New York City.—RADIO & TELEVISION RETAILING.

# Wurlitzer Picks THE ZENITH COBRA



**Tests Show Zenith  
Tone Arm Far Superior  
in Tone and Economy**



*(Wurlitzer's Chart of Record and Needle Cost.)*

★ After exhaustive tests of all types of pickups, Rudolph Wurlitzer Company, the world's largest maker of commercial phonographs, selected the Zenith COBRA Tone Arm . . . the reason why makes mighty good sales ammunition for you.

### RECORDS SOUND LIKE NEW LONGER

Wurlitzer's years of experience had shown that with the conventional type pickup, record fidelity starts to fall off at from 50 to 300 plays and from then falls off *fast*. Their tests proved that records played with the COBRA Tone Arm still retained 95% of their original tone fidelity after TWO THOUSAND plays.

### OPERATING COSTS REDUCED

Wurlitzer's experiences also showed that commercial phonographs equipped with ordinary pickups give from 190 to 420 plays per dollar spent for needles and records. Cobra-equipped Wurlitzers give 1620 plays for the same dollar, as shown in Wurlitzer's chart.

### TELL THAT STORY TO YOUR CUSTOMERS

A Zenith radio-phonograph with the COBRA Tone Arm will keep records sounding like new. Furthermore, the COBRA reproduces records so perfectly that even *new* records sound better. Yes, the COBRA means the best in record playing—and only Zenith has it.

**Keep An Eye On**



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



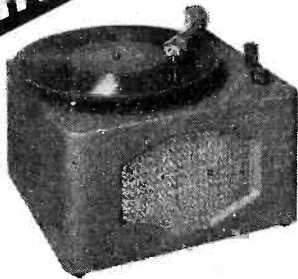
# 1948 LINE LEADS AGAIN!

The Most Complete Line of Players on the Market!  
PRICED TO SELL AT A GOOD PROFIT!

1948 promises to be a "record-breaker" for record players . . . and Symphonic, through its national advertising, has established top consumer acceptance that will bring customers into your store. Symphonic Players are QUALITY players . . . they make new friends and hold old friends. Get on the Symphonic band-wagon and you'll ride the road to more sales and greater profits!



**PREP**



MODEL NO. 08  
LIST \$19.95

**TEEN-AGER**



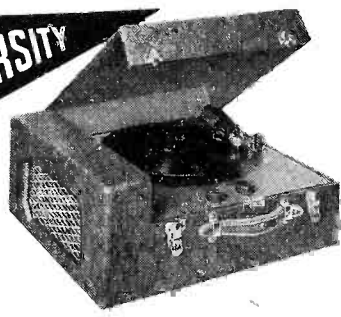
MODEL NO. 18  
LIST \$24.50

**CO-ED**



MODEL #28. LIST \$29.95  
Plays 10 or 12 records  
with cover closed.

**VARSIITY**



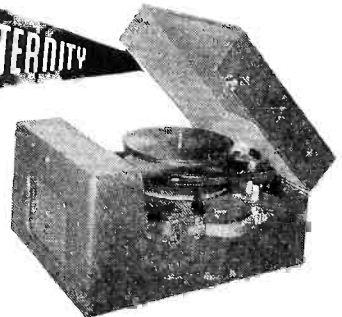
MODEL #38. LIST \$34.95  
Plays 10 or 12 records  
with cover closed.

**studio**



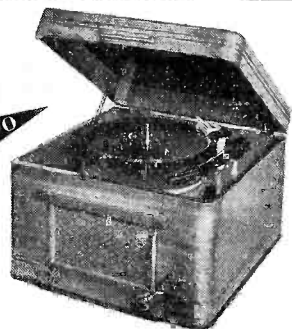
MODEL #48. LIST \$39.95  
Seeburg Automatic Changer

**FRATERNITY**



MODEL #58. LIST \$59.95  
Seeburg Automatic Changer  
with New QT Reproducer.

**CONCERTO**



MODEL #68. LIST \$69.95  
Seeburg Automatic Changer  
with New QT Reproducer.

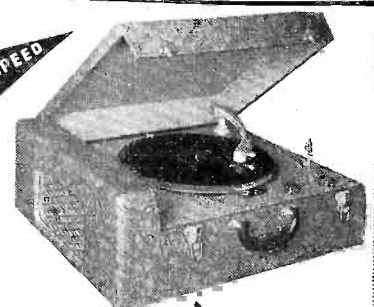


RCA Licensed Manufacturers

**SYMPHONIC RADIO  
& ELECTRONIC CORP.**

292 MAIN STREET CAMBRIDGE, MASS.

**TWO-SPEED**



MODEL #78. LIST \$84.50  
Plays 16" Transcriptions  
with Cover Closed,  
2-Speed, 33 1/3 and 78 RPM.

Choice distributor territories available. Write, phone or wire today.

# RECORDS

Section of **RADIO & TELEVISION RETAILING**

## A Look at the Record

• There's been a lot of talk recently about "which way the record business is going." Sad Sacks who look to tightened budgets, inflation, or the Petrillo ban for excuses—had better look at the bright side of the picture for more profits.

At last count, there were approximately 66 million radios in use in the United States. Less than one-third of these radio-equipped homes had turntables of any sort. The demand for record players is still going strong. Disc jockeys, friends of the younger set who have players in their homes, folk who remember enjoying records in the 20's, as well as schools, clubs and music groups, are all factors in the chain which is booming "the desire to own a turntable" to tremendous heights.

With the potential listening and buying audience for records still expanding, manufacturers have not been hesitant about investing more money in pressing plants, artist activities, and promotion plans. The "smart money boys" of Wall Street have aided many platter makers in reorganizing their financial set-ups, help them purchase additional manufacturing space, and otherwise encouraged industry expansion.

### Good '47 Sales

The \$300,000,000 in retail record sales which dealers did last year was considered by all to have been "a good market." It is a market that will continue to bear fruit.

For example, the sale of children's records doubled during the course of one year—from '46 to '47. Platters designed for the entertainment and education of youngsters accounted for approximately 10% of last year's total of 325,000,000 unit sales. Manufacturers expect that the figures will be much greater in this department in '48.

The latest trend in this field is toward the unbreakable platter. However, many albums are available only on shellac discs, and sell quite well. Buyers who do object to the breakable disc have a wide choice of selections. They can have their pick of anything from a 5-inch plastic coated cardboard disc which sells for 25c to a Vinyl album, complete with illustrated booklet, which costs \$4.00 or more. The shellac records are popularly priced.

Another bright factor in the future record sales picture, is the tremendous impact serious music lovers have made in acquainting the public with great artists and music of the past. This vast potential audience is just being awakened to the enjoyment that can be derived from music.

### Serious Music

The radio, movies which romanticize lives of the composers, Tin Pan Alley songsters who turn symphonic themes into love songs, and progressive music education in the schools have all been contributing factors in bringing "great music" to the masses.

This growing musical consciousness encouraged record manufacturers to release full length recordings of operas, oratorios, concerto series, etc., thereby opening a completely new chapter in recording history.

Touring ballet troupes, which perform to sell-out audiences across the country, create a big demand for recordings of the music among dance fans. Dealers, too, have done a marvelous job in widening the audience for serious music by encouraging customers to build record libraries. Independent retailers have taken time and trouble to help plan these collections so that they will be musically representative—as well as within the customer's means. By developing "collectors"

out of casual buyers, a permanent record buying group has been established.

Prices on some singles and albums have been raised during the past year, but manufacturers seem confident of holding present price levels.

Popular records, which have accounted for the bulk of record sales year in and year out, are still going strong—despite the Petrillo ban. Last year's popular disc ratio of 75% of total unit sales seems to be holding up very well.

The teen-agers, who do most of the pop platter buying, are content to purchase the new records waxed by their favorites, as they are released. Tunes from hit shows and movies have been exploited by song-pluggers coincidental with the tune's release on records. Hit numbers on the popularity polls have all been in big demand on wax; many short during popularity peaks.

Folk music artists and recordings, always popular in the South and West, have invaded other regions as well. Radio programs and vaudeville tours have made these range artists favorites in the forty-eight states.

### Widening Appeal

Foreign language records provide another almost untapped market for retailers. Sectional groups of Swedish, German, Italian, etc., peoples enjoy hearing the music and songs of their native lands, and welcome the opportunity to acquaint their children with the same.

In addition to the many small manufacturers who specialize in this type of recording, two of the major record companies have recently expanded their "foreign" departments in response to the demand for this type of platter.

There's still plenty of gold in "them thar recordings," and merchants who are willing to prospect a bit, are certain to get a good share of the nuggets.

# Platter Profit-Makers for

## VOCAL ARTISTS

**"GEMS FROM THE DESERT SONG,"**  
Al Goodman and his Orchestra,  
with Earl Wrighton, Jimmy Car-  
roll and Frances Greer. RCA Victor  
K-12

Goodman's operetta presentations su-  
perior. Some featured songs include:  
"One Alone," "Riff Song" and "One  
Flower Grows Alone in Your Garden."

**MacDONALD, JEANETTE:** "Where  
There's Love"—"Springtide." RCA  
Victor 10-1420

Miss MacDonald sings both melodies  
in her current film, "Three Daring  
Daughters," in which she co-stars with  
Jose Iturbi.



**DUMAS, OMAR:** "Mariette Polka"—  
"Bonita Valse." RCA Victor 25-1112

Polka and a waltz done by small  
four-piece combination.

**RENE, HENRI:** "Tootie-Oolie-Doolie"  
—"Every Little Movement." RCA  
Victor 25-1114

First side is a Swiss "polka" yodel;  
very effective as done by Rene and his  
accordion.

**THE POLKA RASCALS:** "Julayda"—  
"The Marriage Polka." De Luxe  
1151

Swingy polka with English lyric; both  
sides danceable.

**WEISS, KARL:** "The Whistler's Polka"  
—"Dont You Dare." Continental  
C-313

Polka couplings with universal ap-  
peal.



**BARNET, CHARLIE:** "Charlie Barnet  
Favorites," Apollo A-13

Barnet's first album for the label con-  
tains six of his former hits, "Rockin' in  
Rhythm," etc.

**BENEKE, TEX:** "Encore, Cherie"—  
"Saturday Date." RCA Victor 20-  
2770

A dance coupling—first side smooth  
fox-trot; flip a jitterbug riff.

**CARLE, FRANKIE:** "Laroo Laroo Lilli  
Bolero"—"Someone Cares." Colum-  
bia 38130

## Current Disc Crop Offers Buyers Pick of Top Choice Concert and Ballet Favorites and Variety

Gregg Lawrence does slow and dreamy  
"... Bolero"; Nan Wright takes over  
the vocals of "Someone Cares."

**COMO, PERRY:** "Laroo Laroo Lilli Bo-  
lero"—"When Your Hair Has  
Turned to Silver." RCA Victor 20-  
2734

Two sweetly sentimental tunes will  
appeal to Como fans of all ages.

**COUNT BASIE:** "Money Is Honey"—  
"Guest in a Nest." RCA Victor 20-  
2771

Jimmy Rushing featured on first side;  
flip is follow-up to Basie's "Robbin's  
Nest."

**CUGAT, XAVIER and CLARK, BUD-  
DY:** "It Began in Havana"—"It's  
Easy When You Know How."  
Columbia 38135

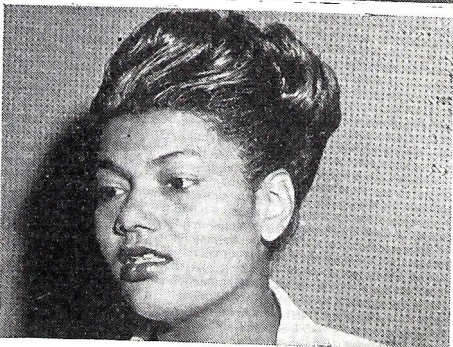
Easy dancing and extremely listen-  
able. "... Havana" platter-mated with  
another Cugat musical treat, featuring  
Buddy Clark.

**DAMONE, VIC:** "My Fair Lady"—"La-  
roo, Laroo, Lilli Bolero." Mercury  
5121

Crooner sings two sentimental bal-  
lads with appeal.

**FIELDS, SHEP:** "Hold It Joe"—"Laroo  
Laroo, Lilli Bolero." Musicraft  
546

The Rippling Rhythm Orchestra does



**BUDDY CLARK and PEARL BAILEY** do some of  
the outstanding tunes from the new Broadway  
musical, "Inside U.S.A." (Columbia Set C-162.)

something fast, something slow, with  
vocals by Toni Arden and Bob John-  
stone.

**GRECO, BUDDY:** "Scratch My Back"  
—"Keep Me In Mind." Musicraft  
548

Greco and The Sharps perform the  
novelties in an original style.

**HAINES, CONNIE:** "Ok'l Baby Dok'l"  
—"Silly No—Silly Yes." Signature  
15179

First side a cute pop; flip from film,  
"The Big City." Ray Bloch's orchestra  
does the background.

**JAMES, HARRY:** "Beyond the Sea"—  
"All the Way." Columbia 38134

Sincere love song, musically told,  
coupled with a loud jump James tune.

**JONES, SPIKE:** "Down in Jungle  
Town"—"Ugga Ugga Boo Ugga  
Boo Boo Ugga." RCA 20-2820

The City Slickers go through their  
paces on this coupling; "... Ugga ..."  
tune is catching on.

**KAY, BEATRICE:** "Ho Ho Ha! Ha!  
Ha!"—"Yell For Your Mama." Co-  
lumbia 38143

Laugh novelty backed by a cute  
danceable lyric-tune.

**KENTON, STAN:** "Peanut Vendor"—  
"Thermopolae." Capitol 15052

The "progressive jazz" exponent  
does his stuff on an oldie, and on some-  
thing brand new.

**KING COLE TRIO:** "Nature Boy"—  
"Lost April." Capitol 15054

"Nature Boy" a moving song with  
plenty of appeal; flip melody, from  
theme music of "Bishop's Wife."

**KRUPA, GENE:** "You Turned the Ta-  
bles On Me"—"Teach Me, Teach  
Me, Baby." Columbia 38141

Dolores Hawkins does both side  
lyrics. Torchy old-timer, coupled with  
an interesting novelty.

**LOGAN, ELLA:** "Something I Dreamed  
Last Night"—"Are You Havin'  
Any Fun?" Columbia 35251

Two tunes from George White's  
"Scandals" revived in this top Logan  
re-issue.

**LEE, PEGGY:** "Rendezvous With  
Peggy Lee," with Dave Barbour  
and his orchestra. Capitol CC-72.

Peggy Lee in many musical moods  
presented in this collection which in-  
cludes "Stormy Weather," "I Can't  
Give You Anything But Love," "Them  
There Eyes."

# Dealers

## Show and Movie Tunes— of Novelty Pressings

LAURENZ, JOHN: "I Wish I Knew  
The Name of The Girl In My  
Dreams"—"Oh, How I Miss You  
Tonight." Mercury 5115

Soft and mellow mood music and  
singing.

McCALL, MARY ANN: "Trouble Is A  
Man"—"I Want a Big Butter And  
Egg Man." Columbia 38131

For collectors of swing "gems"—this  
coupling of a slow and sultry torch  
song with a novelty tune, backed by  
jazz improvisations, is a must.

McKINLEY, RAY: "Airizay"—"Cincin-  
nati." RCA Victor 20-2736

Premiere platter of this maestro on  
this label, "Airizay," a bouncy novelty  
that shows promise.

MARTIN, FREDDY: "The New Look"  
"Jungle Rhumba." RCA Victor  
20-2769

"Rhumba" side features the torrid  
pianistics of Barclay Allen.

MONROE, VAUGHN: "It's The Senti-  
mental Thing To Do"—"Like We  
Used To Do." RCA Victor 20-2748

The singing bandleader performs this  
ballad pairing, with the vocal assist by  
the Moonmaids.

O'DAY, ANITA: "Malaguena"—"I Told  
Ya, Now Get Out." Signature  
15181

The "Ace in the Hole" gal does "I  
Told Ya I Love Ya . . ." tune in a way  
her fans will enjoy.

PASTOR, TONY: "At a Sidewalk Pen-  
ny Arcade"—"Who Killed 'Er." Co-  
lumbia 38142

Slow melody love song coupled with  
a Pastor novelty vocal, "Who Killed  
'Er."

PHILLIE ALL-STAR STRING BAND:  
"Bye Bye Blackbird"—"Heart-  
breaker." Apollo 1111

This special release features 35 string  
band players in these two old favorites.  
Catching on across the country.

POWELL, MEL: "Anything Goes"—  
"That Old Black Magic." Capitol  
15056

Pianist, Mel Powell, interprets these  
two favorites with a modern, artistic  
touch.

SAFRANSKI, EDDIE, The Poll Cats:  
"Bass Mood"—"Sa-frantic." Atlan-  
tic 851

For the jazz fans—original concerto  
for bass and a new piece of progressive  
instrumentalization featured on this  
coupling.

SHAY, DOROTHY: "The Sample  
Song"—"Two-Gun Harry From  
Tucumcari." Columbia 38140

Two delightful novelties that are per-  
fect vehicles for the sophisticated-hill-  
billy Shay delivery. First side tells tale  
of gal's relatives who "keep bringin'  
samples home"; flip a tuneful earful.

SHORE, DINAH: "Crying For Joy"—  
"Little White Lies." Columbia  
38114

"Crying . . ." a new love tune;  
coupling is oldie done in a groovy  
rhythm.

SINATRA, FRANK: "We Just Couldn't  
Say Goodbye"—"But None Like  
You." Columbia 38129

Old tune is done by the crooner with  
interesting trio accompaniment, making  
for unusual musical effects; reverse a  
love ballad with orchestra backing.

SPIVAK, CHARLIE: "The Last Thing  
I Want Is Your Pity"—"But None  
Like You." RCA Victor 20-2777

Spivak injects a hillbilly flavor into  
first side for a novel arrangement; re-  
verse a beautiful ballad with the Spivak  
trumpet starred.

WAYNE, JERRY and the Dell Trio:  
"Heartbreaker"—"One Raindrop  
Doesn't Make a Shower." Columbia  
38150

Instrumental trio with Wayne on the  
vocals, performs a rhythmic twosome.

## CLASSICAL WORKS

BACH: "Organ Music of Bach," E.  
Power Biggs, Organ. Columbia  
M-MM-728

Organist makes his Columbia debut  
with this album of music from the great  
Bach works. Organ music has recently  
been re-popularized.

BRAHMS: "Sonata No. 3 in D Minor  
for Violin and Piano, Op. 108,"  
Isaac Stern, violin; Alexander Za-  
kein, piano. Columbia M-MM-730

The third of Brahms' sonatas for vio-  
lin and piano, presented by the two dis-  
tinguished artists.

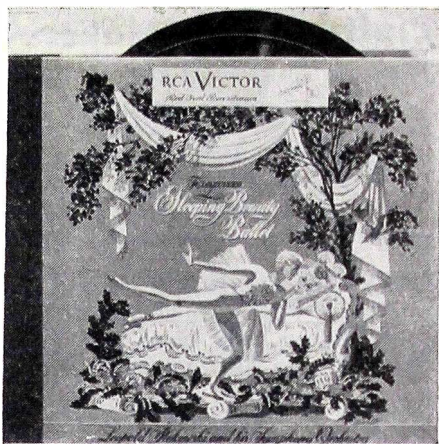
COATES: "Dancing Night Valse," Eric  
Coates conducting the London Sym-  
phony Orchestra.

Composer conducts one of his own  
melodic "stringed" compositions.

GLINKA: "Russian and Ludmilla,  
Overture," The Philadelphia Or-  
chestra; Eugene Ormandy, conduc-  
tor. Columbia 19010-D

Popular Glinka music presented by  
Ormandy on this single.

JESSEL: "Parade of the Wooden Sol-  
diers"—POLLA: "Dancing Tam-  
bourine." Morton Gould conducting  
Robin Hood Dell Orchestra of Phil-  
adelphia. Columbia 12748-D



Music from Tchaikovsky's ballet "The Sleeping  
Beauty" (RCA Victor DM 1205) performed by  
LEOPOLD STOKOWSKI and his Symphony Or-  
chestra in this outstanding album.

"Pop" music presented in the inimi-  
table Gould manner.

MENDELSSOHN: "Concerto in E  
Minor, Op. 64." Mischa Elman, vio-  
linist, Chicago Symphony Orches-  
tra; Desire Defauw, conductor. RCA  
Victor DM-1196

Elman's interpretation of the Men-  
delssohn concerto has earned him many  
plaudits during his "in-person" appear-  
ances. Its reproduction on wax should  
gain a new host of admirers for the  
virtuoso.

SAINT-SAENS: "Omphale's Spinning  
Wheel, Op. 31," Sir Thomas Beech-  
am, Bart., conducting the Royal  
Philharmonic Orchestra. RCA Vic-  
tor 12-0152.

This 12-inch record provides listeners  
with a rich musical treat.

SCHUBERT: "Rosamunde, Ballet  
Music," — MOZART: "Minuet  
(K.409)," Erich Leinsdorf conduct-  
ing the Cleveland Orchestra. Co-  
lumbia 12749-D

Two light and lilting selections which  
serve as good introductions to the com-  
posers.

STRAVINSKY: "L'Histoire Du Soldat,"  
Octet for Wind Instruments,"  
Leonard Bernstein, conducting  
members of the Boston Symphony  
Orchestra. RCA Victor DM-1197

The Stravinsky ballet "Histoire du  
Soldat" is not familiar to the music-  
loving public. However, the Bernstein  
musical interpretation (recorded at the  
Berkshire Music Festival) will do much  
to familiarize the serious listening audi-  
ence with Stravinsky and the breadth  
and scope of his works.

WEBER: "Invitation to the Dance, Op.  
65," The Philadelphia Orchestra,  
Eugene Ormandy, conductor. Co-  
lumbia 12750-D

Weber's classical "Invitation to the  
Dance," of particular interest to "be-  
ginners" in the field of music, is offered  
in this single.

(Continued on Page 66)

SEE THEM  
AT THE  
N. A. M. M.  
SHOW  
CHICAGO  
JUNE 14-17



# Phonola

## ELECTRONIC AND ACOUSTIC PORTABLE PHONOGRAPHS

Streamline styling . . . appealing two-tone coverings . . . engineering features from the nationally recognized Waters Conley laboratories . . . again establish the new Phonola line as the pace-maker for the industry. Built for ready selling in today's market . . . backed by 32 years of engineering "know-how." Contact your exclusive Phonola distributor.

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*Western Sales Office*

426 S. Oakhurst Dr., Beverly Hills, California

Factory and Engineering Laboratories  
Rochester, Minn.

**WATERS CONLEY COMPANY**  
**ROCHESTER MINNESOTA**



## Profit Pointers

**RE-ISSUES** of past popular favorites are selling very well. The record manufacturers have found that great songs like "Stardust", and that favorite performers, continue to live in the hearts of the public.

**BOOKS** on music appreciation, written by executives in the recording industry are doing a good job to boost sales, and to make collectors out of casual listeners. Beginners need the expert guidance these books provide. Questions on what to listen for in music, how to build record libraries, and the approximate amount to spend on a representative collection are taken up in the pages of most of these books. Customers get more enjoyment out of the records they buy, if they know how to appreciate them. In turn, the dealer profits by the increased sales.

**STORAGE SPACE** for records is still a problem for many collectors. Cabinet manufacturers are realizing that the "ardent" disc fan soon outgrows one unit, and are planning storage racks and cabinets that can be placed side by side, as well as on the top of original pieces.

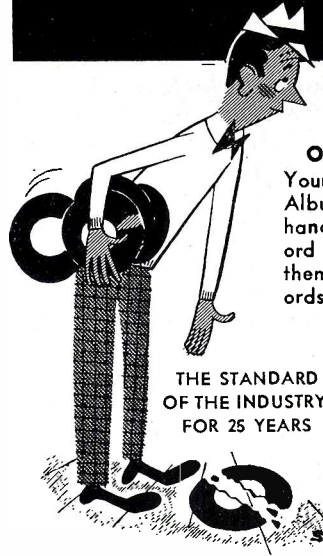
**PLATTER PROMOTIONS** in night-clubs are endorsed by both dealers and distributors. Most notable example of outstanding success in this type of operation is at the "Click" in Philadelphia where local dealers (who take turns at the record counter) report that discs of visiting bandleaders sell "like wildfire."

**NOVELTY TUNES** continue to ring up big sales returns. Some of the bigger profit-makers which have caught the public by storm so far are: "Feudin' and Fightin'", "I'm My Own Gran'ma," "Four Leaf Clover," and "Too Fat Polka." Dealers should be on the watch for tunes of this type which seem to be catching the customers' fancy.

**ARTISTS** help local dealers sell their records! In addition to personal appearances in record stores, many performers are appearing on-stage, flanked by emblems of their recording

(Continued on page 70)

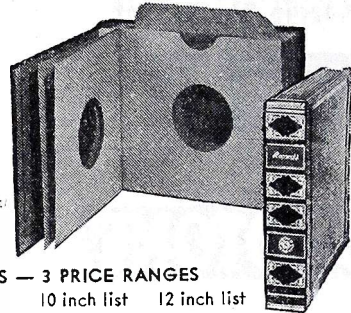
## Protecto-Flap ALBUMS



THE STANDARD  
OF THE INDUSTRY  
FOR 25 YEARS

The Peerless exclusive  
storage album that  
**OUTSELLS ALL OTHER ALBUMS**

Your customers know Protecto Flap Albums well . . . these sturdily bound, handsomely embossed albums defy record breakage. No matter how you turn them, these ingenious albums keep records in . . . dust and dirt out.



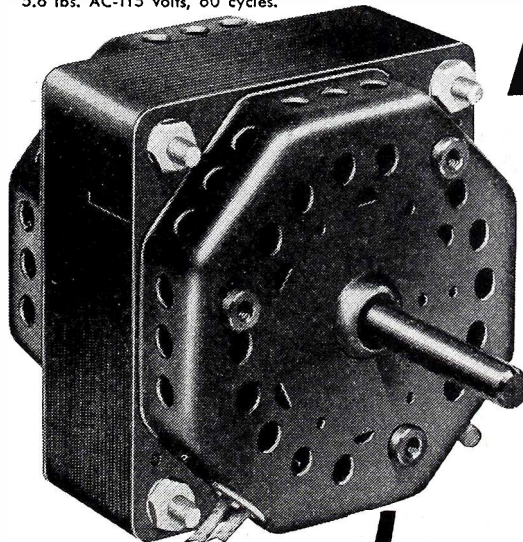
MADE IN 3 STYLES — 3 PRICE RANGES

	10 inch list	12 inch list
STANDARD No. 19	\$1.15	\$1.40
DE LUXE No. 39	1.75	2.00
FINE ARTS No. 12	2.50	3.00

Prices Slightly Higher West of the Rockies

The  
**PEERLESS**  **ALBUM COMPANY**  
352 Fourth Avenue, New York 10, N. Y.

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



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

## A NEW MOTOR for SOUND RECORDERS

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

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

WHEN YOU DESIGN . . . KEEP

# alliance motors

IN MIND

ALLIANCE MANUFACTURING COMPANY • ALLIANCE, OHIO  
Export Department: 401 Broadway, New York 13, N. Y., U. S. A.

For added sales  
(and profits!)



**demonstrate**

the amazing Shockproof

**nylon needle\***

by

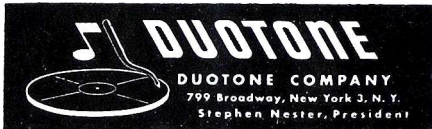
**DUOTONE**

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

**\$2.50**

LIST

\*pat. pending



And Now... Introducing  
**LIGHTED - MOTION**

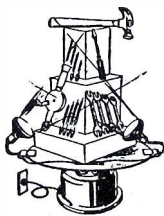
**KASSON** Model "712"  
**Roto-Sho**  
ELECTRIC TURNTABLES

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 lbs., 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.

## Profit Pointers

(Continued from page 69)

company, large cardboard discs, and other reminders of their latest platters. Many a record customer has been made in the theatre as a result of this additional promotion.

**EASTER WINDOWS** this year displayed a great deal of store talent and imagination at work, jobbers report. Abundance and variety of religious and seasonal music available made holiday planning easy. Those dealers who played up kiddie records in their windows, and decorated with the traditional bunnies, colored eggs, etc., found that customers got the idea—and gave records as Easter presents.

**PROMOTIONS** in which record dealers cooperate with local disc jockeys are gaining in popularity. In addition to sponsoring some platter spinners, many retailers have garnered free air-time by "cooperating" with the jockey in contests of the "mystery disc", telephone question, or quiz show type.

**SIMULTANEOUS RELEASE** of records to disc jockeys put into effect by RCA Victor. Plastic sample pressings are mailed to approximately 850 independent radio station in advance of release date — but cannot be played on air before specified time. This specialized service facilitates nationwide plugging of artists and songs, and is another move which will keep national selling policies in step with local merchandising efforts.

**EXPERT HELP** for dealers who are planning store remodeling and modernization available from many different sources. Store equipment manufacturers, who specialize in installations for music establishments, are continually experimenting in the development of additional record merchandisers and display fixtures. The record manufacturers also offer retailers all types of special display services. In addition, manufacturers of glass, linoleum, lighting equipment, etc. have set up store service bureaus which will give specialized help to interested merchants.

## 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 Ave., New York 17

*In the Spotlight...*

**Bagshaw**  
NEEDLES

World Famous  
Since 1892

*with National Advertising!*

Bagshaw Phonograph Needles are being advertised in Down Beat, Etude, American Record Guide, and 16 other publications most read by the record-buying public.

Capitalize on this concentrated advertising by continuing to feature Bagshaw's Needles — the world's most famous, most widely distributed phonograph needles!

Send for New Catalog "E" and Current Price Lists

**H. W. ACTON CO., INC.**

Sole Distributor

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

# ELECTRICAL APPLIANCES

Section of **RADIO & TELEVISION RETAILING**

## Appliance Market Still "Hungry" for Merchandise

**Some Products in Short Supply – 1948 Sales Estimates – Few Trade-Ins – Little Price-Cutting Seen – Price Trends and Consumer Reactions**

Numbers of electrical home appliances are still on the scarce list. This hard-to-believe situation has been brought about by a number of factors. In the first place, most appliance makers were engaged in manufacturing totally different sorts of products during the war. When war production ceased, re-conversion was a tough problem, far different from that of most radio set makers who had been turning out familiar electronic equipment.

The change-over from bomb-making back to washing machines, for instance, was the sort of gigantic problem which faced the appliance maker.

Following the re-establishment of production lines, appliance makers then faced a shortage of skilled help, plus widespread labor unrest conditions. Next on the head-ache agenda was (and still is) the critical shortage of materials, particularly steel. In spite of all the before-mentioned conditions, though, production continued to grow, with most factories today producing far greater volume than they did before the war.

### Supply and Demand

How then, it will be asked, can scarcities still exist for certain large and small appliances of well-known makes, when plants are pouring out such huge production? The answer to such question is *unfilled demand*. This demand is so great that it has gobbled up the appliances at a rate, even though it is a temporary one, far in excess of production. In other words, for many makers, production is still "operation rat-hole." The goods roll out, and "disappear."

The roster of short appliances in-

cludes nearly every product one can think of. This does not mean, for instance, that you cannot go out and buy for immediate delivery a refrigerator, an automatic washer, a toaster, or an ironing machine. But it does mean that if the consumer wants a *certain model* in a fast-selling line, he may well have to get in line on the waiting list. So far as some products go, the consumer finds that there just aren't any at all to be had.

Another peculiar situation is seen in the fact that most of the multi-product makers are able to meet all demands for some of their appliances, and can't begin to fill orders for others.

Industry leaders believe that by the end of this year, almost *all* large and small appliances will be in good supply, to the extent that order-taking will have to give way to salesmanship, as is being experienced in merchandising *most* products right now.

### Outlook for 1948

But sales will be good. Not only will such appliance sales be good, but the total volume to be racked up for 1948 certainly promises to be far ahead of 1947. Accompanying this article are charts estimating certain increases. The forecast information on them is based upon such factors as past performance, present unfilled demand, factory production figures, the possibility of greatly increased new home building and the premise that the economic picture will remain bright. Also such things as apparent future increase in time-buying, growing acceptance for *new* products, "settling down" of scattered families, increased *good* salesmanship, upped advertising budgets.

Two of the healthiest signs seen in the present appliance market, and which

(Continued on Page 76)



**Total Units Made in '47**  
4,372,595

**Forecast—Units to be Made in '48**  
4,672,595

### Supply Situation

It's really something! In the whole picture, shortages still exist. Some automatics still scarce—some others in ample supply. Some "midgets" unobtainable.

### Manufacturing Trends

Better merchandise the order of the day. Few low-priced "leaders" planned. Roster of automatic makers increased. Approximate no. of makers: 36

### State of the Market

Demand holding up very well, though increased salesmanship is being employed. Resistance to price negligible. Sales-resistance exists, due to higher living costs. Record-breaking year seen.

### Selling Trends

"Live" demonstrations responsible for most in-store sales. Improved distributor before-and-after demonstration help to dealers effective. Pre-war practice of operating washer in home before sale not being used to any great extent.

### Price Situation

Makers expect to hold present price set-ups, if present situation doesn't worsen. Generally speaking, no washers are being cut. During 1947, a few slow-moving midgets were marked down, but supply of same seems to be exhausted.

# New Electrical Home

## Westinghouse REFRIGERATORS

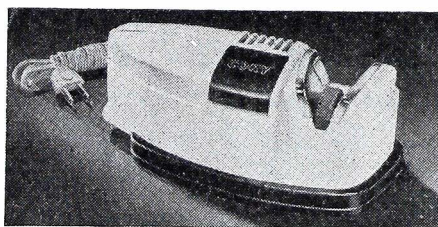
Five new refrigerator models which provide for frozen food, high humidity and normal cold storage have been announced by the firm. Prices have been lowered on two models, the seven and nine cu. ft. refrigerators—the "American Challenge" (\$229.95) and the "American Heritage" (\$279.95). The other



new models include a new lower priced 9 cu. ft. refrigerator shown, the "American Leader" (\$249.95); a 7 cu. ft. de luxe combination, the "American Bounty" (\$299.95); and a 10 cu. ft. de luxe refrigerator-freezer, the "American Triumph" (\$359.95). Appliance Div., Westinghouse Electric Corp., Mansfield, O.—RADIO & Television RETAILING.

## Cory KNIFE SHARPENER

Model DKS, knife sharpener operates on the principle of an abrasive sharpening wheel. Knife is held lightly in the hand, with the blade inserted in the steel caps. The clips hold the blade against guide plates which direct the



edge of the knife against the abrasive wheel at the correct angle. Every type of knife can be sharpened in this unit. Sharpener measures 3½ inches by 8½ inches by 3½ inches. It weighs 3¼ lbs. Cory Corp., 221 No. La Salle St., Chicago 1, Ill.—RADIO & Television RETAILING.

## Juice King ORANGE JUICER

Model JK-40 juicer cuts, squeezes and strains whole oranges with one turn of the handle. Specially designed for quick dual-purpose action, the cutter-strainer cuts and squeezes the oranges when handle is pressed down. Eight blades quickly cut the fruit, while special perforations strain juices. Finished in chrome and enamel. National Die Casting Co., Touhy Ave., Lawndale, Chicago 45, Ill.—RADIO & Television RETAILING.

## Toastmaster WATER HEATER

Automatic electric water heater features: "life-belt" method of applying "black heat"



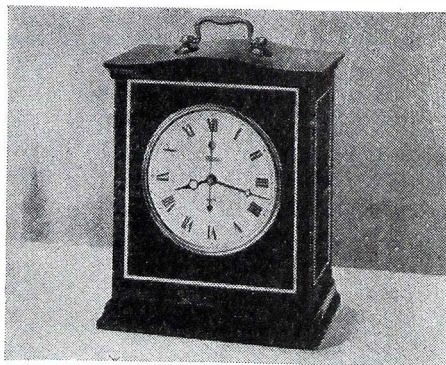
externally plus the "ionodic" system, which combines to prevent destructive lime formation, rust and corrosion. Sizes, 30 to 150 gals. Clark Div., McGraw Electric Co., Elgin, Ill.—RADIO & Television RETAILING.

## Roto-Beam VENTILATING UNIT

Ventilating unit features: minimum of current for operation; propeller blade is molded in one piece of bakelite; almost completely noiseless, non-corrosive. Full surface of the five blades is utilized from center to tip to impel the air in two beams, moving at different speeds. Roto-Beam, 1755 N. Keeler Ave., Chicago 39, Ill.—RADIO & Television RETAILING.

## Telechron CLOCK

"The Wickford" early American design strike clock, features a sonorous electric hour and half-hour strike. Case of brown wood,



with inlays, and antique finish top ornament. Size: 9 3/16 inches by 7 3/4 inches. It sells for \$32.00 plus tax. Telechron, Inc., Ashland, Mass.—RADIO & Television RETAILING.

## Rex Airate FANS

Two new models, the 16 inch and 24 inch window fan are competitively priced. Installed by plugging in, and switching on current. Four overlapping aluminum blades. Streamlined cabinet. Air Controls, Inc., Div. of Cleveland Heater Co., 2310 Superior Ave., Cleveland 14, O.—RADIO & Television RETAILING.

## Little King PULVERATOR

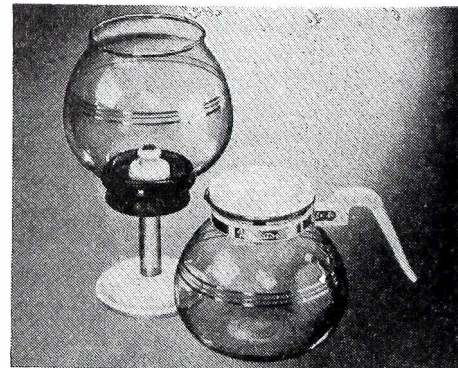
Electric food waste disposer for the average home. Operated by simple toggle switch the unit turns all types of food wastes into tiny particles that are swirled down the drain.



White enamel finish, double wall construction. Given Mfg. Co., Los Angeles.—RADIO & Television RETAILING.

## Vacuator COFFEEMAKER

"Cameo" line features platinum banded glass decoration and ivory toned plastic accessories. Available in 4-cup, 8-cup and 12-cup sizes at \$4.95, \$5.95 and \$6.95 respectively. These new



models are in addition to the standard popular priced line in undecorated glass with black plastic trim. Hill-Shaw Co., 311 N. Desplaines, Chicago 6, Ill.—RADIO & Television RETAILING.

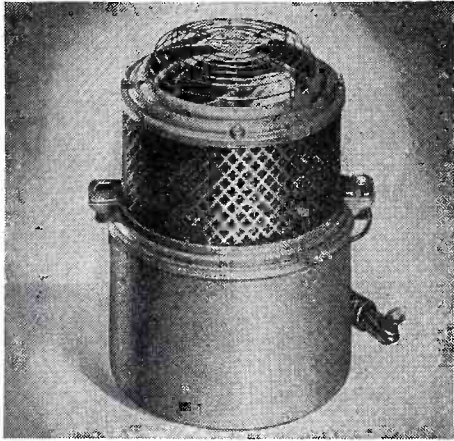
## Palmer AIR COOLER

Model 18B48 window blower model air cooler, specifically designed for small homes, apartments, etc. Features include: free floating, rubber mounted motor and blower, assuring quiet operation; ease of installation; rust resistant cabinet; removable rear panels; trough type water distributing system; recessed adjustable front grill; finger-tip operation. Overall size is 23½ inches wide x 26 inches high x 23 inches deep. Palmer Mfg. Corp., Phoenix, Ariz.—RADIO & Television RETAILING.

# Appliances of Interest

## Fresh'nd-Aire HUMIDIFIER

Model 600 humidifier (shown), to combat parched, dry atmospheric conditions. Model 14R, 17R, 20R and 23 each have 3 speeds. Speeds are indicated on a visual speed control



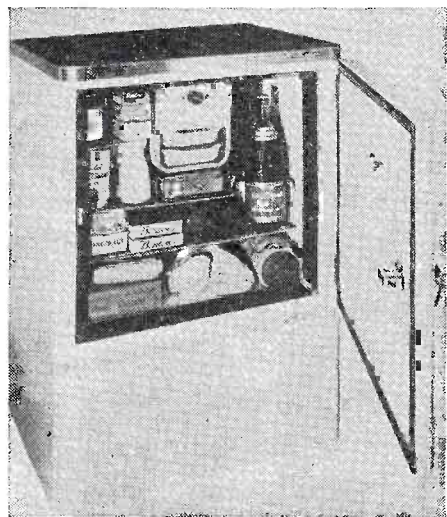
dial. Models 26 and 35 each have five speeds, plus a separate "on and off switch." Fresh'nd-Aire Co., 221 No. La Salle St., Chicago 1, Ill.—RADIO & Television RETAILING.

## Fowler WATER HEATER

Table top water heater, 55-gallon capacity. Designed for use in large kitchen, basement or laundry room. Supplies hot water while providing flat working space for the housewife. Finished in porcelain enamel. Choice of tops available in the 30-gallon table top model, also. Fowler Co., 2545 S. E. Gladstone St., Portland, Ore.—RADIO & Television RETAILING.

## Freeze-O-Matic REFRIGERATOR

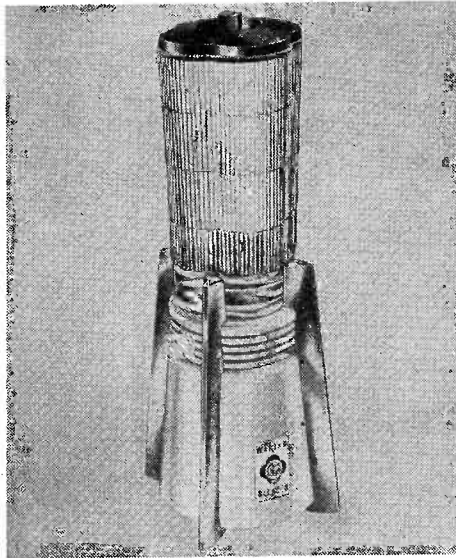
3½ cu. ft. refrigerator. Size: 36 inches high, 24 inches wide, 21½ inches deep. Formica top on unit, providing extra work surfaces. Knee-high, push-button lock. "Lowboy"



unit is \$199.00. Full size ice cube trays, and interior light. Acme National Refrigerator Co., Brooklyn, New York.—RADIO & Television RETAILING.

## Waring BLENDOR

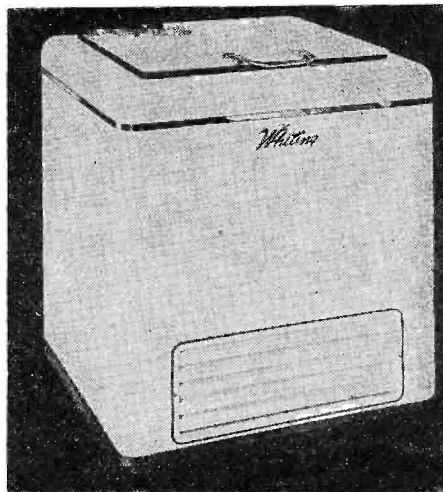
Remodeled mixer features white enamel and chrome base. Blendor for daily use in gravies,



soups, milk and fruit dishes, etc. Waring Products Corp., 545 Fifth Ave., New York 17, N. Y.—RADIO & Television RETAILING.

## Whiting FOOD FREEZER

Model F-1200 food freezer has over 4½ cu. ft. capacity, white Duco enamel finish, bright chrome trim. Polished chrome metal nameplate has been redesigned and louvered panel added. Insulated with 4-inch to 5-inch Fiberglas.



Thermostatic control; extra large condenser surface. Size: 36 inches high, 27 inches wide, 32 inches long. Refrigeration Div., Whiting Corp., Harvey, Ill.—RADIO & Television RETAILING.

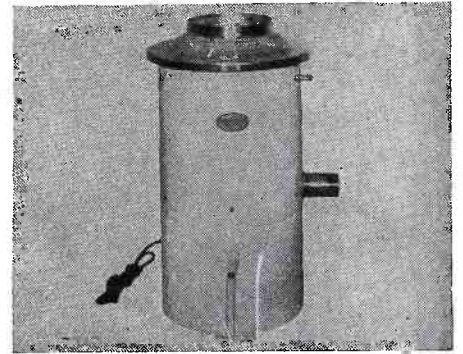
## Tracy KITCHEN EQUIPMENT

Stainless steel kitchen equipment features: concealed ventilation; knee-space to facilitate sitting at sink; adjustable shelves; spray attachment; electrically welded steel construc-

tion; easy-latching doors; durable enamel finish. Tracy Mfg. Co., 3125 Preble Ave., Pittsburgh 12, Pa.—RADIO & Television RETAILING.

## Peelmaster POTATO PEELER

Portable electric potato peeler—can be used on a variety of vegetables. Entire interior of aluminum and stainless steel; powerful AC motor; de luxe enamel exterior construction;



over-size drain to prevent clogging the machine; weighs 75 lbs. Dimensions: 16 inches in diameter, 29½ inches high with cover. Service Appliance Corp., 30 Gregory Ave., Passaic, N. J.—RADIO & Television RETAILING.

## Sani-Way GARBAGE ELIMINATOR

Unit automatically macerates all food waste into minute particles and flushes them into the sewage system with a swirling cleansing action. Capacity of five full quarts; simple to operate, basket strainer starts and stops the motor; can be installed in any modern sink having a drain outlet of proper size. Thomas W. Berger, Inc., 6 E. 4 St., Cincinnati 2, Ohio.—RADIO & Television RETAILING.

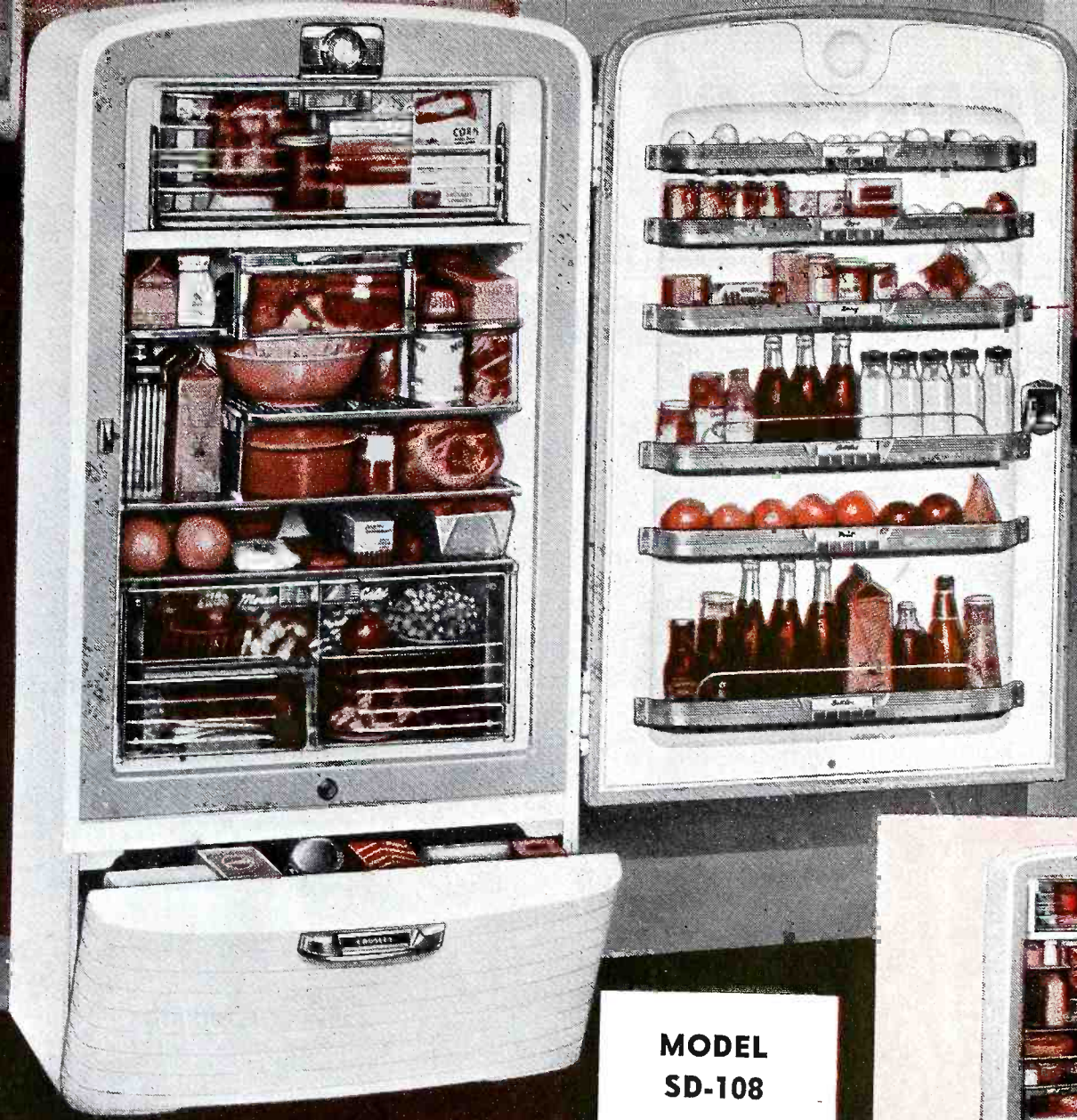
## Low-Boy REFRIGERATOR

Refrigerator is 36 inches high, has 42 inches work table surface. Provides user with 5 cu. ft. of space. Sliding wire shelves in storage



compartment. 2 1/3 cu. ft. frozen food locker space and ice tray compartment. Finished in two coats of white baked enamel. To retail at \$324.50. Artkraft Mfg. Corp., Lima, O.—RADIO & Television RETAILING.

New Radio Products Elsewhere in this Issue



**MODEL  
SD-108**



**MODEL F 108**

*More features—  
for more sales!*

Look at that big Super-Deluxe Crosley Shelvador\*! It's a beauty . . . it's a bargain . . . and it's loaded with **5** of the strongest sales features on the market today. There's the . . .

- 1. FREEZIN-COLD COMPARTMENT**  
... for Frozen Storage
- 2. NORM-COLD COMPARTMENT**  
... with Meat-Holder
- 3. MOIST-COLD COMPARTMENT**  
... Food Conditioner Section
- 4. EVER-DRY STORABIN**  
... Extra Dry-Storage
- 5. EXCLUSIVE SHELVADOR\***  
... Time-and-Work-Saver

That's right! **FIVE** outstanding practical features distinguish the new 1948 Crosley Shelvador\* Five-Way Refrigerator. Add to those a wide range of prices . . . a complete line . . . a score of refinements . . . and it's easy to see why smart home-makers are saying, "It's the new **5-Way Crosley Shelvador\*** for me!"

IT'S  
THE

# New CROSLEY

# Shelvador\*



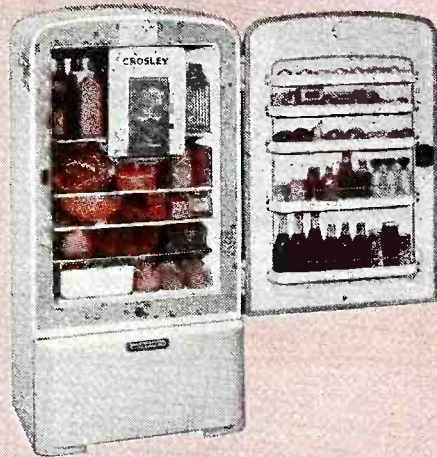
A COMPLETE LINE . . . MODELS PRICED FOR EVERY MARKET



MODEL SD 88



MODEL D 88



MODEL M 88

**NOW** the famous Crosley Shelvador\* is available in a full line . . . with models priced to fit any income! What's more, that *exclusive* advantage—twice as much front-row food—is now backed by four more great features, plus many other refinements and improvements.

No doubt about it; the new 1948 Crosley Shelvador\* Refrigerator is the greatest in Shelvador\* history . . . first choice of women everywhere . . . easiest-to-sell refrigerator a dealer could want. That's why Crosley dealers are moving more refrigerators faster . . . why it's worth your checking into.

# CROSLEY

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

Shelvador\* Refrigerators — Frostmasters — Ranges — Radios — Radio-Phonographs—FM—Television—Short Wave—Home of WLW

\* ® TRADE-MARK REG. U. S. PAT. OFF.

© 1948 CROSLEY DIVISION—AVCO MANUFACTURING CORP.



# Appliance Market

(Continued from Page 71)

promise to continue for the rest of the year, are the few trade-ins figuring in sales. In some localities, retailers are refusing to take in any used merchandise except the cleanest products, which will re-sell rapidly. Most of such trade-

quarter-century old non-mechanical ice-box, allowing as much as fifteen dollars, or even more.

The reason for this welcome dearth of trade-ins is due to a number of things. For instance, dealers are soft-peddling trading-in in advertising copy, and since many dealers have refused to accept used merchandise, numbers of consumers are taking it for granted that their trade-in stuff will not be accepted by any merchant. One of the widespread practices used to circumvent the taking in of used products has been seen in the nation-wide advice by the retailer in urging consumers to sell such old appliances privately, through advertising in classified sections of local newspapers.

In this way, the owner usually received more for his property than any dealer would pay. Of course, as time goes on, and more and more appliances become available, the picture will change. Retail dealers will be experiencing increased pressure to accept trades, "or else"—meaning the customer will go to the competitor.

Ever since the War ended, we've all been expecting a great deluge of trade-in. Fortunately, the flood hasn't started yet, and it seems quite likely that the remainder of 1948 will not see any significantly large trading-in activity.

## List Prices Holding

The other healthy sign—absence of any wide-scale price-cutting trend, holds forth promise for continuing profitable operation at all levels. True, some appliances have been batted around in ads by some of the large outlets, but practically all of such offerings have been of slow-movers, thoughtlessly manufactured, or products on which out-of-line prices had originally been set.

During OPA days we remember, for example, the ridiculously high price set on some palpably inferior hand irons, while the standard makes, of vastly superior quality, sold for less than the kinds that have now become orphans—drugs on the market.

Another factor in keeping so many

retailers, even the large super-aggressive outfits from price-cutting has been the spotty response to products offered at slashed prices. Now and then, of course, lowered-price merchandise has moved well under the impetus of strong advertising copy, but, by and large, the results of such effort have been disappointing. Much of such unfavorable reaction on the part of the public toward price-cut items is due to a new



## Refrigerators

(Electric)

Total Units Made in '47  
3,400,000

Forecast—Units to be Made in '48  
3,900,000

### Supply Situation

Greatly improved, though certain models still scarce in mfrs.' lines.

### Manufacturing Trends

Redesigning gives more storage for food, taking up less overall space in kitchen. Give "more for money" in increased cu. ft. capacities at same or slightly upped prices over preceding models. Many makes featuring improved control systems. Food freezing compartment advantages stressed. Demand for larger boxes reflected in production of larger units. Improved storage space layouts noted.

Approximate no. of makers: 25

### Price Outlook

Manufacturers hoping to hold present list prices for balance of year . . . can do if material and labor situation stays about as it is at present. '48 has seen some lines reduced in price. Competition reported to be very "clean." No price-cutting in the general sales picture.



## Vacuum cleaners

Total Units Made in '47  
3,560,000

Forecast—Units to be Made in '48  
4,000,000

### Supply Situation

Overall picture very good, but some new-comers just commencing to get production up to satisfactory levels.

### Manufacturing Trends

Present output about 50-50 between tanks and uprights. Several quite different designs, operational features noted. Increase seen in attachments output.

### Present Sales Practices

Door-to-door selling widely used. Some ad copy offering to take trade-ins. In-store demonstration set-ups improved, proving effective.

### Price Conditions

Considerable price-cutting by chains and department stores, but mostly on private brands.

### The Cleaner Market

Strong, but highly competitive. Customers must be sold. Active salesmanship necessary.

Approximate No. of makers: 30

ins, dealers report, are made because the consumer wants larger size. Today, few sales "hang" on the acceptance of a trade-in.

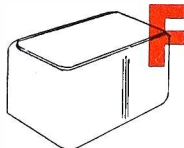
A number of merchants interviewed report that they haven't accepted a single trade-in during the entire post-war period. A remarkable record, indeed, when one considers what the situation was before the War, where many a sale of a "stripped" model, \$149 refrigerator entailed the taking in of a

and marked trend.

This trend is to disbelieve in the value of products stressed in sensational price-cutting copy. This growing skepticism on the part of the public is doubtless due to years of exposure to shortages, and to having been forced, in a seller's market, to pay the price or go without.

Of course when it comes to "getting

(Continued on Page 78)



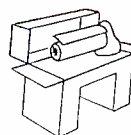
## Food freezers

Total Units Made in '47  
350,000

Forecast—Units to be Made in '48  
500,000

**REMARKS**—Supply good. . . . Trend toward better styling. . . . Potential market very big, but consumers need education. No marked resistance to list prices.

Approximate No. of makers: 40



## Ironers, Rotary

Total Units Made in '47  
505,000

Forecast—Units to be Made in '48  
600,000

**REMARKS**—Supply fairly good. . . . Demonstration techniques improved. . . . Market steady.

Approximate No. of makers: 25





## How to guide more buyers to your door

When people don't know what brands of radios, equipment and appliances you sell, your chances of losing sales are increased.

By identifying your business in the 'yellow pages' of your telephone directory, you direct more people to your store. It's a sure way of telling the whole community what products you sell and what special services you offer.

Why not help prospects find you quickly?  
Why not help yourself to increased sales?



*For further information, call your local telephone business office.*

# Appliance Market

(Continued from Page 76)

something off", or buying at wholesale prices, there are just as many consumers willing to practice such buying method as there ever were, but, here too, there has been a healthy decrease in the number of "discount houses", plus a very definite refusal to sell to the get-it-wholesale guy on the part of the jobber.

So definite and outspoken have the reputable distributors been in their determination to stamp out the wholesale-

prices today, the consumer is becoming more and more willing to believe that it is actually true that today's radio or appliance costs only a comparatively small amount more than in pre-war days. And that such products offer improved quality and functional service.

As soon as prices commenced spiraling throughout the nation, RADIO & TELEVISION RETAILING launched a campaign urging its readers to spare no effort in educating the public to the

and has seen how much money buys so little, may well feel that the products in the radio-appliance field have skyrocketed in price too, unless the dealer takes the trouble to convince her.

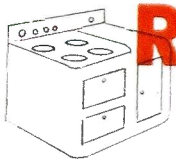
In our field, a little buys a lot. Take a look at a \$250 refrigerator, as an example. It can easily last for fifteen years. It will cost, in many communities, about \$1.50 a month to operate—that's \$18.00 a year. If the customer never spends a single cent on service for the next fifteen years, it wouldn't be unusual performance on the part of the refrigerator. And look what the consumer gets for such a small investment! Spread over fifteen years, the investment is pitifully small for the great convenience, food-saving features, and in the protection of health such appliance provides.

## Balance of Year Outlook

While on the subject of price, it is interesting to look ahead, through the remaining months of 1948 for the purpose of "guessing" just what price changes, if any, will take place in the electrical appliance field. "Guessing" is the right word, because with conditions as they are, the man in the street's opinion is practically as good as that of the economist.

But what has happened during the past twelve months may be of value in trying the forecast prices for the eight months ahead.

Here's the way the price situation in the appliance field stacked up for the past twelve months: 1. Some appliance



## Ranges (Electric)

Total Units Made in '47  
1,200,000

Forecast—Units to be Made in '48  
1,705,000

**REMARKS**—Steadily increasing demand for this appliance. New home building will boom sales. . . . In old homes need for pulling in heavy service always slows up sales. . . . new beauty features make '48 ranges eye-attracters. . . . Few say prices are too high.

Approximate No. of makers: 25

at-retail racket that their crusade has had a good moral effect upon the industry as a whole. It has favorably stimulated retailers, and it has prevented, without doubt, many a shady operator from launching a "back-door" business. Today, it is more difficult than ever before for the consumer to find outlets offering as standard practice, branded merchandise at a discount.

## Justifying List Prices

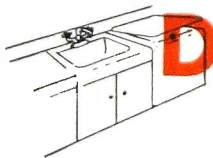
In addition to its skepticism regarding cut-price merchandise, the public is becoming more and more aware of the fact that appliance prices, like those of radio, are comparatively much lower than those of consumer durable goods in most other fields. This has been due in no small measure to the all-out "selling" efforts of the country's leading retail merchants, as well as to the educational campaigns by manufacturers, and manufacturing and wholesaling associations.

By comparison with price increases in out-of-the-field products, food included, and by comparison with pre-war prices of electrical appliances with

fact that radio and appliance prices were not out of line. Articles told the dealer how to effectively offset price resistance via the comparison method.

## Outstanding Value Here

Because the customer is being bom-



## Dishwashers (Electric)

Total Units Made in '47  
100,000

Forecast—Units to be Made in '48  
200,000

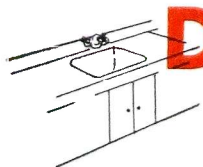
**REMARKS**—They've tried for years to put this appliance over, and now it seems to be taking hold. . . . Drudgery associated with washing 'em by hand, makes dishwasher a demand "natural". "Yes, I'd like to have one," almost any woman will say, when quizzed. Need aggressive showing, demonstrating and advertising.

Approximate No. of makers: 8

barded daily with news about high prices and inflation, he is extremely cost-conscious. A woman who has just concluded her daily shopping for food,

prices have not been raised since the war. 2. Where price increases were made on appliances, and on radios, such

(Continued on Page 80)



## Disposal units (Electric)

Total Units Made in '47  
100,000

Forecast—Units to be Made in '48  
225,000

**REMARKS**—A "new" on the market. . . . Numbers of dealers setting up demonstration facilities. Sometimes present installation problems. . . . Lots of sales appeal if properly presented. Public needs educating. Sales bound to increase.

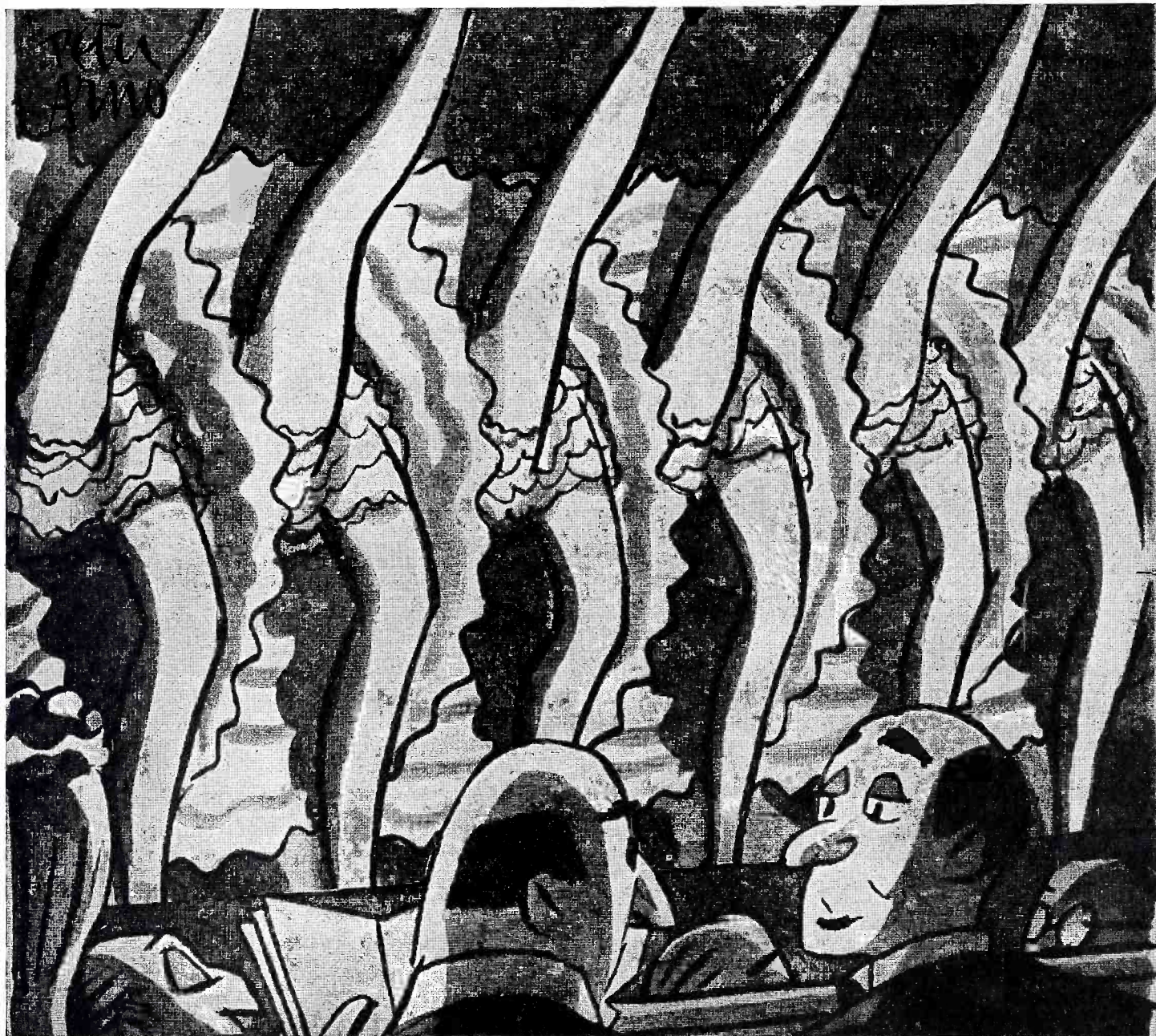
Approximate No. of makers: 15



## Irons, hand (Electric)

**REMARKS:** They can't do without 'em. A real staple, selling every day in the year. Number of new-comers on market. Competition terrific. Non-automatics almost out of picture, except in travel models, and in DC areas. Some makes that hit market early with inflated prices being cut, but the 35 or so standard makes hold prices well. 10,450,000 of all types sold last year. . . . should be well over 11 million units in '48. Need active merchandising; good salesmanship.

Approximate No. of makers: 45



© The New Yorker Magazine, Inc.

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

Want a kick in the sales curve?  
Our new plan carries quite a kick—store displays, your own local advertising, and many other promotion aids to boost your sales. It

will kick up your profit figures too. Better find out about it today!

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Soft Water Appliances  
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City \_\_\_\_\_ State \_\_\_\_\_

# Appliance Market

(Continued from Page 78)

increases came into the picture late, generally speaking, a considerable time after the widespread increases in many other fields. 3. Some appliance manufacturers announced price increases during this period, and later reduced prices—some on their entire home appliance product line. 4. During the past

price, if profitably set up, does not injure the market. They do know, though, that price-cutting does.

So ahead of us, in the electrical appliance field, we see a bright future. Prices on familiar models will probably remain at present levels. Competition will increase as new "leaders" are

food, clothing, and other costs of living will continue to be relatively high, the people do have money to spend for our products. They have the desire to buy, and they will buy—pushing sales in our field up over 1947 levels. But salesmanship is the order of the day. The merchandise is of better quality than ever before. The prices are right.

But from here on, the customer will have to be sold!

The need for better salesmanship, in-

## Fans (Electric)

**REMARKS:** Still a seasonal product, so far as the home goes, but smart selling efforts are resulting in more and more being merchandised throughout the year. However, fans don't get "out of date" so dealers don't mind stocking over. Numbers of new designs on market, running the gamut from desk types away up to commercial and attic exhaust jobs. No price-cutting since war on standard brands; very little, even on too-high-priced early comers.

Approximate No. of makers: 65

## Toasters

**REMARKS:** Numbers of well-known automatics still in very short supply, although 7,300,000 of these appliances (automatic and non-automatic) were made in '47, with production about equally divided between the two types. Acceptable makes always stood up well in price market, and are doing it now. Predict that none of such toasters will be price-cut. Some makes that hit market early, at inflated prices, are being slashed by a few large and small dealers.

Approximate No. of makers: 32

## Food Mixers

**REMARKS:** Some of the makes in high-demand are still scarce. 1,920,000 of all sorts were made last year. Very few being cut, and those mostly in the cheap brackets.

Approximate No. of makers: 20

## Blankets (Electric)

**REMARKS:** This appliance, together with "sheets" and "foot-warmers" will sell better in '48 than in '47, when production got under way late. Market good, prices reasonable, and being maintained.

Approximate No. of makers: 7

twelve months the total number of radio and appliance items reduced in price has exceeded the total number increased.

### No Price Increase Seen

If the materials and labor situation remains as it is now for the balance of the year it appears to be safe to predict that there will not be any signifi-

brought out. Numbers of manufacturers will continue allocating their products for the remainder of the year. "Holding off" by consumers will diminish as they become more and more aware of the fact that radios and appliances are not "coming down"—and that they are not priced too high "as is." This will be particularly true if food costs drop in price.

creased advertising budgets, and larger inventories is apparent at every hand. In spite of the fact that some merchandise is still hard to get, dealers are finding that though the desire and need to buy exists on the part of the public, the consumer needs salesmanship. He needs salesmanship to convince him that he is making a wise choice; that

## Clocks (Electric)

**REMARKS:** Ten million sold last year. . . '48 sales will break all records. Clocks are quick turnover items—"natural" sellers. Great opportunities for multi-selling in homes being stressed by this magazine. Market strong, with no price-cutting.

Approximate No. of makers: 19

## Broilers (Electric)

**REMARKS:** Hit postwar market early, and at high lists, resulting in numbers being sold at distressed prices now. Demand good and steady. Prices levelling off to point where they'll sell well.

Approximate No. of makers: 20

## Coffee-Makers (Electric)

**REMARKS:** Glass and metal, they're a good year 'round seller. Supply very good. Some being price-cut now and then. Prices reasonable. Market always steady, consistent.

Approximate No. of makers: 25

## Space Heaters (Electric)

**REMARKS:** Hit postwar market early. Some too-high models being cut, but will settle away soon. A steady seller. New features: Combination heating and cooling units, more attractive design, safety switches, forced or "natural draft" circulation methods. 2,800,000 sold last year.

Approximate No. of makers: 50

cant price increase tacked on existing models. But, it seems more than possible that new models by certain manufacturers will be launched as "leaders" at new low prices before the year ends. As a matter of fact, some makers have already brought out products announced as "spectacularly" low-priced.

It stands to reason that the return of competitive selling will see makers bearing down more heavily on the price angle in bids for business. To maintain a balanced economy, mass production must be absorbed without delay. Also, it is a fact that the more goods that are produced, the cheaper they can be sold for.

Smart merchandisers know that low

The condition associated with "famine" merchandise will improve. The terrific production rate will probably result in about all of the products on the roster being available before 1948 ends.

But, in spite of the prospects for a fully supplied market existing before too long, and the seeming certainty that

the price is in line, and that the appliance will give him economical and dependable service.

To meet the coming competition, dealers are preparing to increase advertising budgets, inventories and sales forces. They know the public will buy if proper sales effort is employed.

## Heat Pads

**REMARKS:**—A fine year 'round performer. Sales steady, prices reasonable. Each year will see a healthy sales increase. List prices hold up well in almost any kind of market. 3,300,000 sold last year.



## Glowing Opportunity

FOR EXTRA PROFITS!

Here's something brand new that you can use in your own store and sell to other stores in your community—and profit plenty from both! It's a wonderful new type of illuminated sign—the Litewriter.

It glows brilliantly like neon, but costs less—and you can change the message whenever you wish, to whatever you wish, in any color you want, simply and in a jiffy! You just plug in the display and write or draw your own sign. Your message will compel attention with its brightness and color.

The Litewriter is fully covered by patents—there's nothing else like it. There are two models—the standard type, shown at left, and a large picture-frame type, for which optional supporting legs are available. You can operate and maintain either model at practically no cost!

Every business is a prospect for a Litewriter, because it has so many practical display uses—and so many advantages over all other interior signs! Think what you can do with a Litewriter in your own window.

The coupon below will bring you complete information by return mail. Or, just call the Graybar office nearest you.

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New York 17, N. Y.

4845

Rush me details about Litewriter signs. I am interested in  
 selling them  using one or more in my own store.

NAME.....

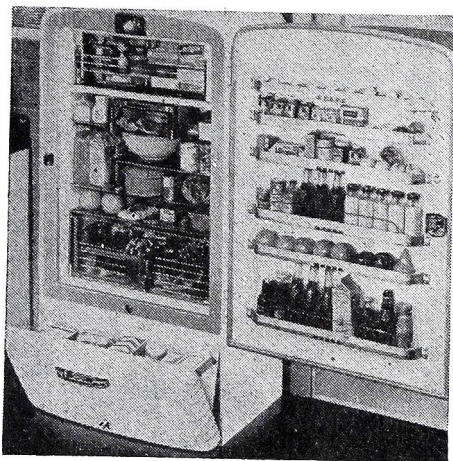
ADDRESS.....

CITY.....ZONE.....STATE.....

# New Appliances

## Crosley REFRIGERATOR

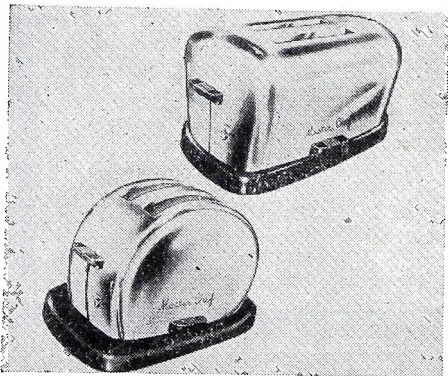
Model SD-108 "Shelvador", moist cold model with food conditioner section, provides 10.5 cu. ft. refrigerated storage plus 1.53 cu. ft. of dry storage in the bin. Features: improved cabinet design, door latch; super-size



storage space, automatic interior light. Separate compartments for frozen foods, meats for immediate use, and a food conditioner section. Dimensions: 65½ inches high, 33½ inches wide, 27 7/8 inches deep. (Description of the full line elsewhere in this issue.) Crosley Div., Avco Mfg. Corp., Cincinnati 25, O.—RADIO & TELEVISION RETAILING.

## Master Chef TOASTER

Toaster features silent timer plus thermostatic control. Available in round or oblong



styles. Housing can be easily dismantled and rebuilt. Master Chef Inc., 1325 S. Main St., Los Angeles 15, Cal.—RADIO & TELEVISION RETAILING.

## Paley's REFRIGERATOR

Refrigerator "Lo Boy" model features: all steel white enamel highly polished finish; porcelain interior; automatic temperature control, adjustable to nine freezing speeds; automatic electric lighted interior. 7.8 sq. ft. shelf area; net capacity 3.5 cu. ft. Paley Mfg. Corp., 244 Herkimer St., Brooklyn 16, N. Y.—RADIO & TELEVISION RETAILING.

## Fan-Glo HEETAIRE

Thermostatically controlled fan-heat unit built into the wall. It has a range of from 56 degrees to 84 degrees Fahrenheit, and is equipped with a thermometer. The heater distributes infra-red rays plus abundant fan-forced heated air. Markel Electric Products, Inc., and La Salle Lighting Products, Inc., Buffalo, New York.—RADIO & TELEVISION RETAILING.

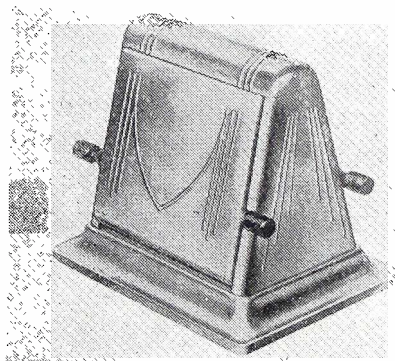
## Temprite WATER COOLER

Ten gallon capacity drinking water cooler features stainless steel top and drain assembly incorporating an anti-splash guard. Bubbler designed for maximum sanitary protection. Automatically regulated water flow. Cooler available with either hermetic or open type condensing units to handle unusual applications. Glass filter attachment optional. Temprite Products Corp., 25 Piquette Ave., Detroit 2, Mich.—RADIO & TELEVISION RETAILING.



## Superstar TOASTER

Model No. 450, for AC or DC, designed so that toast reverses itself when doors are lowered. Size: 8¼ inches long, 6¼ inches wide,



8 inches high. Heavy insulated and concealed non-scratching legs; chrome plated. Model No. 560 has walnut trimmings; model No. 550 equipped with bell timer and walnut trim. Stern-Brown, 42-24 Orchard St., Long Island City, New York.—RADIO & TELEVISION RETAILING.

## Guth LUMINAIRE

Fluorescent fixture, the "Guth-Lite" features "jackknife" hinge, for easy joining and disjoining. With this light, a maintenance rod can be used to lower reflector assembly, with the light easily reached from the floor. Reflectors and louvres can also be cleaned from the floor without use of ladders. Unit is designed to give off a luminous light, produced with side and spill lighting, without the use of glass or plastic panels. Edwin F. Guth Co., St. Louis 3, Mo.—RADIO & TELEVISION RETAILING.

# Servicing Electrical Appliances

## Servicing Vacuum Cleaners

Some hints on vacuum cleaner service from Lander, Frary & Clark (Universal), New Britain, Conn.: Tank cleaner efficiency depends on the free movement of air. A knife or some other heavy object dropped into one end of the hose will quickly determine if any obstruction is present. The Universal upright model revolving nozzle brush has removable oilless bronze bearing at either end. In operation, it is possible for threads and hair to slip under the shaft and freeze the brush. If brush does not rotate freely, it should be removed and examined at this point.

## Out-of-Sight Repair Items

Most dealers believe it's better to keep repaired items, waiting pick-up by customers, out of sight and out of the showroom. In the first place, say leading retailers, serviced appliances nearly always present a "second-hand" appearance, and second, a large number of repaired products on display have a bad psychological effect upon customers, suggesting that such products give undue trouble.

## Refrigerator Service Tip

High cabinet temperatures, long running time and exceptionally low frost line on the cooling unit are indications of a shortage of "gas" in a refrigerator, say Norge service authorities. It is also pointed out that indications of a shortage of refrigerant can also be caused by the cold control being out of adjustment. A high cut-in point of the control will cause abnormally low frost line. In any case, the control should be thoroughly checked for correct adjustment.

## Vac Belt Slipping

Every shop repairing vacuum cleaners should have a piece of carpet to be used in checking the serviced cleaner under actual home conditions. In cases where a slipping belt is suspected but cannot be detected, the cleaner should be placed on the carpet and turned on while the mechanic's hand is pressed against the nozzle from the under side of the carpet. If no vibration is felt, the belt is slipping.

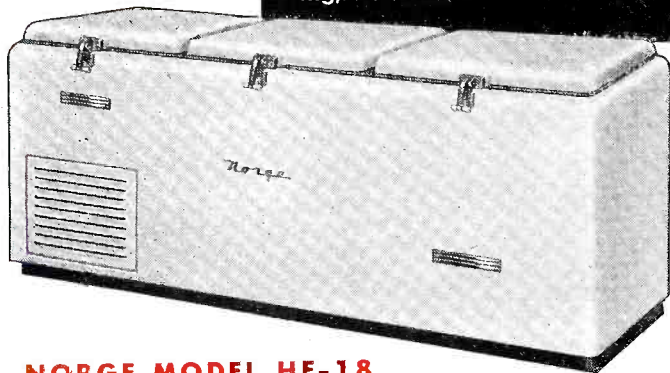
## "Segregation" Is a Must

The repairman who maintains separate repair sections for "clean" and "dirty" appliances will save himself a lot of headaches. The shop that "mixes" up electric clocks, chrome table appliances, heat pads, etc., with washing machine chassis, motors and refrigerator compressors will have to do a great deal of clean-up work, and will find, too, that breakage and damage rate is high.

in home freezers too . . .

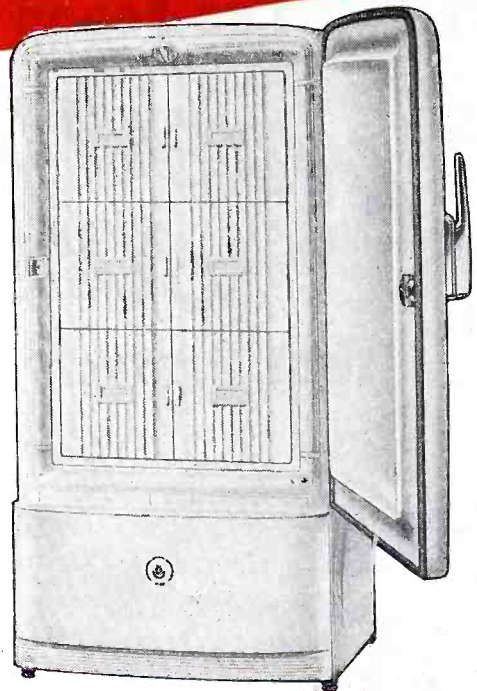
depend on **NORGE** for the best!

Norge Home Freezers, like all Norge products, are backed-up by aggressive national advertising in the country's leading magazines, such as Saturday Evening Post, Ladies' Home Journal, McCall's, Good Housekeeping, Better Homes and Gardens, American Home, Christian Science Monitor, Country Gentleman, Farm Journal, Successful Farming, and others.



#### **NORGE MODEL HF-18**

**HOME FREEZER** has a freezing compartment at the left, with separate lid and two storage compartments at the right. All three lids are counterbalanced, have lock-latch handles. Thick glass fiber insulation. Total storage capacity 18.62 cubic feet or approximately 650 pounds of food. Powered by 1/3 h.p. open-type "Rollator" cold-maker.

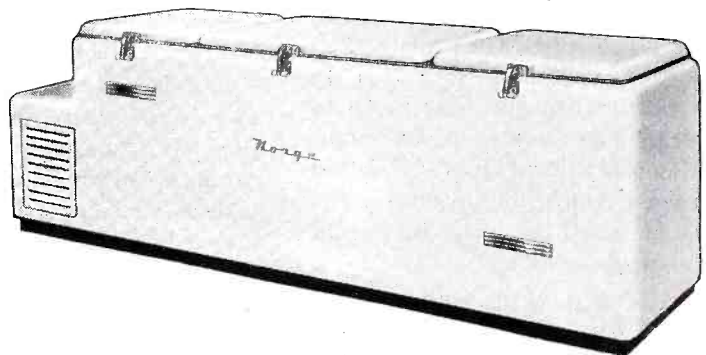


#### **NORGE MODEL HF-6 HOME FREEZER**

is a vertical-type freezer. Capacity of 6.35 cubic feet; holds approximately 210 pounds of food. There are six food compartment doors made of white plastic, each with label frame, for identifying the contents. Other features are refrigerated shelves; thick glass fiber insulation; positive-action door latch and a hermetically sealed 1/5 h.p. "Rollator" cold-maker condensing unit.

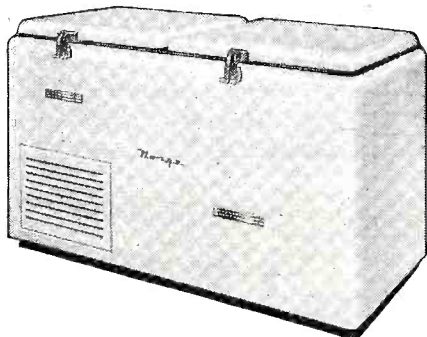
#### **NORGE MODEL HF-26 HOME FREEZER**

features full depth freezing compartment of 5.6 cubic feet with a total of 26 cubic feet of freezing and storage capacity or approximately 910 lbs. All of the lids are counterbalanced. The freezer condenser is a 1/2 h.p. open-type "Rollator" cold-maker.



#### **NORGE MODEL HF-10 HOME FREEZER**

has a total capacity (freezer capacity plus storage capacity) of 10.54 cubic feet, to accommodate approximately 370 pounds of food. This model is noteworthy for its two compartments, each with separate counterbalanced lid; lock-latch handles, five-inch glass fiber insulation, 1/5 h.p. hermetically sealed "Rollator" cold-maker condensing unit, and moderate price.



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

**A BORG-WARNER INDUSTRY**

**REFRIGERATORS • ELECTRIC RANGES • WATER COOLERS • HOME FREEZERS**  
**WASHERS • ELECTRIC WATER HEATERS • HOME HEATERS • GAS RANGES**

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**NORGE**  
BEFORE YOU BUY

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 CONTROL**  
 that Protects Profits!

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# SERVICE & SOUND

Section of **RADIO & TELEVISION RETAILING**

## It's Here—The Radio Industry's Golden Era!

The radio band-wagon has been hitched to a flock of stars! The industry is on the threshold of a new era of prosperity which is bound to bring greater money volume and greater prestige to every worthwhile radioman's service department.

In order to participate in the industry's coming golden era, the dealer will need new and better testing and repair equipment, a larger inventory of parts and tubes, and stepped-up know-how. As a reward for his greater investment in money and knowledge, he will gain increased annual revenue and larger profits.

Moreover, the ability to properly install and service such new things as television, FM, recorders, changers, and latest PA and inter-com equipment, will help set him up in his rightful place as an *expert*. Before long, the public is bound to become more and more aware of the fact that it takes highly technical skill, and considerable investment to offer the right kind of service.

As such awareness on the part of the consumer continues to increase, the dealer will find himself in a better position to ask fair prices for good work.

The parts manufacturing end of the industry is now being called on to produce slews of new things in the elec-

tronic field. New components, new tubes, new meters, etc. At the point of sale and point of service position, the

### TO SERVICE THESE NEW THINGS PROFITABLY

- Television
- FM sets and tuners
- Recorders
- Changers
- New AM circuits
- New PA and inter-com equipment

### THE RADIOMAN MUST HAVE

- New technical skill
- New test equipment
- Larger parts inventories
- More working capital

dealer is more than important in the entire set-up. He is vital to the indus-

try. In his hands are new things which will send the radio industry to new record heights.

The ethical radioman sees other bright features resulting from the more than ever apparent need for greater skill and investment. Foremost, is the fact that the new qualification requirements will help drive out the gyp, the sharpshooter, the faker and the shoe-string operator.

The all-out drive against the chiseler being made now by RMA committees and servicemen's associations will be accelerated in no small measure by the new and severe requirements being imposed all along the line.

### Staying in Business

Survival of the fittest will come about during this exciting new era. The man who fits himself through gaining modern knowledge, charges an adequate amount for his work, and knows how to finance his business will stay in business. The leeches who contribute nothing but a black-eye to the industry will end up behind that ebony-hued sphere—the eight-ball!

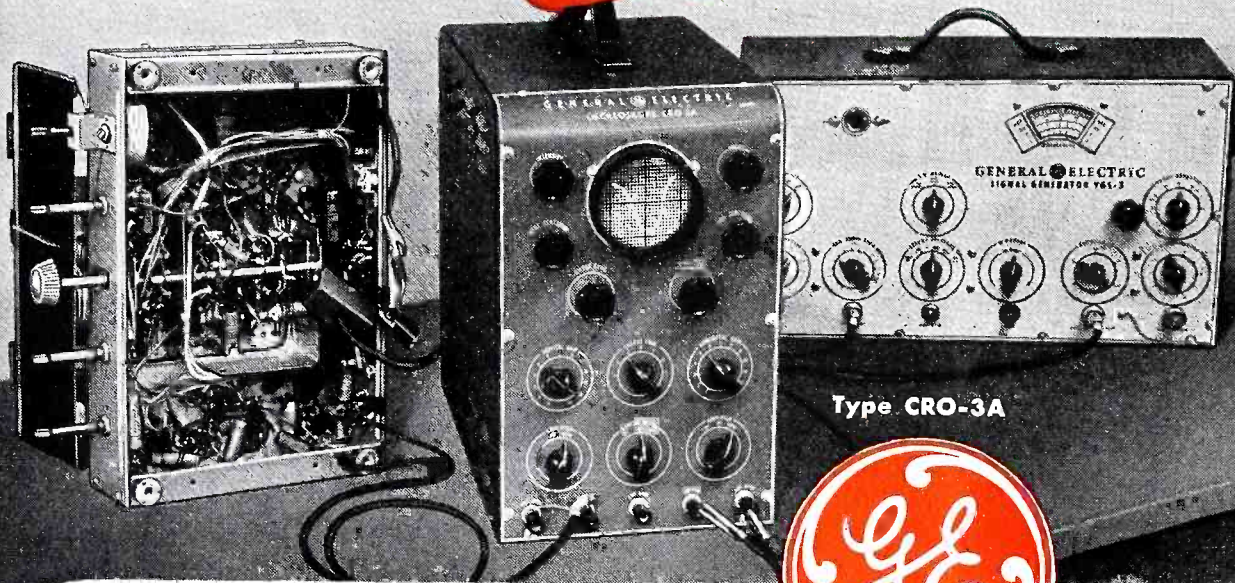
The ethical technician's day is here!

### IN THIS ISSUE BE SURE TO SEE:

Special Television Coverage Chart. Latest, exclusive information. Complete Market Reviews of FM, Recorders, Phono Records, Electrical Home Appliances, Sound, Service and Parts.

# THE OSCILLOSCOPE THAT IS

# *Sensitive!*



Type CRO-3A



**S**ENSITIVITY is the all-important feature in your oscilloscope if it is to do the service job you require. The CRO-3A can provide a larger image than many bigger oscilloscopes which have less amplification. It has exceptional stability, which means a trace without "jumping" or "jittering."

The CRO-3A is the oscilloscope you will want for AM-FM servicing—because it is most flexible in use—can do more jobs on the bench—gives real performance.

Take a minute to review these additional features which mean oscilloscope satisfaction:

- Exceptionally sharp trace—pinpoint focus.
- Length of trace can be expanded to several times the tube diameter, giving same advantage as larger tubes.

- Heavy case is an inherently good shield from magnetic fields, provides rugged protection of instrument.
- Normal deflection polarity: vertical is positive up and horizontal is positive to the right.
- The CRO-3A is well laid out and cleanly wired with a simple, yet effective circuit.
- Removable calibrated screen for measure of wave amplitude and symmetry of form.
- Removable light shield.
- Binding posts will take ordinary leads or banana plugs.
- The CRO-3A is well-styled—compact—requires minimum space—and is light enough to be portable.
- Due to its sensitivity it can be used with the YGS-3 Signal Generator for single stage alignment.
- Highly recommended for visual alignment of AM-FM receivers.
- And the price—extremely modest.

Check these features again—then order the CRO-3A.

For further information on this oscilloscope write: *General Electric Company, Electronics Park, Syracuse, New York.*

# GENERAL ELECTRIC

164-03

# Yagi Dipole for Fringe TV

**Constructional Features of the Novel Television Antenna Are Disclosed. Installers Are Displaying Much Interest in the Old Japanese Array.**

The mention in a recent issue of RADIO & TELEVISION RETAILING, of the Yagi array as a television antenna has brought a number of inquiries on the subject.

The Yagi array is not exactly new, taking its name from descriptions in Japanese literature of 20 or 30 years ago. The January 1937 Proceedings of the IRE contains a mathematical treatment of the antenna. So far as we know, however, no description has been available on a Yagi array for television, written for the servicer.

The illustrations on this page show a type of Yagi antenna designed and used by Max Weiner, engineer of WNEW, New York, for FM and television reception in outlying areas. With it, according to the designer, stronger signals have been pulled in than with lazy-H type 4-element dipoles on masts twice the height.

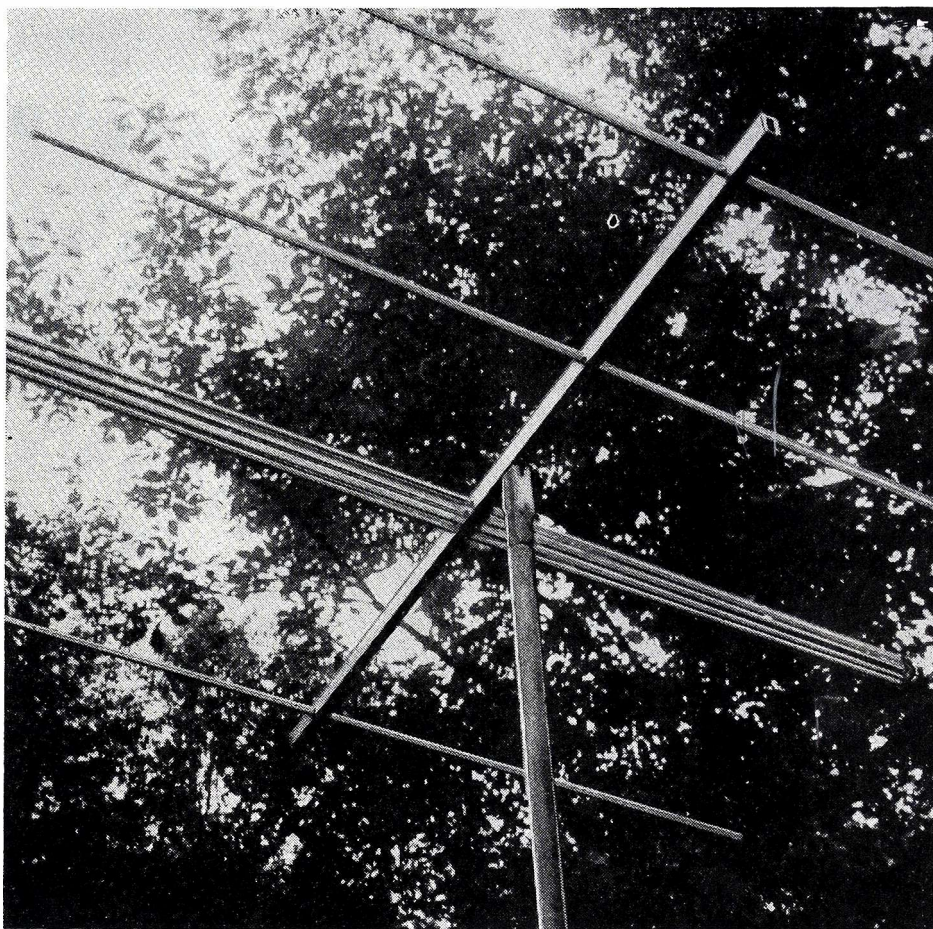
Of particular interest is the report that the array has excellent broadband characteristics, providing a fairly flat response as wide as 28 mc, while showing an extremely sharp directional property.

In one case, says Weiner, signals were fed to a receiver sheltered deep in the lee of a mountain which blocked the direct wave from the transmitter 60 miles distant, by picking the wave's reflection off a mountain several miles distance across the lake.

As seen in the photo and in the diagram, the directors and reflectors are spaced much more closely than with conventional arrays, while an unusual triple folded-dipole cluster makes up the center section. For clarity of connections, the diagram exaggerates the size of this group. The picture brings out more clearly the actual relation of elements.

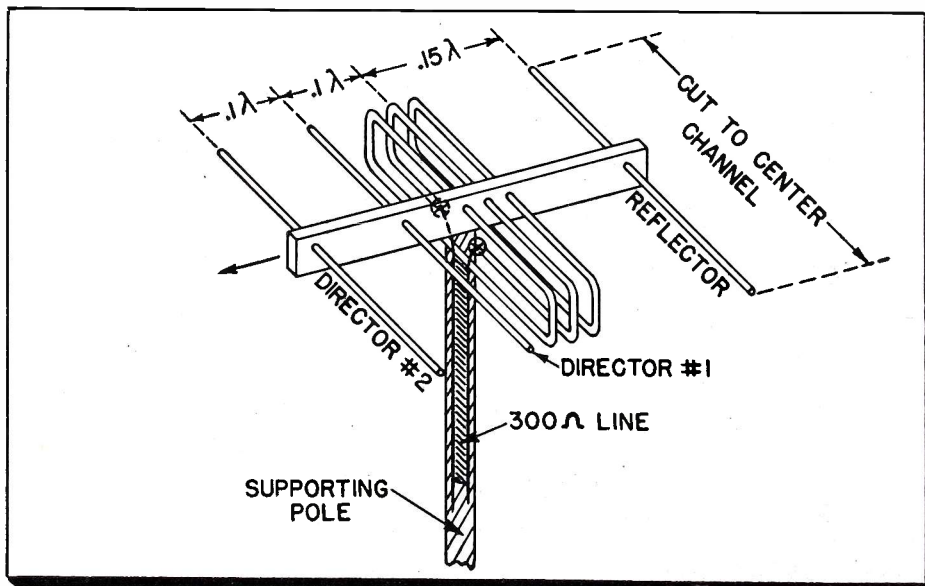
Only the fundamental shape of the Yagi is seen here. In actual construction, the spacing and positioning of elements are very critical, and must be designed around a given center frequency. In particular, the folder dipoles straddling the center or driven element are carefully adjusted experimentally.

As indicated, the center folded dipole has connected to it the 300 ohm transmission line, while the two other folded dipoles are continuous in the form of complete loops. When properly spaced, these "parasitic" elements cause the driven element's impedance to increase with the square of their number.



TV antenna designed and used by New York radio engineer for reception in outlying districts. Excellent broadband characteristics claimed.

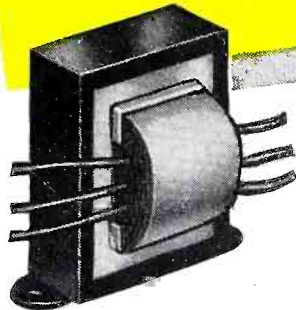
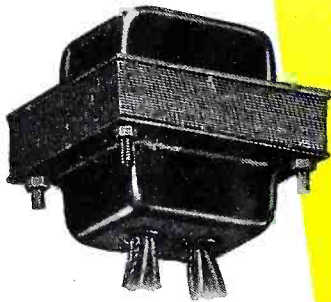
For clarity of connections, the diagram exaggerates the size of this group. Photo, above, brings out more clearly the actual relation of elements.



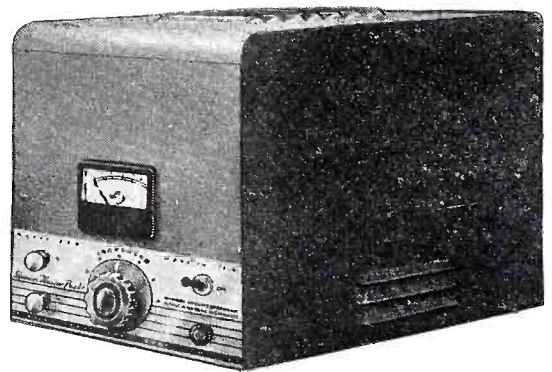
*only*

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# TRANSFORMERS

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# Short Cut Methods in Servicing Intercoms

## Troubleshooting Talk-Back Units Requires a Different Approach than Used on Radios—Part II

The March issue of RADIO & Television RETAILING discussed an approach which the majority of radio servicers can profitably use when called on the occasional intercom service job, and full schematics are not on hand or available nearby.

needs to be considered. An amplifier is a one-way unit; an intercom, a two-way device.

On an amplifier a mike is a mike, and a speaker is a speaker. On an intercom, one unit—a speaker—doubles as both mike and speaker. For this

The result will be an accentuation of the highs which will not be noticed by everyone. The same cone used as a mike, however, may have so much inertia that ordinary oral vibrations will not be strong enough to move it. The result of using it as a mike might be an almost complete bass cut-off.

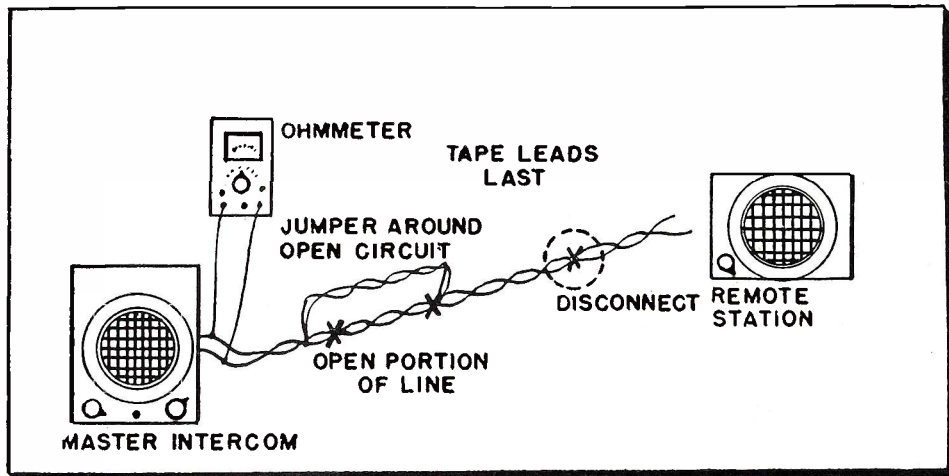
All of which is to say that the speaker-mike is of primary importance in an intercom, and it should be among the first things checked. This is best done by substitution.

Secondly, it is good horse sense to bring along a speaker that can be matched to the remote lines. This will enable you to quickly check the master by setting up a temporary station in the same room, and save you the time and expense of sending a local assistant to the remote station to report on signal strength and quality.

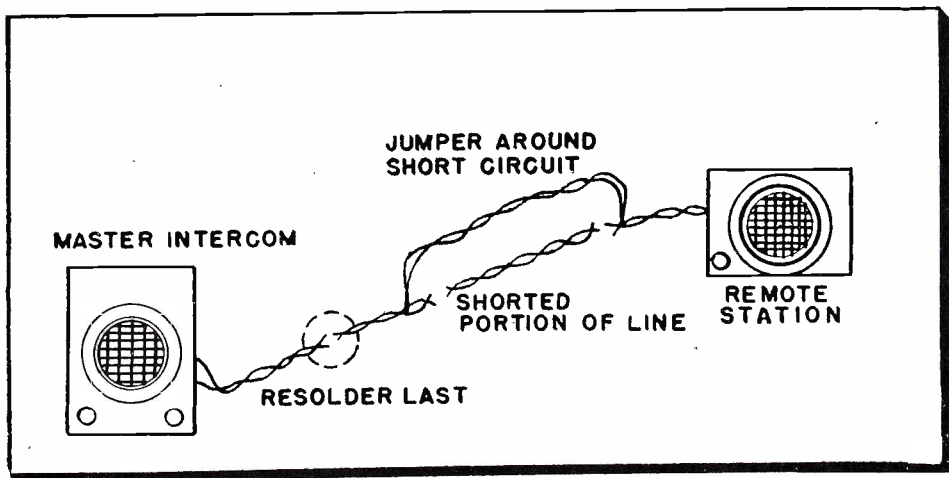
With the spare speaker and a couple of battery clips you can quickly test the amplifier, the talk listen switch, and the station selector switch. Simply clip the speaker to one set of remote station terminals, test, and go on to another.

After you have checked out the master unit with your test speaker—bearing in mind that the permissible hum level for an intercom is far lower than that of a radio set—and have discovered an open or shorted line, your next step is to go to the end of that line and

(Continued on page 131)



Locating and shunting an open section of lead. Locating and shunting a shorted section of lead.

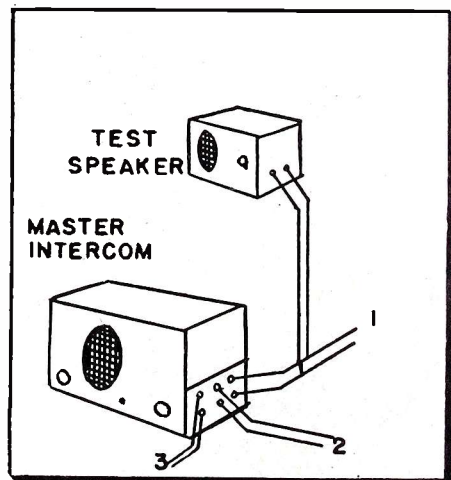


Even when full information is available, however, the servicing of an intercom unit can often be a lot more exasperating than any simple two stage amplifier has a right to be.

This is sometimes due to the fact that a service man will approach the intercom the same way he would an amplifier. There is a difference, and it

reason intercom speakers have to be in much better condition, comparatively, than mikes and speakers in a "straight" set-up. A weak or defective speaker cuts gain or introduces distortion in two ways: picking up and re-producing.

A stiff, unresponsive cone will work fairly well when used as a speaker.



Using a test speaker obviates the need for an assistant.

# Simpson testers built for the future

Like any sound investment, the purchase of test equipment should return to the serviceman or service dealer the utmost aid in turning his work into dollar earnings and customer satisfaction. Every Simpson instrument is engineered to handle today's receivers in just that fashion — and to do the same for receivers that will come to market within the foreseeable future.

We show here four such Simpson instruments — one well-known as the world's most

famous set tester, the other three new to the Simpson family. These three new testers are outgrowths of Simpson engineering of similar test equipment. Each brings you new engineering refinements that are exclusively Simpson. Each in its price class brings you quality of materials and construction you will find in no other test equipment in the world.

Every dollar you invest in these Simpson instruments will pay a rich return for many long years to come.

Ask Your Jobber.

SIMPSON ELECTRIC COMPANY

5200-5218 West Kinzie Street, Chicago 44, Illinois

In Canada: Bach-Simpson Ltd., London, Ont.

**Simpson**  
INSTRUMENTS THAT STAY ACCURATE

## World's most famous set tester

### MODEL 260 IN THE ROLL TOP CASE

- Model 260 permanently fastened in Roll Top Case.
- Heavily molded case with Bakelite roll front.
- Flick of finger opens or closes it.
- Built-in compartment for test leads beneath instrument.
- Protects instrument from damage.

At 20,000 ohms per volt, this instrument is far more sensitive than any other instrument even approaching its price and quality. Unequaled for high sensitivity in radio and television servicing.

#### RANGES

20,000 Ohms per Volt D.C., 1,000 Ohms per Volt A.C.  
Volts, A.C. and D.C.: 2.5, 10, 50, 250, 1000, 5000  
Milliamperes, D.C.: 10, 100, 500  
Microamperes, D.C.: 100  
Amperes, D.C.: 10  
Decibels (5 ranges): -10 to +52 D.B.  
Ohms: 0-2000 (12 ohms center), 0-200,000 (1200 ohms center), 0-20 megohms (120,000 ohms center)

Dealer's net prices:

Model 260 ..... \$38.95  
Model 260, in Roll Top Case..... \$45.95

Both complete with test leads.



## A new vacuum tube voltmeter

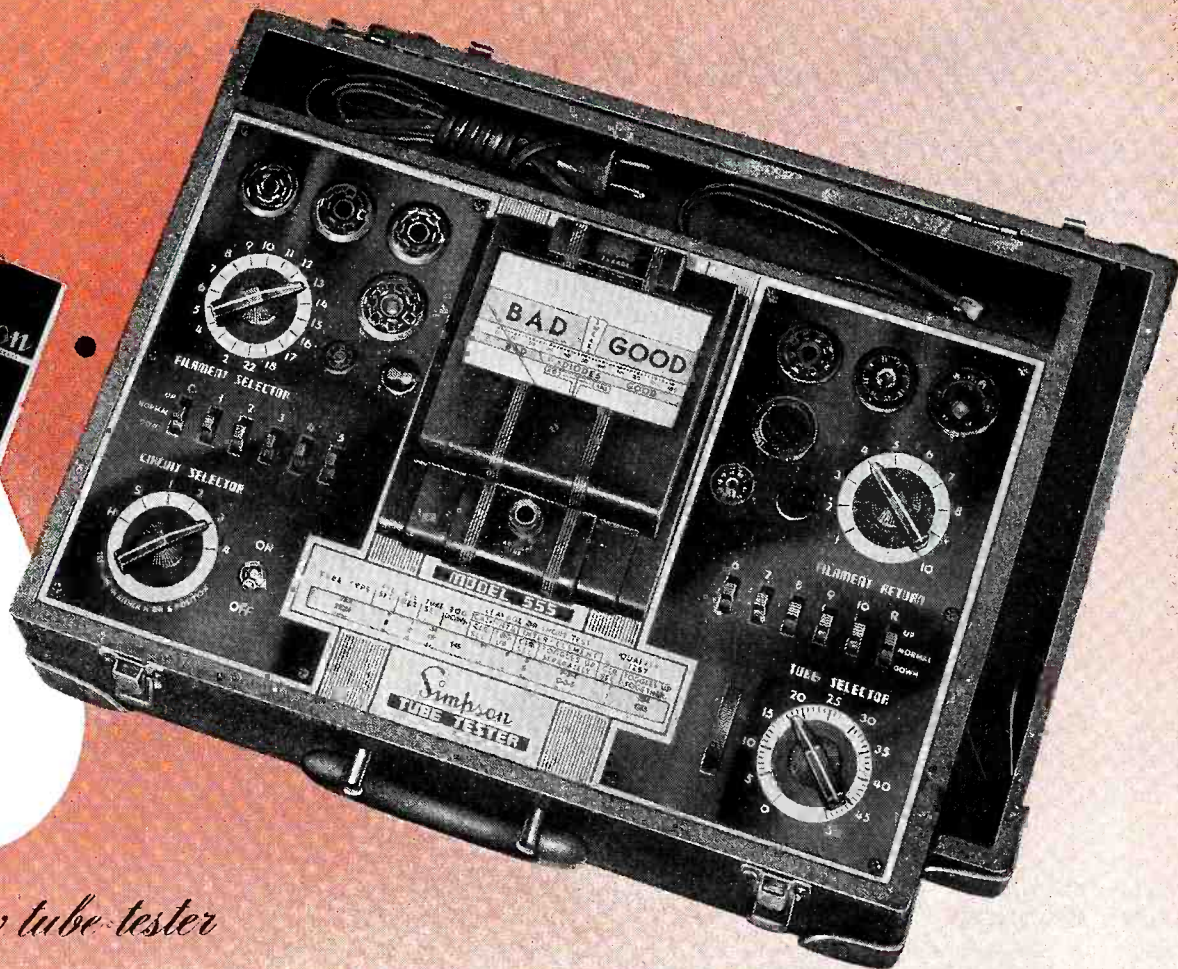
### MODEL 266 FOR AM, FM, TELEVISION SERVICING

Note these distinguishing Simpson features: the 1 volt range, for full scale deflection, necessary in low R. F. voltage measurements; the zero center switch provided for discriminator circuit alignment, a feature which embraces all D.C. voltage ranges. D.C. volt input resistance ranges from 50 megohms to 200 megohms; A.C. volt input impedance at 60 cycles is 40 megohms. The low input capacitance of the probe (approximately 4 micro-microfarads) insures the accuracy essential for the high frequencies encountered in servicing FM and television receivers. Model 266 has many other equally important features. Ask your jobber, or write, for descriptive circular.

#### RANGES

Volts: (A.C. and D.C.) 0-1, 5, 10, 50, 100, 250, 500, 1000, 5000  
Ohms: 0-1000 (10 ohms center), 0-10,000 (100 ohms center), 0-100,000 (1000 ohms center), 0-1 megohm (10,000 ohms center), 0-10 megohms (100,000 ohms center), 0-100 megohms (1 megohm center), 0-1000 megohms (10 megohms center)  
Milliamperes: (D.C.) 0-1, 5, 10, 50, 100, 250, 500  
Amperes: (D.C.) 0-10  
Size: 8½" wide x 9½" high x 8" deep. Dealer's Net Price..... \$79.50





There's an Operator's Manual for every Simpson tester, of a kind completely unique in the industry. Averaging 32 pages, these manuals contain circuit diagrams and schematics complete data on functioning of parts, operation, and maintenance. Printed on heavy map paper, durably bound for long usage.

## A new tube tester

### MODEL 555 with Simpson "No-Backlash" Roll Chart

This latest addition to the Simpson engineered line of quality test equipment is outstanding in its simplicity of operation and attractive appearance.

Using the basic RMA recommended circuit, it is possible to test any tube regardless of its base connections or the internal connections of its elements through the use of the new exclusive Simpson three-position lever-operated toggle switches. These switches use a molded rotor carrying silver plated contacts which are self-cleaning through their wiping action.

The Model 555 will test all receiving tubes, including

the latest nine pin miniature tubes and the subminiatures as used in hearing aids, etc. Extra sockets are provided and the flexible individual element switching arrangement takes care of future tube developments. Tests can also be made on gaseous rectifiers, pilot lamps, and continuity of ballast tubes.

The panel of Model 555 is distinguished by beautiful modern styling in the shining silver and black of highly polished, enduring, anodized aluminum. Ask your jobber, or write, for descriptive circular.

Size: 16 3/4" wide x 12 1/2" high x 6" deep.

Dealer's Net Price..... \$69.85

## A new Signal Generator

### MODEL 340

75 Kilocycles to 120 Megacycles  
Fundamentals to 30 MC

The 120 megacycle range on the dial of this new Simpson instrument makes available readings for the high frequencies encountered in servicing FM receivers. A special high output jack is provided. Electron coupled circuit assures extreme stability and output uniformity throughout the band. Standard 30% modulation at 400 cycles. Effective shielding throughout. Beautiful black and silver panel of enduring anodized aluminum.

For 105-130 volts, 50-60 cycle. Size 15" x 10" x 6". Dealer's Net Price..... \$69.85



# New Service Equipment

## Bell TRANSCRIPTION SYSTEM

Model 2079 is a transcription phono-PA unit. Heavy dual speed motor; professional type crystal tone arm; 5 W hum-free power



output. Has bass boost hi cut tone control, and heavy duty 8" speaker. 25 ft. speaker cable. Price, \$169.50. Bell Sound Systems, Inc., Columbus, O.—RADIO & TELEVISION RETAILING

## Western Electric GROUP AUDIOMETER

Model 4CA group audiometer provides facilities for accurately testing the hearing of from one to forty school children at a time.



Instrument is small, light and ruggedly constructed. Employs lightweight crystal pickup and a vacuum tube amplifier; completely independent of external voltage sources. Western Electric Co., 195 Broadway, New York 7, N. Y.—RADIO & TELEVISION RETAILING

## Erco SHIFT EXCITER

Type 250-T frequency shift exciter is designed to key a radio telegraph transmitter. Input to the exciter may be a teletype machine or a high speed tape transmitter. Three crystal controlled frequencies are pre-set. Erco Radio Labs., Garden City, N. Y.—RADIO & TELEVISION RETAILING

## Nelpin SOLDER-MATIC

This solder feeding attachment is controlled by the finger-tip, and clamps on to any standard electric soldering iron. Handling solder diameters from 1/16" to 3/16", it can feed from a small size coil, or from a full-sized spool. A screw adjustment on the nozzle guides the solder exactly where needed. Nelpin Mfg. Co., 4517 Davis St., Long Island City 1, N. Y.—RADIO & TELEVISION RETAILING

## RCA CRYSTAL PHONO PICKUP

Silent Sapphire Crystal pickup reduces needle chatter and surface noises. At 400 cycles, the replacement unit's output is about 1½ volts with an approximate impedance of 200,000 ohms. RCA Tube Dept., Harrison, N. J.—RADIO & TELEVISION RETAILING

## Precision TEST MASTER

Series 10-54 Electronamic Test Master is a high sensitivity tube, battery and circuit tester. The tube tester has a data roll chart, free point short check and other features, while the circuit and battery testing section affords 35 a-c and d-c ranges to 6000V, 60 uA, 12 A, + 70 db and 60 megohms, all self-contained. Meter sensitivity is 20000 ohms per volt on d-c, and 1,000 ohms per volt on a-c. Precision Apparatus Co., Inc., 92-27 Horace Harding Blvd., Elmhurst, L. I.—RADIO & TELEVISION RETAILING.

## Colortone TWO-WAY SPEAKER SYSTEM

Designed for PA systems and theatres, the two-way speaker covers a range from 50 to 9000 cycles, working from an input impedance of 15 ohms, 25 watt PM units are used in both low and high frequency speakers, and the system comes complete with a low frequency reflex cabinet, high frequency projector horn, crossover network and all necessary hardware. The crossover is at 300 cycles. Colortone Co., 1720 Mishawaka Ave., South Bend 15, Ind.—RADIO & Television RETAILING.

## Crown TORCH

The Crown torch burns for 8 hours on a 2c filling of butane or propane gas, with a flame temperature of 3800° F. Measuring 12" long x 12¼" diameter, it weighs 2½ lbs. when full, and has fingertip control of flame size and temperature. Sully Engineering, Ltd., 7416 Melrose Ave., Los Angeles, Cal.—RADIO & Television RETAILING.

## Barker & Williamson AUDIO OSCILLATOR

Model 200 consists of a modified Wein bridge r-c oscillator and a 2-stage inverse feedback output amplifier with self-contained power supply. A source of accurately calibrated frequencies from 30 to 30,000 cycles, in three steps, its output is 12.5V open circuit and 11V into a 500 ohm load, with less than 1% RMS harmonics at 5V output. Barker & Williamson, Inc., 237 Felsfield Ave., Upper Darby, Pa.—RADIO & Television RETAILING.

## C-D HIGH VOLTAGE DOUBLE CAPACITOR

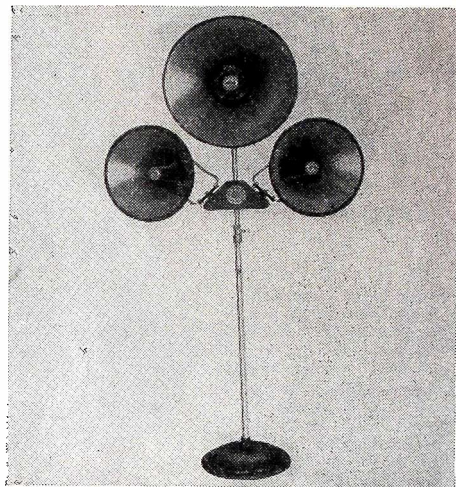
For television HV doubler power supplies, type T-121 has dual .075 mf sections, rated at 7500 VDC. Equipped with voltage divider discharge resistors of 13 megs each, the unit may be used in a series connection for 15,000 volts. Impregnated and hermetically sealed, it is equipped with brackets for upright or inverted mounting. Cornell-Dubilier Elec. Corp., South Plainfield, N. J.—RADIO & Television RETAILING.

## Precision TEST SET

Series 85 is a new high sensitivity meter, affording a sensitivity of 20,000 ohms per volt DC, and 1,000 ohms per volt AC; 34 self-contained ranges are provided to 6,000 volts, 120 ma, 12 amp+ 70 DB and 60 meg. Precision Apparatus Co., Inc., 92-27 Horace Harding Highway, Elmhurst, N. Y.—RADIO & TELEVISION RETAILING

## Atlas PA FIXTURE

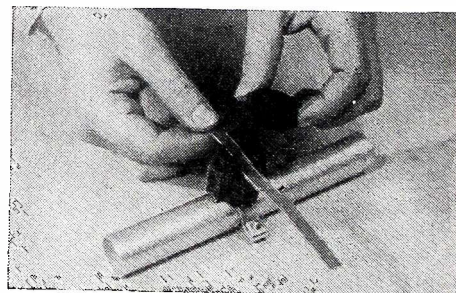
Stand and mounting fixture permit the projectors to be easily directed in any vertical or horizontal angle, and then permanently locked



in the desired position. Stand is adjustable from 5 to 9 ft., and comes with either a heavy cast iron or collapsible base. Atlas Sound Corp., 1443 39 St., Brooklyn 18, N. Y.—RADIO & TELEVISION RETAILING

## RCA Lightning Arrestor

Designed to fit quickly and easily into TV and FM receiver installations. Is attached to



any indoor water pipe by means of its flexible metal ground strap and the transmission line is then laid in the slot. List price, \$1.25. RCA Tube Dept., Harrison, N. J.—RADIO & TELEVISION RETAILING

## UTC AUDIO COMPONENTS

The new series of Commercial Grade components include units for all applications, ranging from low level sound to humbucking, and multiple alloy shielded input transformers to 600W varimatch modulation transformers. Power and filament components range up to those required for a 3,000 V-1A plate supply. United Transformer Corp., 150 Varick St., New York 13, N. Y.—RADIO & Television RETAILING.

## Electronic Measurements

### VOLOMETER

Model 120 is a volt-ohm-milliammeter, reading: resistances in four ranges to 300 megohms; d-c at 20,000 ohms/volt in 5 ranges to 6,000V; a-c at 10,000 ohms/volt in 6 ranges to 6,000V; d-c current in 4 ranges from 0-60 microamps to 0-6 amps; and decibels from - 4 to + 77 db in 6 ranges. Model 120P, is a portable unit priced at \$34.95. Electronic Measurements Corp., 423 Broome St., New York City.



# FOR THE NEWEST IN TV AERIALS

Watch  
**WARD**

Here's another "first" by Ward in the rapidly expanding field of television reception. Advanced Ward design and engineering makes receivers work to their highest degree of efficiency.

That's the opinion of satisfied set owners, service installers, and major set manufacturers, who are all directly interested in the improved performance of television.

As a result of months of exhaustive scientific research and field testing, Ward now makes available a high band TV array which can be stacked above the standard television elements, and independently oriented! Also new is a kit for stacking two of Wards finest television assemblies into a two-bay array for a greater gain than ever before.

Sure, there have been other multiple antennas, but none with the scientifically measured spacing and complete adaptability of the new Ward models. You can see the difference yourself on the television screen when a "Magic Wand" aerial is connected to the set.

Send in coupon today for free copy of new Ward catalog.

Please send me free copy of your new catalog showing latest developments in television aerials.

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DIVISION OF THE GABRIEL COMPANY**

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IN CANADA: ATLAS RADIO CORP. LTD., TORONTO, CANADA

WORLD'S LARGEST PRODUCER OF AERIALS FOR CAR AND HOME

GREATER TV  
EFFICIENCY WITH  
NEW "HIGH-LOW"  
ARRAY BY WARD

All major parts pre-  
assembled.  
Saves costly installa-  
tion time.

**ORIENTING AND GAIN.** Each bay tilts in any plane, can be oriented in any direction to give sharpest focus possible. Eliminates awkward or tricky installations. Permits hairline adjustments for utmost gain on both the high and low band stations.

**ADAPTABILITY.** Ease of combination of assemblies in basic kits makes "Magic Wand" Aerials more adaptable than ever to the varying requirements of each installation. This superior flexibility means a highly specialized Ward TV aerial for each purpose, with fewer models in stock, no obsolescence, and greater profits! Write today for free catalog!

**WARD**

*Magic Wand*  
**AERIALS**

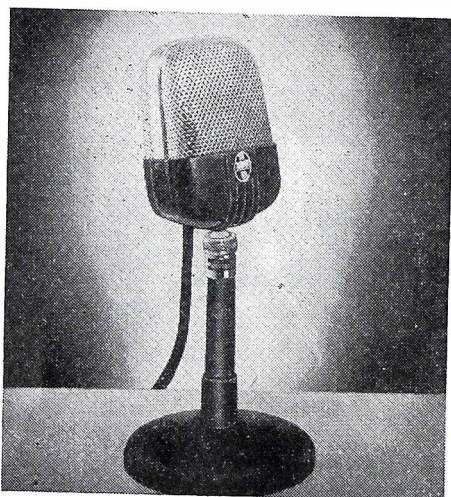
# AM, FM, TV, PA Service Aids

## RCA MICROAMMETER

New microammeter is a portable, battery-operated, vacuum-tube meter, capable of accurately measuring DC currents down to one-billionth of an ampere. "Burnout-proof design makes it capable of withstanding accidental overloads of 10,000 per cent without damage to the meter movement. List price, \$100. RCA Tube Dept., Harrison, N. J. — RADIO & TELEVISION RETAILING

## Turner MICROPHONES

Model 77, illustrated, features a wide-range pickup at the front; a sharply attenuated output at the rear. Discrimination between



front and rear is about 15 db at all frequencies. Model 87 is a new bi-directional velocity type. The Turner Co., Cedar Rapids, Iowa.—RADIO & TELEVISION RETAILING

## Elpar SWITCH

Elpar's new, type RS, snap action slide switch, has a 3 amp, 125 volt AC rating. Both SPDT and SPST with positive snap action. Dimensions: 1.375" long, .550" wide, and .700" deep, excluding knob. Laminated phenolic base assures low moisture absorption. Elpar Co., Bank and Marlton Ave., Camden, N. J.—RADIO & TELEVISION RETAILING

## Walsco ADJUSTING RECORD

This test record which permits accurate adjustment to the proper set-down and tripping position of the pickup through the use of a series of tones, is made to RMA and NAB standards. The lead-in grooves are modulated from the outer edge of the record in a series of three consecutive tones. In testing the record changer, proper adjustment is attained when only two tones are heard. Playing time is 40 seconds, cutting out time-wasting waiting periods. Walter L. Schott Co., Beverly Hills, Calif.—RADIO & Television RETAILING.

## McMurdo Silver INSTRUMENTS

Model 905A is a super-sensitive aural dynamic signal tracer incorporating 18 W universal output transformer and test speaker which may be used separately. Model 910 differs from 905A only in not including signal tracing functions. McMurdo Silver Co., Inc., Hartford, Conn. — RADIO & TELEVISION RETAILING

## Aerovox CAPACITORS

Aerovox Corp. announces new high voltage, type 89 capacitors. New ratings are 2500, 3000, and 3500 volts, in capacities from .001 to .1 mfd. Mineral oil filled cans are hermetically sealed. Aerovox Corp., New Bedford, Mass.—RADIO & TELEVISION RETAILING

## Shoretenna ANTENNAS

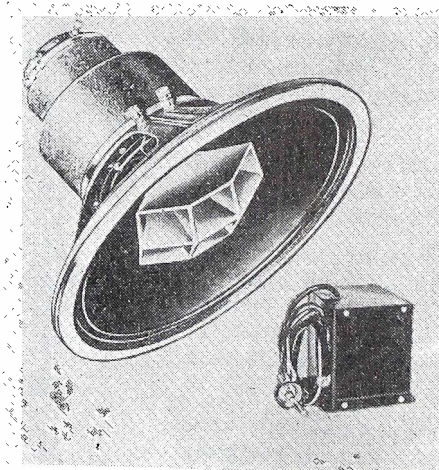
Complete line of TV and FM models, including straight dipole, folded dipole, cross dipole, double dipole-broad band. Reflector kits for all models. Shore-Engineering Co., Monmouth Beach, N. J.—RADIO & TELEVISION RETAILING

## Converters for DC AREAS

Model 110R15: Input, 110V., DC (commercial power line), output, 110V., AC, 60 cycles; 15 to 150 W., at 80-100% power factor. Model 110R30: Input, 110V., DC (commercial power line), output, 30 to 300 W., at 80-100% power factor. Electronic Labs., Inc., Indianapolis, Ind.—RADIO & TELEVISION RETAILING

## Altec Lansing SPEAKERS

604B, shown, offers a reduction of the crossover frequency to 1,000 cycles to assure that the low frequency cone will operate as a stiff piston and not "break up" in its operating range. Claimed for the 603B Multicell Diacone speaker is an almost 100% increase in acous-



tic efficiency (2.5 db increase over the present 603), 30% larger Alnico V permanent magnet, massive circular magnetic circuit. "Greater quality per dollar" is highlighted claim for the new 600B Diacone speaker, and the 400B Diacone, a new 8" model, is, according to the makers, "a low-priced, high-quality unit with a demonstrably higher efficiency than is found in prevailing 8" speakers." Altec Lansing Corp., 250 W. 57 St., New York 19, N. Y.—RADIO & TELEVISION RETAILING

## Universal Microphone FLOOR STANDS

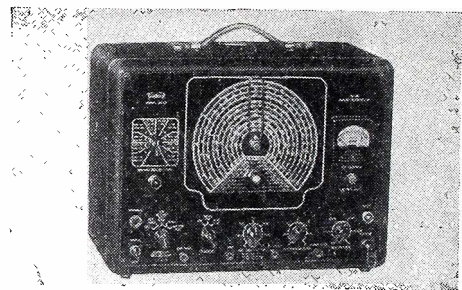
Model ST-3 is a 3-legged stand with low center of gravity for stability, and rubber cushioned feet. Its extended height is 72" and its closing height is 40". Finished in a platinum gray white enamel, the upright two-piece section is in satin chrome. Model ST-R is the same as model ST13 except for the base, which is round and heavier. Both retail for \$18. Universal Microphone Co., Centinela at Warren Lane, Inglewood, Cal.—RADIO & Television RETAILING.

## Lyte TELESCOPING MAST

Engineered for TV and FM. Increases signal strength, reduces interference. Raises in upright position from 6 to 35 ft. Mast weighs 22 lbs., hardware, 11 lbs. Dealer's price, \$33.50. Lyte Parts Co., Inc., Plainfield, N. Y.—RADIO & TELEVISION RETAILING

## Triplet SIGNAL GENERATOR

FM-AM signal generator with frequency coverage from 100 KC to 120 MC in 10 fundamental bands, plus additional 50 MC from fixed oscillator gives fundamental coverage to 170 MC. Constant deviation by using fixed frequency reactance modulated oscillator; out-



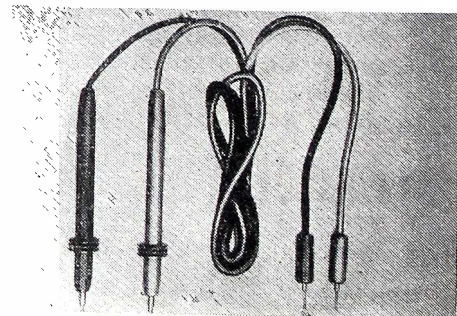
put meter for measuring relative R.F. output; double copper plated steel shielding greatly minimizes R.F. leakage; Co-Axial cable output lead; Ladder attenuator; High R.F. voltage output jack; high A.F. output available; Air Trimmer capacitor and permeability adjusted oscillator coils; Voltage regulated power supply; heterodyne detector; external AM modulation. Triplet Elect. Instrument Co., Bluffton, Ohio.—RADIO & TELEVISION RETAILING

## Multicore SOLDER

Two new packages of Multicore solder are now available. The 1 lb package features the pull-as-required arrangement. The 25c, handy-pack, is for small quantity users. Contains three cores of non-corrosive Ersin flux. Multicore Solders, Ltd., 395 B'way, New York City.—RADIO & TELEVISION RETAILING

## Reiner HEAVY DUTY LEADS

Leads tested at 20,000V and are rated at 15,000V. Tips of case hardened steel to pre-



vent blunting. Set individually boxed. Net price, \$4.95. Reiner Electronics Co., 152 W. 25 St., New York.—RADIO & TELEVISION RETAILING

**Other new products  
elsewhere in  
this issue.**

# Yes, give 'em away!

to your customers ...



Find out how you can include it  
at no extra charge with every  
purchase of a PHILCO AUTO  
RADIO. models CR-4-CR-6 or  
CR-9. Limited time only! Hurry!

ASK YOUR PHILCO DISTRIBUTOR

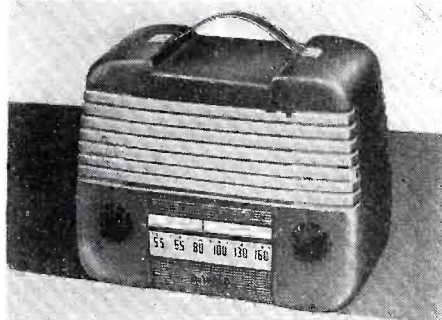
## All-Channel TV Booster

Vision Research Laboratories, 87-50 Lefferts Blvd., Richmond Hill, N. Y., announces a television booster, model TVX, an all-channel pre-amplifier for use in boosting weak video signals such as those experienced on the edge of the service area, or in locations where adequate antenna installation is impossible.

## New Brach Antenna

A new high frequency antenna, covering 152 mc to 162 mc, for automobile communications systems, has been introduced by the L. S. Brach Mfg. Corp., Newark, N. J.

## De Wald Portable



The De Wald B-504 personal is for three-way operation. It has 4 tubes, plus rectifier (selenium), 5" Alnico speaker. Weighs 4½ lbs, less battery; features easy-grip plastic handle. Model B-402 same as 504, but for battery operation only.

## New Zenith Radio Products

Zenith Radio Corporation has announced a completely new line of FM antennas, reflectors, and extension arms designed to insure maximum FM reception.

## Arvin Wholesalers

Birmingham Electric Battery Co., Birmingham, Alabama, has been appointed distributor for Arvin radios and electrical appliances in that southern territory, according to Gordon T. Ritter, director of sales, Arvin division, Noblitt-Sparks Industries.

## New GE Video Tube

Immediate use of a new ten-inch direct-view television tube which gives approximately twice the light and improves image detail and contrast is being made by General Electric Company in one of its home receivers. According to Arthur A. Brandt, general sales manager, the new tube will be used first in the company's model 802 floor combination now in distributor stocks in TV centers.

## New Stromberg Speaker

Stromberg-Carlson has introduced its new RF-72, a single unit loudspeaker designed for high quality reproduction of sound. It is said to be an exceptional speaker providing faithful reproduction at any volume, and standing up under extremely rough use.

## Zenith Replacement Speakers

A complete line of permanent magnet speakers for universal replacement service has been announced by Zenith Radio Corporation. The new line includes all popular sizes, ranging from 3½ inches to 12 inches in all magnet weights.

## New Coaxial Switch

The Workshop Associates, 66 Needham St., Newton Highlands, Mass., has developed a new coaxial switch for RG-59/U cable. The unit is used to switch from one TV channel to another utilizing the Workshop television receiving system. The switch lists for \$15.

## Spencer Sales Manager



The appointment of John M. Richardson, above, as sales manager, recording wire division, has been announced by W. H. MacDonald, president of Spencer Wire Co., West Brookfield, Mass.

RADIO & TELEVISION RETAILING • May, 1948

**utah** BUILDS A COMPLETE LINE OF EM, PM, AUTO, OVAL SPEAKERS

IT'S NEW  
Announcing COMPLETE  
UTAH'S 1948 CATALOG

Ask your jobber or write to us for Utah's new 1948 catalog . . . just off the press. It's complete. Lists over 75 speaker types and sizes. Gives complete physical and operational specifications.

**utah**  
UTAH RADIO PRODUCTS  
HUNTINGTON, INDIANA  
DIVISION OF INTERNATIONAL DETROLA CORPORATION

LOOK FOR THE COLORFUL UTAH CARTON



# TIPS DO NOT "FREEZE-IN"! CALROD SOLDERING IRONS

**R**EMOVE the tip? With a G-E Calrod Iron it's easy because the tips *just don't "freeze-in."* The special calorization process which prevents "freezing-in" is a leading feature of these G-E irons—a feature that simplifies the care and maintenance of one of your most useful tools.

### High Efficiency—Low Heat Loss

The G-E Calrod cartridge-type element is insulated with highly compacted magnesium oxide which maintains full insulation properties. The element conducts heat so rapidly that there is little temperature drop from the resistance wire. The stainless steel barrel which encloses the element has less than half the conductivity of plain steel. Therefore the heat loss through the barrel is very low. By means of the special G-E heat reservoir the heat is efficiently conducted to the calorized conical tip seat. The calorized surfaces of the seat and tip threads retard oxidation of the heat-conducting copper parts, thereby maintaining high-heat transfer to the working tip.

### G-E Calrod—The Soldering Iron with Long Life

- The shell material, Type 18-8 stainless steel, will withstand hard usage without collapsing.
- The heater will withstand repeated jarring or rough handling, because it is embedded in highly compacted magnesium oxide.
- The life of the tip is considerably lengthened by the calorized surface. This retards corrosion during long hours of idling.
- The heater is dependably protected against grounding by the highly compacted, magnesium-oxide insulation.

### FREE—With each G-E Soldering Iron

Packed with each Calrod Soldering Iron is a booklet that contains a wealth of information about soldering, tips to make the job easier and a flux chart that will be invaluable.

For additional information on G-E Calrod Soldering Irons write: *General Electric Company, Electronics Park, Syracuse, New York.*

AMPLE HEAT RESERVE  
PROVIDED BY CALORIZED  
COPPER CONDUCTOR

DURABLE, CHISEL-SHAPE,  
CALORIZED OR IRONCLAD  
COPPER TIP

COOL  
EASY-TO-GRIP  
PLASTIC HANDLE

LOW HEAT LOSS  
INSURED BY  
DEAD-AIR SPACE

LONG-LASTING  
G-E CARTRIDGE-TYPE  
Calrod HEATER

RUGGED  
CORD-STRAIN  
INSULATOR

STAINLESS STEEL,  
CORROSION-RESISTANT  
SHELL

EASY REMOVAL OF TIP  
INSURED BY  
CALORIZED SURFACE

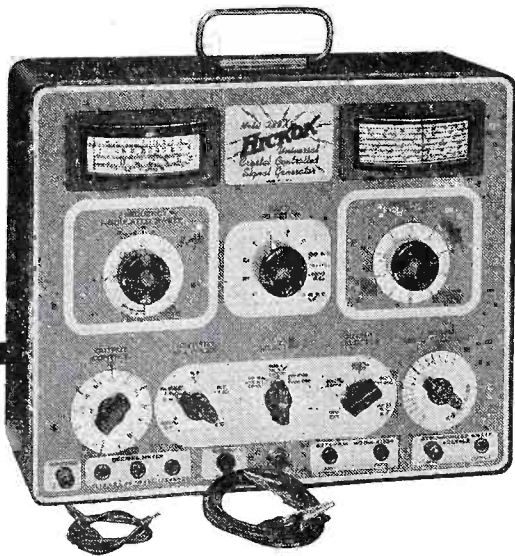


**GENERAL ELECTRIC**



159-G4

# Very HIGH OUTPUT VOLTAGE



for stage  
by stage  
alignment...

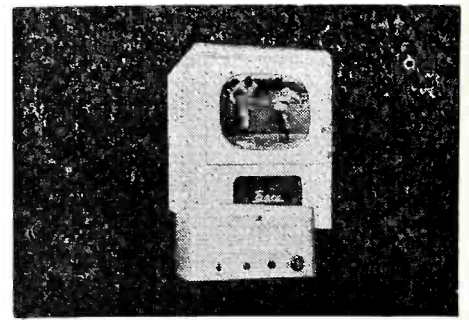
The HICKOK Model 288X Universal Crystal Controlled Signal Generator enables the serviceman to use advanced servicing techniques for easier and more accurate set testing.

This is particularly important when checking FM and Television units. The extremely high voltage output of the 288X makes possible visual, stage by stage, alignment of IF stages, limiter and discriminator. Fundamentals are used throughout its wide range and crystal controlled outputs assure an accurate signal. For bulletin giving full details and all technical characteristics, write for 288X.

## HICKOK

THE HICKOK ELECTRICAL INSTRUMENT COMPANY  
10523 DUPONT AVENUE CLEVELAND 8, OHIO

### Bace Television



Featuring multi-unit viewing, with any number of viewing screens from one central control point, the Bace receiver features preset brilliancy and focus controls, 15" tube with a flat-faced screen. Has 13-channel stabilized selector. Has 37 tubes and 5 rectifiers. Made by Bace Television Corp., Green & Leuning Sts., So. Hackensack, N. J.

### Robinson Heads N. Y. Farnsworth Branch

J. H. (Robby) Robinson, a veteran in the radio and electronics wholesaling field, has been appointed manager of the Farnsworth Television & Radio Corporation's newly established New York distributing branch at 108 West 57th St.

Well known to radio-television wholesalers, Mr. Robinson was vice president and sales manager of Kings Electronics Company, Brooklyn, before accepting the new post.

He started in the radio business more than two decades ago with De Forest Radio as sales manager, working in New York and later in New England. He then held sales positions with several distributors in the New York metropolitan area, including Gilbert-Keater, R. H. MacMann, and Colen-Gruhn.

While with these distributors, he handled De Forest, Thompson, Meissner, Grebe, Kolster and Freed products.

Mr. Robinson later joined the Freed Radio Corporation as New York district manager, after which he became associated with the National Union Radio Corporation as assistant to the sales manager. Other positions he held with National Union during succeeding years were sales promotion manager, advertising manager and sales manager.

### New Raytheon Manager



Norman B. Krim, above, appointed manager of the receiving tube division of Raytheon Mfg. Co., announces Charles Francis Adams, Jr., Raytheon president. Mr. Krim succeeds Carl J. Hollatz, vice-president of Raytheon's subsidiary, Belmont Radio Corp., of Chicago, who now becomes general manager of Belmont.

# Modern HAS ALL 17 VOLUMES

"We would never try to operate . . . without a complete set of RIDER MANUALS . . ."

"We would never try to operate a radio servicing business without a complete set of Rider Manuals, for we service sets of all makes and ages, must have all the data at hand to locate quickly troubles in all receivers. That's why we always order the latest volume as soon as it's published"

*Says* **JACK E. KENNEY**

of Modern Radio and Television Sales and Service, Spokane, Washington

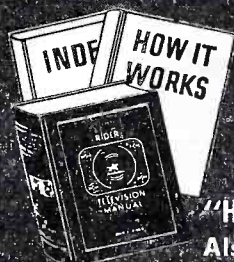
Operators of successful servicing shops know that the shortest path to profit lies through speedy diagnosis. That's why complete sets of Rider Manuals, well-worn from much use, are found over their benches.

Nowhere . . . nowhere else but through Rider Manuals can you build a library of circuit data containing so many models of so many single-band receivers, so many multi-band receivers (beginning with Vol. XV all broken down into "clarified-schematics"), so many manufacturers, wire recorders and record players . . .

so much vital information. From no other single source can you get such complete coverage of U. S. receivers and allied equipment.

Give Your shop The Sign of Successful Servicing... a complete set of Rider Manuals.

**COMING IN JUNE!**  
**Vol. 1 . . . RIDER TELEVISION MANUAL**



Approximately **1000 PAGES**  
PLUS—Separate

"HOW IT WORKS" Book.  
Also index . . . \$15.00.

Provides the servicing information you need on the products of major manufacturers; complete sets and kit sets. "How it Works" book explains theory of operation on TV sets.  
**RESERVE YOURS AT YOUR JOBBERS**

*Complete* ORIGINAL MANUFACTURERS DATA

*You* **NEED ALL 17**

Volume XVII	\$15.00
Volume XVI	8.40
Volume XV	18.00
Volumes XIV to VII (ea. vol.)	15.00
Volume VI	11.00
Abridged Manuals I to V (one vol.)	17.50
Record Changers and Recorders	9.00
Master Index, covering Manuals, Vols. I to XV.	1.50

**VOL. XVII NOW AT YOUR JOBBERS**

# RIDER MANUALS

*Mean Successful Servicing*

JOHN F. RIDER, PUBLISHER, Inc., 404 Fourth Avenue, N. Y. 16  
Export Agent: Roche International Corp., 13 E. 40th St., N.Y.C. Cable ARLAB

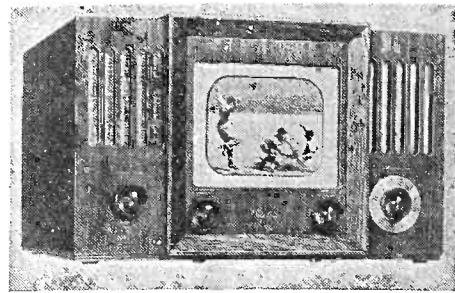
NOTE: The Mallory Radio Service Encyclopedia, 6th Edition, makes reference to only one source of Radio Receiver Schematics.—Rider Manuals.

## Establishing Nationwide Distribution Set-Up



John S. Mills, right, vice-president of Tele-tone Radio Corp., greets Manny Beckwith, general manager of the Hub Cycle and Radio Co., Inc., of Boston, Mass., on the latter's arrival in New York to conclude arrangements for a New England distribution for Tele-tone products. Tele-tone is establishing a nationwide distributing organization.

## Tele-tone \$149.95 TV Set



Selling at \$149.95, the new Tele-tone television receiver has all-channel tuning, 22 tubes. Vertical and horizontal controls on front. Picture size 27 square inches. Comes in genuine mahogany cabinet. Firm plans a projection set offering picture size from 9 x 12 inches to 4 x 6 feet, to sell for about \$500, as well as a low-cost extension TV unit.

## Campaign Backs Sale of Universal Vac Cleaners

Everyone loves a bargain and to appease the bargain hunting housewives and build sales for its dealers, Landers, Frary & Clark is promoting a "free attachment" campaign around its Universal brush type cleaner with the exclusive suction regulator. Backed by one of the largest expenditures in the company's vacuum cleaner history, this campaign is aimed exclusively at persons who prefer brush type vacuum cleaners, but want the added advantages of above floor cleaning equipment.

The "free attachment" campaign is the outcome of Universal's studies in the home cleaning equipment market which show a steady demand by upright vacuum cleaner users for auxiliary attachments to do "above floor" cleaning. Studies show that the demand for attachments has been stimulated by tank cleaner sales which come with attachments and that many people who prefer the upright cleaner for rug cleaning in their homes would like the added facility of cleaning above the floor. Landers, Frary & Clark has developed its "free attachment" campaign so the consumer can purchase the regular Universal upright cleaner retailing at \$79.95 and receive a full set of ten attachments for complete all round cleaning throughout the house.

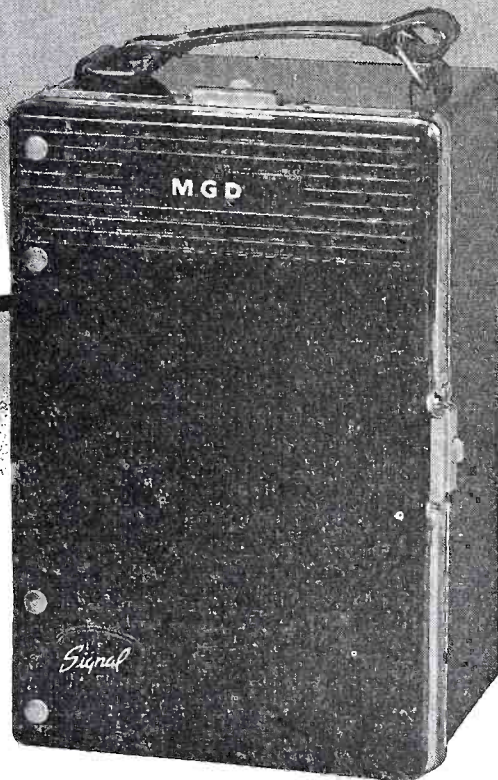
## Sells Arvin Heaters



Illustrated is top piece in the new Arvin kit, a 6-color, 22" x 14 1/2" cutout featuring the fan-forced Arvin Heater. A 15 1/2" x 13" display playing up the radiant type heater is also included. Both are suitable for windows, counters, etc.

# NEW *Signal* PERSONAL POCKET RADIO

*Sensational  
PROFIT  
BUILDER  
for  
Dealers!*



**it's tiny—but it packs a  
GIANT SIZE WALLOP!**

List Price \$19.95 less batteries  
Black Model

- Standard Superheterodyne—4 miniature tubes
- Set automatically plays when cover is opened, shuts off when lid is closed!
- Polystyrene camera-type case, with weather-resistant metal grill.
- Deluxe Models with gold trim  
Maroon \$22.95 . . . Ivory \$24.95
- Room for personal initials
- Weighs 2 lbs. 4 oz., including batteries! Measures 3" x 5 3/4" x 3 5/8"

Creators of this PORTAPOCKET Personal Radio

*Signal*

**ELECTRONICS, INC.**

For domestic market — Signal Sales Corp.

114 East 16th Street

New York 3, N. Y.



Here's that NEW F.M.—A.M.

*Sig. Gen.*

**Frequency Ranges:** Fundamentals—from 100 K.C. to 120 M.C. in ten bands. Added Frequency—(provided by built-in fixed 50 M.C. oscillator) from 120 M.C. to 170 M.C. Second harmonics can also be used to double the A.M. fundamental ranges.  
**Dealer Net...\$157.50**

**MODEL 3433**

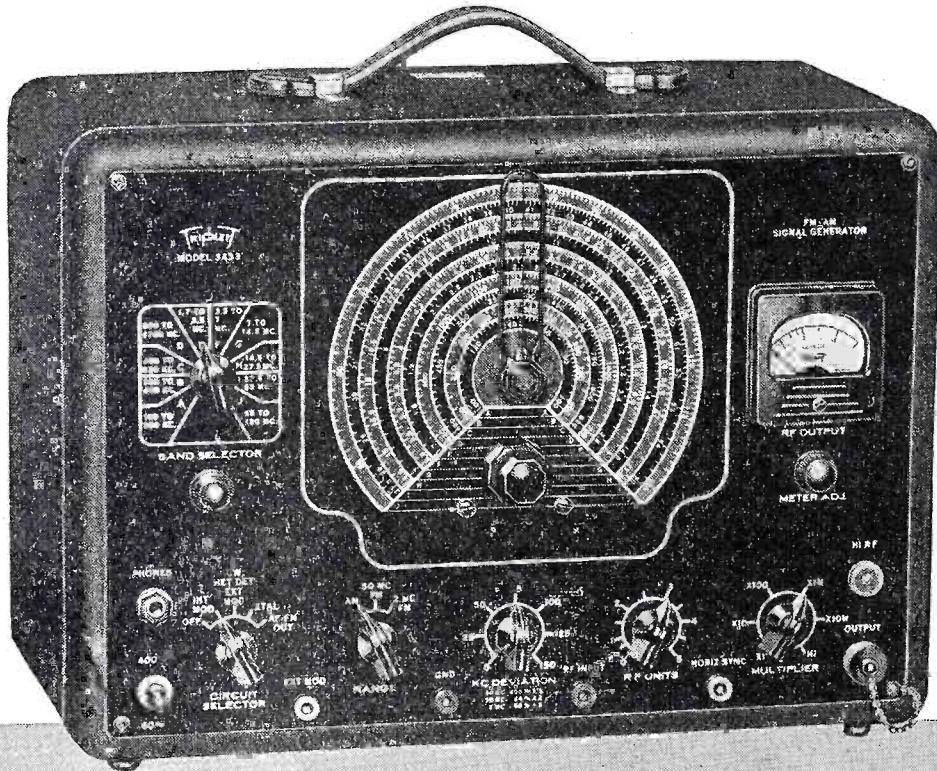
**F.M. SWEEP FROM 0 TO 300 K.C.  
 MODULATION FREQUENCY 60 OR  
 400 CYCLES PER SECOND**

Stable frequency modulated signals give undistorted wave form. This permits easy and more precise alignment over all frequency ranges thus insuring maximum performance in a radio set that can in every way be comparable with original factory adjustments.

Other features include: constant deviation by using a fixed frequency reactance modulated oscillator, 110 Volt A.C. line filter to prevent leakage thru power supply, horizontal synchronized sweep voltage available thru jack on front panel.

Be sure to see this new Triplet F.M.—A.M. Signal Generator at your Parts Distributor.

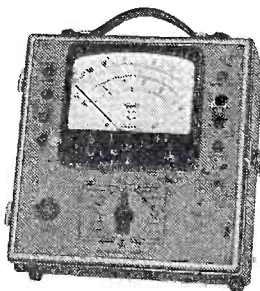
For complete technical description write Dept. Q-58.



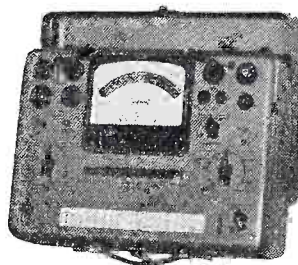
*SOLVE YOUR SERVICE PROBLEMS BETTER... WITH TRIPLETT*



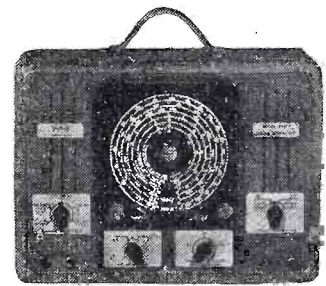
**Model 666-HH**  
 Pocket-size Volt-Ohm-Milliammeter, U.S.A. Dealer Net... \$22.00.



**Model 2405-A**  
 Sensitive Volt-Ohm-Mil-Ammeter. U.S.A. Dealer Net... \$54.75



**Model 3413**  
 Tube Tester, with Speed Roll chart. U.S.A. Dealer Net... \$60.75



**Model 3432**  
 Test Oscillator, with illuminated dial. U.S.A. Dealer Net... \$63.25

*Precision first... to Last*

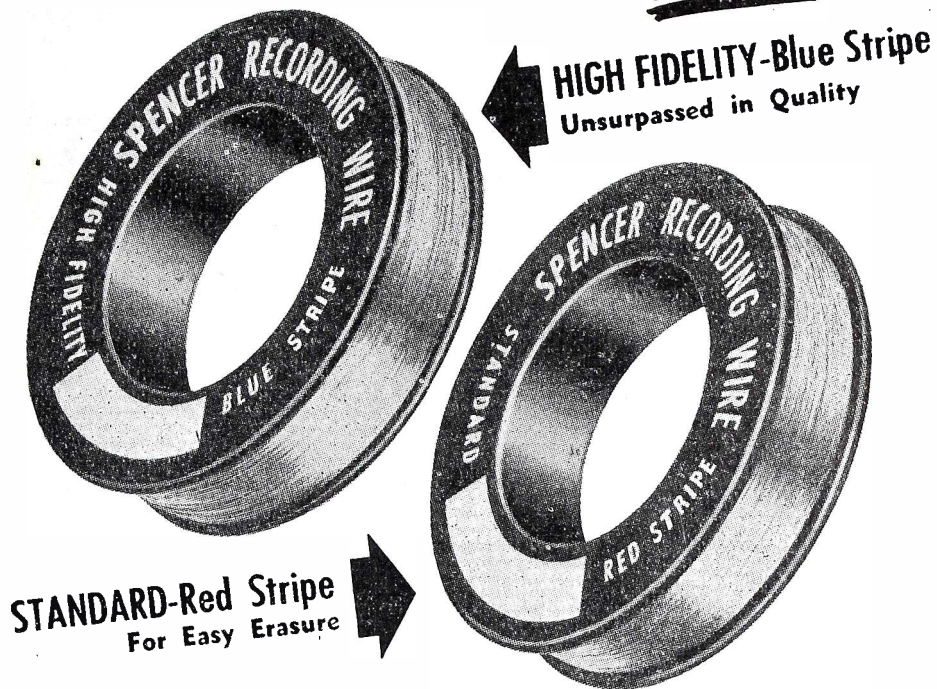


**TRIPLETT ELECTRICAL INSTRUMENT COMPANY • BLUFFTON, OHIO, U.S.A.**

*In Canada: Triplet Instruments of Canada, Georgetown, Ontario*

**SEE US.. RADIO PARTS SHOW-BOOTH #7..HOTEL STEVENS..MAY 11-14**

# Now there are Two



Now you can offer your customers *two* types of Spencer Recording Wire. For those who want the finest possible reproduction in their recordings, Spencer High Fidelity—*Blue Stripe* is unsurpassed in quality. Where easy erasure combined with normal reproduction quality is a must, Spencer now offers its new Standard—*Red Stripe* Recording Wire.

Order your supply of the new Standard—*Red Stripe* today. Your customers will want one or both of these two fast-selling recording wires. Spools are R.M.A. standard size and fit all standard wire recorders. Plastic leaders supplied if desired.

Available in ¼ hour, ½ hour, and 1 hour spools

## SPENCER WIRE COMPANY

WEST BROOKFIELD, MASSACHUSETTS

MAKERS OF PRECISION STEEL & ALLOY WIRE

### AVAILABLE

SALES — INSTALLATION FRANCHISES  
MULTIPLE OUTLETS TV-FM ANTENNAS

Offered to established TV Sales and Installation Agencies.

Multiple coupler 13 channel TV and FM Antenna kit systems for apartment houses and for radio stores where demonstrations must be made of a variety of makes and models of TV sets. Up to six receivers may be operated singly or simultaneously from a single antenna.

Designed and patented by a leading organization of internationally recognized antenna engineers, these antenna kit systems incorporate many advanced, exclusive features insuring superior reception on all 13 channels. The manufacturer of these kit systems holds an exclusive license from the designers for exposed wiring, installation.

Consideration will be given only to established, responsible agencies having the personnel and know-how of selling, installing and supervising installations by sub-contractors.

Give full details in answering.

BURLING ASSOCIATES  
11 Park Place, New York, N. Y.

## Personnel News

### General Electric

Russell S. Fenton becomes sales manager of component parts in the GE receiver division, announces Paul L. Chamberlain, manager of sales for the division. Formerly a retail appliance merchant, Mr. Fenton has been with the company since 1942.

### Rheem Mfg. Co.

The appointments of James R. Butler as Western regional manager of sales promotion and Frederick J. Blume as Eastern regional sales promotion manager for Rheem, have been announced by R. Louis Towne, sales promotion manager.

### Webster Electric Co.

D. Hale Darnold has been named assistant sales manager of the firm's sound division, with headquarters at Racine, Wisc.

### Mullins Mfg. Co.

C. D. Alderman has been made sales manager of the company's Youngstown Kitchen Division, Warren, Ohio, succeeding Frank W. Knecht, Jr., who becomes staff assistant. David F. Rucks, Jr., becomes assistant manager of sales.

### Zenith Radio Corp., N. Y.

Ralph O. Morel, general sales manager, announces the appointments of George I. Bloom and George E. Hart as sales managers.

### Tele-tone Radio Corp.

Roland J. Kalb has been made plant manager, according to S. W. Gross, president. Mr. Kalb has taken over duties at the factory at 540 W. 58 St., N. Y.

### Hotpoint, Inc.

E. P. Toal, until recently sales manager of standard receiver line for GE, has been appointed New England-New York district manager for Hotpoint, announces L. C. Truesdell, vice-president of marketing.

### Motorola, Inc.

George R. MacDonald has been named Motorola's vice-president in charge of finance, according to Paul V. Galvin, president.

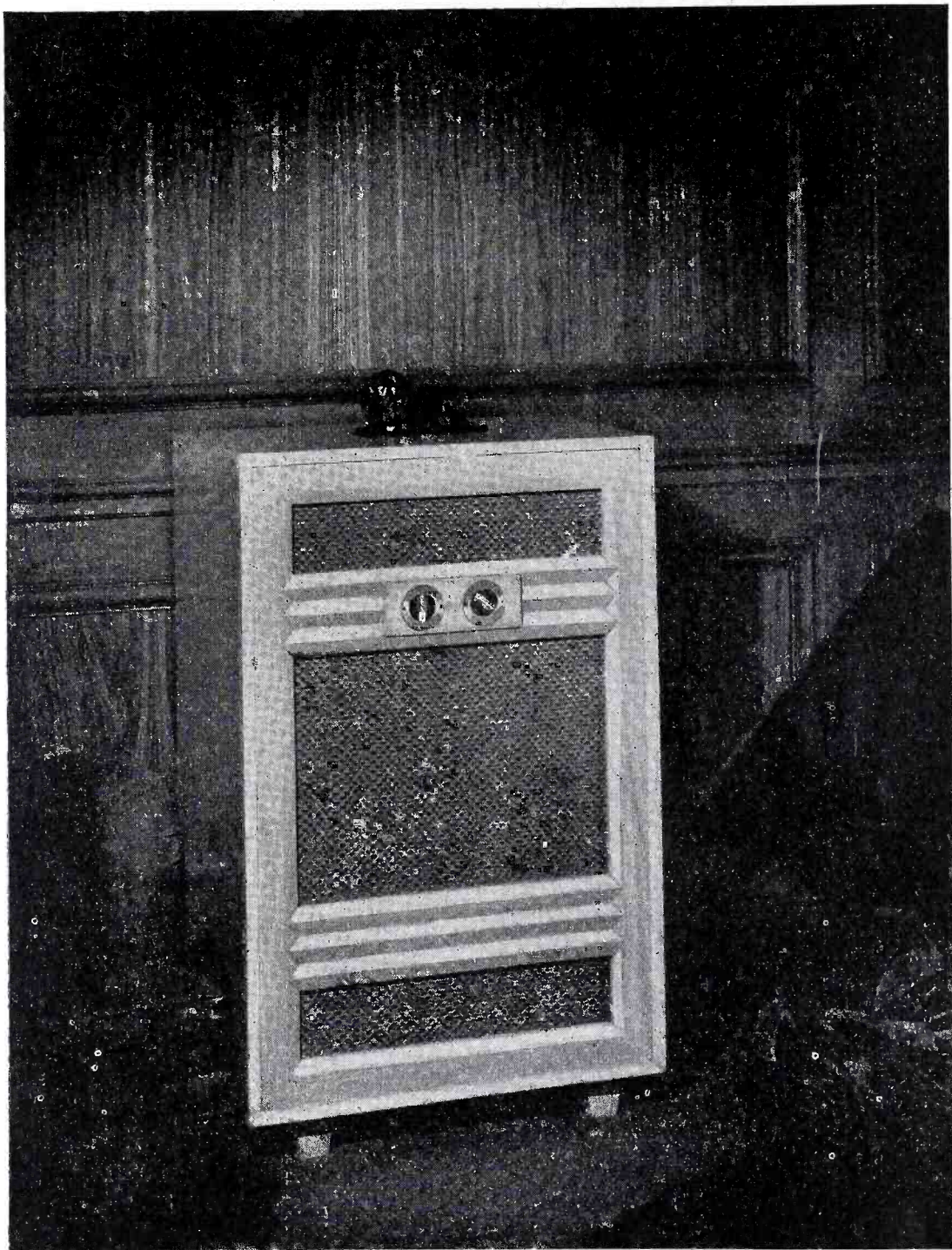
### Norge Division

Frank H. Toler has been appointed manager of water cooler sales for the Norge Division, Borg-Warner Corp., according to E. N. Guild, manager of refrigeration specialties sales.

### Howard W. Sams & Co., Inc.

Paul H. Wendel has joined the Photo-fact staff of the Sams organization. He will make his headquarters in Indianapolis.

**RM-251** is a distinguished addition to the Jensen reproducer family. This "decorator-designed" Bass Reflex cabinet utilizes any fifteen inch Jensen loud speaker including the coaxial. Of sufficient size, it makes an ideal base for almost any television or receiver equipment.



**Jensen**

**CUSTOMODE REPRODUCER**  
Chicago



**COMPETITIVE**  
**COMPETITIVE**  
**COMPETITIVE**

The NEW

# LYRIC SOUND LINE!

**NOW! Famous Rauland Quality Designed and Priced to Sell in the Big Volume Sound Market**

There's a new standard for competitive value in the P. A. field! It's the new LYRIC line of Amplifiers and complete P. A. Systems, designed and built by Rauland. Here's an unbeatable combination of famous Rauland quality and sales-acceptance, coupled with low, competitive price. The LYRIC P. A. line offers you every selling advantage: advanced design; more watts per dollar; superior tonal fidelity; flexible application; complete dependability; smart looks. Step out ahead in big-volume P. A. sales with LYRIC—the new COMPETITIVE VALUE in Sound. Ask for full details on the complete LYRIC Sound Line today!

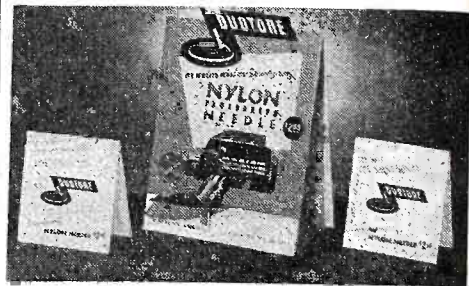
**SEE THE NEW LYRIC LINE**

at the 1948 Radio Parts Show! And don't miss our display of RAULAND Electronic Sound, AMPLICALL Intercom, FM & Television Antennas and Television Picture Tubes!

**At Booth 71!**

See your RAULAND Distributor for full information on the new LYRIC Sound Line. You'll meet any P. A. competition with LYRIC—the line that combines quality performance with low price for unbeatable value.

**Ductone Dealer Aid**



In promotion with the company's advertising campaign promoting the new nylon-bumper shockproof phonograph needle, Ductone is giving dealers an introductory offer consisting of a dozen needles on the back of a new three-dimensional display card. The dealer receives one free needle with each dozen. The needle retails for \$2.50.

**Recoton Dealer Aid**

Recoton Corp., New York City, is offering retailers free imprints of store name and address on all needle packages with a minimum order for 5 cards or cartons. Dealers can choose either Superior, Automatic or Concerto needles. With orders for 10 cards or cartons of these three needles assorted, retailers will also receive a free imprint job.

**Shure Needles**

Shure Bros., Chicago, Ill., announce that its line of "muted stylus" replacement needles are available in osmium or sapphire. These needles are the only ones that can be used in the "muted stylus" crystal cartridges. The needles are packaged in attractive display cards. Model A62A lists at \$1.50; model A61A for \$2.50.

**Pan-American Plans**

William G. Long, president Pan-American Records, Hollywood, has announced plans for distributing Mexican folk song recordings primarily in California, Arizona and Texas.

**Represents Waters Conley**



Glenn M. Waters, president Water Conley Co., Rochester, Minn., announces the appointment of Gerald H. Rissman, above, as Midwestern sales representative, with headquarters in Chicago.

*Electroneering is our business*

**SOUND TELEVISION**



**INTER-COMMUNICATION**

**THE RAULAND CORP. • 4247 N. KNOX AVE. • CHICAGO 41, ILL.**

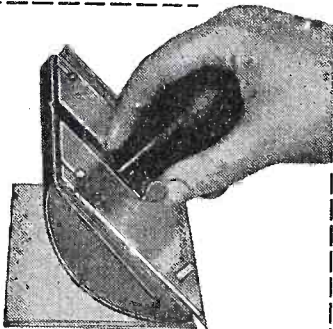
**PRINT YOUR OWN POST CARDS**

**COMPLETE OUTFIT**  
*only \$7.50*

Amazing results in sales, inquiries and contacts . . . saves time and money . . . very easy to use GEM STENCIL DUPLICATOR is ideal for Advertising, Announcements, Notices, Labels, Forms, Price Lists—hundreds of uses for every type of business and organization. Comes complete with all supplies, instructions and 60-page Book of Ideas.

**FREE TRIAL OFFER:** Try it before you buy it! Write and a GEM OUTFIT will be sent you postpaid. After 10 days, send only \$7.50 or return the GEM, no questions asked. The GEM must sell itself; you be the judge.

**BOND EQUIPMENT CO.** DEPT. 125 — 513 Olive St. St. Louis 1, Mo.

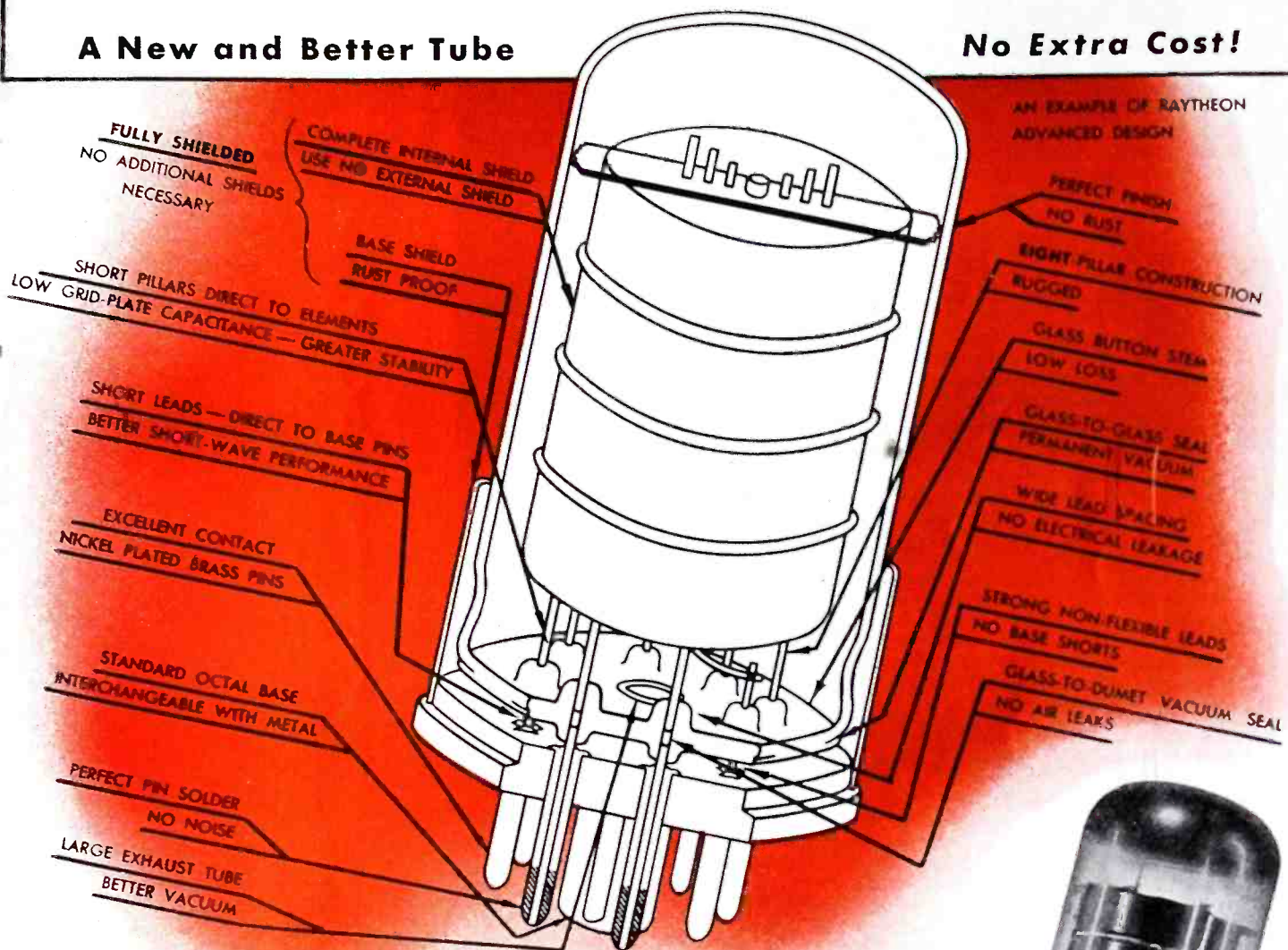


**SEND NO MONEY — FREE TRIAL OFFER**

# ANNOUNCING RAYTHEON BANTAL TUBES

**A New and Better Tube**

**No Extra Cost!**



Just think! All the above design improvements and construction advantages in one tube—the RAYTHEON BANTAL tube.

- **Rugged Eight Pillar Construction**
- **Completely Shielded Internally** — No external shielding hardware or installation labor! Increases your service profit!
- **Made In Eight Popular Types** 6SA7GT-6SJ7GT-6SK7GT-6SQ7GT-12SA7GT-12SJ7GT-12SK7GT-12SQ7GT
- **Superior Performance Assures Customer Satisfaction And Repeat Business**
- **All At No Extra Cost!**  
Your Raytheon Distributor — sponsor of the famous Bonded Dealer-Service Program — is now delivering Bantal Tubes.

Look for this distinctive marking on the Raytheon Bantal Tube. The 12SK7GT Tube illustrated replaces ordinary "GT" and Metal 12SK7 Tubes. Only the Bantal Tube is needed in stock!



**RAYTHEON MANUFACTURING COMPANY**

RADIO RECEIVING TUBE DIVISION

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

RADIO RECEIVING TUBES • SPECIAL PURPOSE TUBES • TRANSMITTING TUBES • HEARING AID TUBES

# A New TELEVISION RECEIVING SYSTEM

## Custom-Designed for Your Area

If you want the finest television reception in a particular area—Boston, New York, Philadelphia, Cleveland, or wherever—you need a Workshop Television Receiving System.

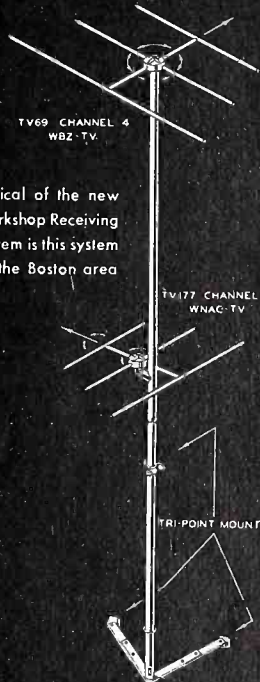
The "so-called" "broad band" antennas cannot be relied upon to bring in a strong enough signal. The Workshop has been working on this problem for several years, using the finest test equipment and the most modern techniques. At the present stage of the art it appears to be practically impossible to produce a truly high-gain television antenna with consistent performance over the entire television band.

Rather than "compromise," the Workshop has designed a special "receiving system" for each television area, employing a separate high-gain, 3-element antenna for each channel. This means we have a receiving system for Boston, New York, Chicago, etc., engineered specifically to receive the maximum signal from all the stations in the particular area.

### FEATURES

- Separate antenna arrays all mounted on one mast. Universal mounting brackets supplied.
- Each array can be individually oriented to provide maximum signal strength and minimum ghosting.
- Each array is fed with a separate RG-59/U transmission line — reduces noise pickup.
- Each array is a well-matched, 3-element, high-gain antenna.
- New coaxial switch changes from one array to the other.

Please specify the channels in your area.  
Price on request



Typical of the new Workshop Receiving System is this system for the Boston area



### COAXIAL SWITCH FOR TELEVISION

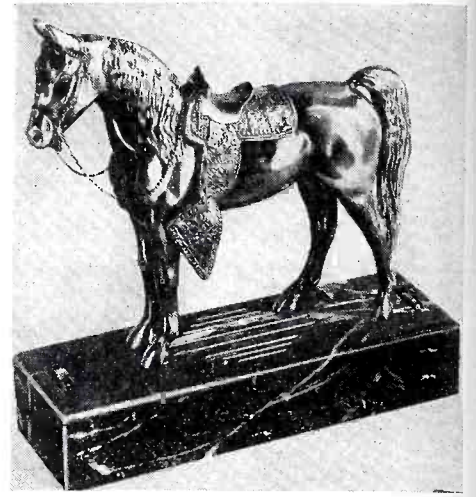
This new coaxial switch for RG-59/U coaxial transmission line is designed to be used with the Workshop Television Receiving System. It provides for conveniently switching any one of four antennas to a receiver. In addition, it solves the television sales demonstration problem. By using additional switches, any number of television sets can be demonstrated from one convenient location. RG-59/U connectors available.

Model No. R-4 Four-position switch . . . . . List Price \$15.00

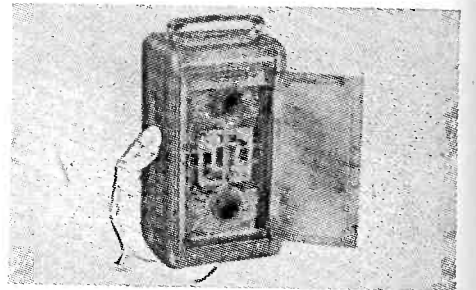
## THE WORKSHOP ASSOCIATES, INC.

Specialists in High-frequency Antennas  
66 Needham Street, Newton Highlands 61, Mass.

### New Globe Models



Model 95 is an AC-DC superhet, having 4 tubes plus selenium rectifier, built-in antenna and full vision tuning dial. Bronze coated sculptured reproduction of Western horse. Height, 13 1/2", including base. Base in walnut, mahogany or onyx finish. Lists at \$39.95.



Globe's 3-way personal portable is a superhet, 4 tubes, plus selenium rectifier. Size, 4 1/2" wide; 8 1/2" high, 4" deep. Weighs 4 1/2 lbs. with batteries. Comes in 4 colors: Black, ivory, tan, maroon. List priced at \$39.95, less batteries; promotionally priced at \$29.95, less batteries. Sets made by Globe Electronics, Inc., 225 W 17 St., New York 11, N. Y.

### W. H. Dennler Appointed

W. H. Dennler has been appointed assistant manager of the General Electric vacuum cleaner division, A. L. Atkinson, cleaner division manager of the Company's Appliance & Merchandise Department, has announced.

Mr. Dennler was previously assistant district manager of appliances sales for the Pacific district. Following his graduation from Iowa State College in 1932, he entered the Company's employ.

### Obtaining the Know-How



Miss Jean Carlson, Victor Carlson & Sons, Minneapolis; and Miss Evelyn Thompson, Kentucky Utilities, get actual work-shop experience during the use-value training school sponsored by Hot-point Institute to acquaint home economists and equipment demonstrators with complete appliance performance.

# Rembrandt . . . . . FINEST

*Reg. U. S. Pat. Off.*

## TELEVISION-FM CONSOLE RECEIVERS

# IN TELEVISION

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.

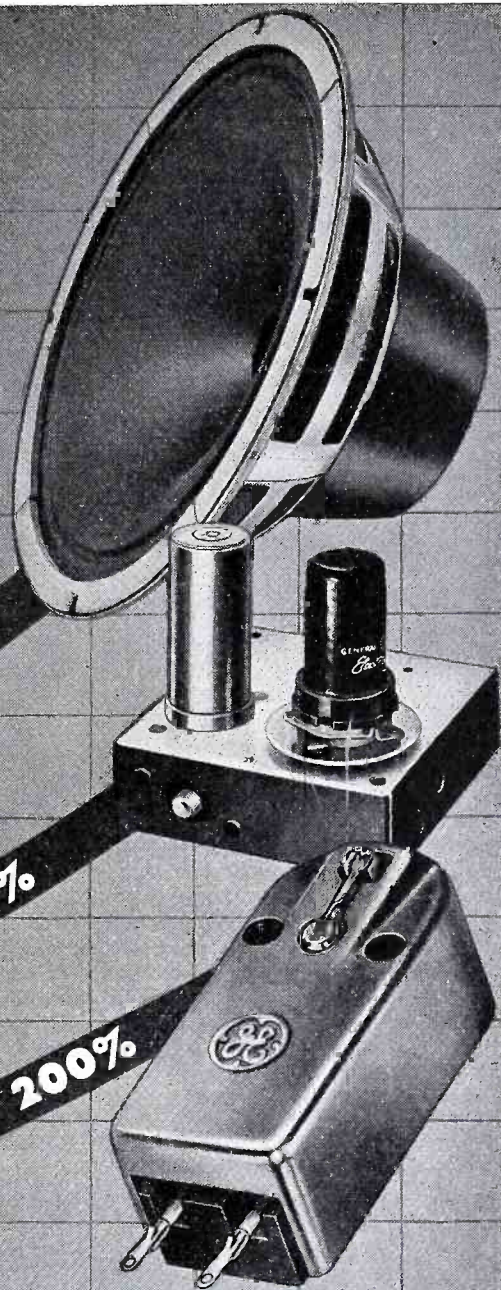
REMINGTON RADIO CORPORATION WHITE PLAINS, N. Y.  
Phone White Plains 9-7006

# The true test of performance— **DEMAND**

**G-E Speaker Sales** **UP—NEARLY 100%**  
 "The Speaker with the Aluminum Foil Base Voice Coil"

**G-E Pre-Amplifier Sales** **UP—OVER 100%**  
 "The Important Link for Adapting the Pickup"

**G-E Variable Reluctance Pickup Sales** **UP—OVER 200%**  
 "The Pickup They're All Talking About"



**Up—Up—Up—**go sales on these fast-moving G-E products that every service man needs—day in and day out.

The figures shown here represent the past three months as compared with the previous three months. The reason for these spectacular increases is no secret

—it's simply G-E quality. That, plus proper design and the right price means consumer acceptance—consumer demand—consumer action.

Make that action mean dollars for you. Order your stock of these fast sellers now—start your sales curve rising.

For additional information on these three units write:  
 General Electric Company, Electronics Park, Syracuse, N. Y.

**GENERAL**  **ELECTRIC**

169-G3

# 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

## Floor Demonstrator



Two noteworthy aspects of point-of-purchase display importance are exemplified in designer Einson-Freeman's lithographed card board floor demonstrator for Stromberg-Carlson radios. It reflects the spreading use of p-o-p displays in coordinating national advertising programs as well as the rise of "functionalism" in displays.

## Tinted TV Magnifier

A new type television magnifying lens has been announced by the Celomat Corp., New York. The device softens the image and tints it blue to reduce eyestrain. The "Vue-Scope", in various sizes, sells from \$19.95 to \$59.59.

## Correction

In the March, 1948 issue it was stated that Pennwood Numechron Co., Pittsburgh, was offered an advertising allowance of 25 cents on each clock ordered. The firm advises that the offer has been withdrawn.

## In Utah Sales Position



Ray Hutmacher, of Ray Hutmacher & Associates, Chicago, represents Utah Radio Products, division of International Detrola Corp. in Illinois, Wisconsin, and St. Louis county, Mo.

## Staco TRANSFORMERS

Multi-use transformers designed to make possible applications not available with conventional filament transformers. Where dual windings are listed, these windings are identical and may be parallel or series connected. Units are black. Step-down transformers built of high quality silicon steel. Standard Electrical Products Co., 400 Linden Ave., Dayton 3, O.—RADIO & Television RETAILING.

# Police CALL FANS

HERE  
IT IS

### TUNES 152-162 MEGACYCLES

6 Tube (miniatures) True F.M. Superhetrodyne including rectifier. 115 Volts, A.C.-D.C. 5 Inch speaker. Clear vision dial. 9 1/2 x 6 1/4 x 5 1/4 deep, walnut veneer cabinet. Shipping weight 5 1/2 lbs. Highest quality components. Schematic inside back cover. 2 stages high gain 10.7 Megacycle I.F.s. High Selectivity. Discriminator Detector. Guaranteed reception from your local F.M. Transmitters with attached antenna, from cabs, police and others. Ready to plug in and use.

LIST  
\$39<sup>95</sup>

Excise Tax  
Included  
F.O.B.  
Indianapolis  
\$10.00 Cash  
With Order  
Rest C.O.D.

SOME CHOICE DEALERSHIPS  
STILL AVAILABLE — BE FIRST — WRITE

# RAC POLICALARM

RECEIVER

RADIO APPARATUS CO.  
729 NORTH BANCROFT ST.  
INDIANAPOLIS (1), INDIANA



# Belden

## RADIO-ELECTRONIC WIRES AND CABLES



# FOR BETTER SERVICE

## HOOKUP WIRE ASSORTMENTS



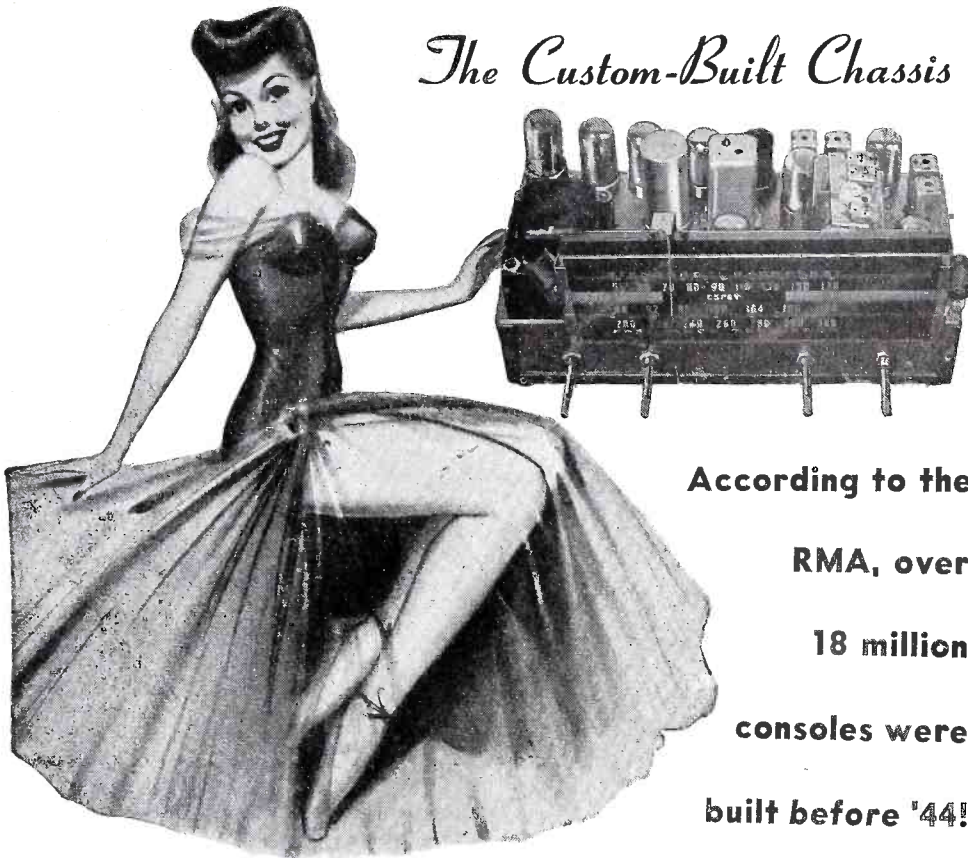
SMALL — LOW-COST STOCK  
Handles Most Service Requirements

# Belden *Radio* WIRE

**2 out of 3  
need it!**

**ESPEY**

*The Custom-Built Chassis*



**According to the  
RMA, over  
18 million  
consoles were  
built before '44!**

That's right! The newest are four years old, and there are more than 11 million that are 10 years old. Of the 18 million owners, 51% or over 9 million like their cabinets—in spite of the fact that the vast majority of receivers are hopelessly obsolete, lacking such present-day essentials as FM.

Furthermore, over 90% of the console owners WANT FM, but less than 6% HAVE it. What a replacement market!

It was to fill this tremendous need that ESPEY designed its line of top-quality custom-built chassis, supplied complete and ready to operate in your customers' cabinets.

For further details about the ESPEY replacement chassis, and the opportunities of the replacement industry, we urge you to write today to Dept. K-5.

**ESPEY MANUFACTURING COMPANY, INC.**  
528 EAST 72<sup>ND</sup> STREET—NEW YORK 21, N.Y.

"Established—1928"

**Rig-Fast**

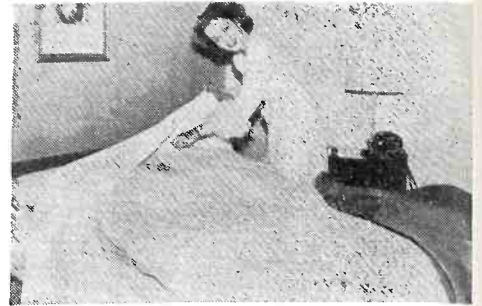
**TV & FM Antennas**

See our display during the Radio Parts Show, May 10-14 inclusive, at the Congress Hotel, Chicago.

**OAK RIDGE ANTENNAS**

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

**Luxury Sleeping**



Mary Cooper, of the Joe E. Brown company of "Harvey" finds the new Westinghouse electric sheet a cold weather protection while on the road with the production.

**New Burgess Display**

Designed for quick sales, the new Burgess No. 148 flashlight, complete with eye-catching display card and nine distinct features for customer appeal, is now ready for the market, Burgess Battery Company of Freeport, Ill., has announced.

By way of speeding turnover, the Burgess flashlight is sure to boost profits for dealers, the company believes. Besides its low price, the flashlight has a smooth-slide positive switch, pre-focused bulb, polished reflector, durable finish, modern styling, crystal clear glass lens, and is of all-metal construction. It retails at a popular price.

The new model uses two standard Size 2 Burgess batteries. Display card, included free with each standard package of flashlights, is in the bright Burgess colors (red, white and black predominating). The card together with flashlight is a compact unit for speedy turnover on busy counters.

**Name Norman C. Owen**

Webster-Chicago, manufacturers of wire recorders, record changers, and Nylon phonograph needles, has appointed Norman C. Owen as sales promotion manager. Mr. Owen will be in charge of all sales promotion activities for the company's three major products. Categories—Wire Recorders, Record Changers and Nylon Phonograph Needles.

**Meeting of Store Management Group in New York**



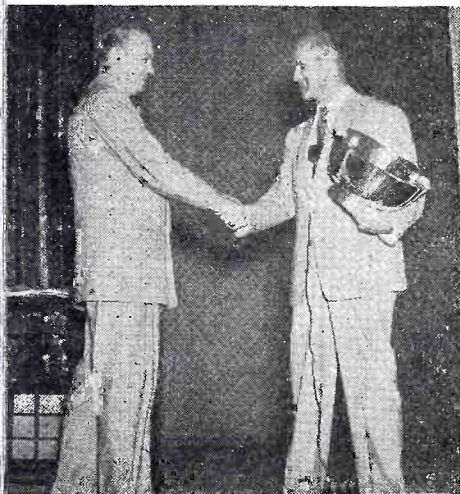
At a recent meeting of the store management and store arrangement committee of the National Electrical Wholesalers Association, held in New York, were the following, left to right: W. M. Fenn, NEWA counsel Ralph Brown, General Electric Supply Corp., Bridgeport; H. U. Mann, H. U. Mann Co., Inc., Chicago; temporary chairman, Benjamin Gross, Gross Distributors, Inc., New York; Charles G. Pyle, managing director and R. C. Hill, director, appliance division, NEWA; W. H. Squires, A. Wayne Merriam, Inc., Albany; Alfred Byers, secretary, NEWA.

## Dates Ahead

### Future Events of Interest to Readers

- May 2-9: National Music Week  
 May 11-14: Radio Parts Manufacturers, Trade Show, Hotel Stevens, Chicago  
 June 2-4: Edison Electric Institute, Annual Convention, Atlantic City, N. J.  
 June 14-17: National Association of Music Merchants, Trade Show & Convention, Palmer House, Chicago  
 July 5-17: Home Furnishings Show, American Furniture Mart, Chicago  
 July 6-10: Store Modernization Show, Grand Central Palace, New York  
 July 19-24: World's Fair of Music, Grand Central Palace, New York  
 Aug. 2-7: Western Summer Market, Western Merchandise Mart, San Francisco  
 Aug. 20-29: First Annual All-Electric Exposition, Southern Calif. Radio & Electrical Appliances Assn., Inc., Pan Pacific Auditorium, Los Angeles

## Honor Philco Man



Reese Llewellyn, left, manager of the Southwest sales division of Philco with headquarters in Kansas City, Mo., is congratulated by John M. Otter, right, general sales manager for Philco Corporation, who presents him with the general sales manager's trophy.

## "All-Vue" Magnifying Lens

The Liquid Lens Corp., 77-17 Parsons Blvd., Flushing, N. Y., announces its new lens made of Dupont lucite. The device is pre-focused, and spherically designed, and does not telescope the picture.

## Named by RCA Victor

J. R. Little has been appointed eastern region manager of the RCA Victor Div., Radio Corporation of America, announced Frank M. Folsom, executive vice-president in charge of the division. Mr. Little will have offices at 36 W. 49 St., New York City.

# CURRENT CONVERSION

## ATR STANDARD AND HEAVY DUTY INVERTERS



VISIT  
**ATR Booth 137**  
 AT RADIO PARTS  
 AND EQUIPMENT  
 SHOW  
 May 11th-14th

### For Inverting D. C. to A. C. . . .

Specially Designed for operating A. C. Radios, Television Sets, Amplifiers, Address Systems, and Radio Test Equipment from D. C. Voltages in Vehicles, Ships, Trains, Planes and in D. C. Districts.

New Models



### AUTO RADIO VIBRATORS



A Complete Line of Vibrators . . .

Designed for Use in Standard Vibrator-Operated Auto Radio Receivers. Built with Precision Construction, featuring Ceramic Stack Spacers for Longer Lasting Life.

ATR VIBRATOR GUIDE  
*a complete line*

New 34 page VIBRATOR GUIDE FREE

New Models



### "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.

NEW MODELS  
 NEW DESIGNS  
 NEW LITERATURE  
*See your jobber or write factory*

# AMERICAN TELEVISION & RADIO CO.

Quality Products Since 1931  
 SAINT PAUL 1, MINNESOTA-U.S.A.

# NEW ---

## DIFFERENT!

You are cordially invited to see the

### New Developments in TEST EQUIPMENT

By



at our Exhibition Booth No. 159

Radio Parts & Electronic Shows  
Stevens Hotel, Chicago, Ill.

May 9th - 14th

## SUPREME, INCORPORATED

GREENWOOD,  
MISSISSIPPI

"20 years of know-how in building test equipment"

### Hytron Serviceman Contest

Any radio serviceman who repairs sets for the general public is invited to participate in Hytron's contest. Prizes are offered in six monthly contests. The event runs from May through October. Contestants are asked to submit ideas for a shop tool for radio servicing, and a sketch and constructional details—a photo—or a model, should accompany each idea. The suggestions should be for simple, practicable tool (preferably to sell without profit at 50 cents or less). Official blanks may be obtained from Hytron jobbers or from the company, Hytron Radio & Electronics, Salem, Mass. Following are the prizes:

#### First Prizes

- May DuMont Type 274 Five-Inch Oscillograph.
- June Radio City Products Model 665-A, the "Billionaire", V-T Volt-Ohm Capacity Meter, Insulation Tester; and Model 705-A Signal Generator.
- July Hickok Model 156A Indicating Traceometer.
- Aug. McMurdo Silver Model 900A "Vomax" Electronic Volt-Ohm-Milliammeter; Model 904 Condenser/Resistor Tester; and Model 905A "Sparx" Dynamic Signal Tracer/Test Speaker.
- Sept. Jackson Model 641 Universal Signal Generator.
- Oct. Weston Model 769 High Frequency Electronic Analyzer.

Second Prize—Each Month  
\$50 U.S. Savings Bond

Third Prize—Each Month  
\$25 U.S. Savings Bond

#### Grand Prizes

\$200 U.S. Savings Bond—to contestant whose idea is judged to be best of the 6 winning monthly first prizes.  
\$200 U.S. Savings Bond—to Hytron jobber indicated on entry blank as serving grand prize winner.

### Gerl on Price Picture

Commenting on the radio situation in his annual report to 6,000 Sonora dealers, Joseph Gerl, the firm's president, predicted that there will not be any price decrease "to any appreciable extent." On price-cutting, he said: "There has been some sporadic price-cutting by dealers, but mainly on older models. Since the manufacturers cannot replace these models at any lower cost, the manufacturers have not encouraged this price cutting. By and large, as these older models move out of the picture, the newer receivers will come in to stabilize the price situation."

### Simplified Disposalls

Since 1935, when it was first marketed, the GE Disposall has been simplified until the number of parts has been reduced from 239 to 137, the weight 75 to 50 pounds, the height lowered six inches and the capacity doubled.

# 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.

# Are you Building a Business ... or Burning your Bridges?

**Would you patronize a dentist who filled your teeth with plaster of Paris?**

**Would you trust your children's lives to a doctor who prescribed cut-rate pills?**

Your business, too, is built on *customer confidence!* And your reputation is too valuable to risk with inferior or unknown products. The cost of the parts you use in the average repair job is insignificant com-

pared with your investment in *your reputation.*

That's why we say—**YOUR CUSTOMERS AND YOUR REPUTATION CAN AFFORD ONLY THE BEST! . . . SPRAGUE.**



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.

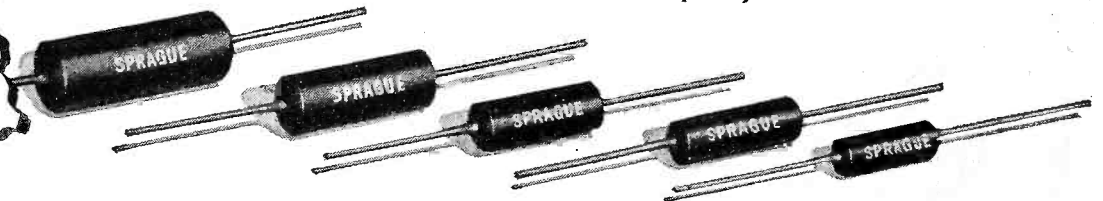
**Reach for a SPRAGUE  
and Know You're Right!**

The superiority of the new Sprague type TM High-Temperature Molded Paper Capacitors didn't happen by chance. You can use this better unit in your work today only because of more than four years of intensive research and one of the largest retooling programs in Sprague's history. That's why we can say "*The First Truly Practical Molded Paper Tubulars are Sprague TM's*"—and it is also the reason you can use them on any job with confidence and pride.

- Highly Heat Resistant
- Moisture Resistant
- Non-inflammable
- Conservatively Rated
- Small in Size
- Mechanically Rugged
- Completely Insulated

**UNCONDITIONALLY  
GUARANTEED!**

You can stake your reputation on Sprague replacement parts. If used at rated capacitance and voltage, they are **UNCONDITIONALLY GUARANTEED** to give satisfactory performance. Insist on Sprague and get the best!



# Look!

## Send for FREE BULLETIN

Sent you every month. It's crammed full of real buys. A post card with your name and address brings it to you. You can't afford to miss its bargains. Mail your card today.



## QUALITY ITEMS AT LOWER PRICES

**OZ4's**  
at **73% OFF!**

Until sold out—RSE offers 15000 new guaranteed OZ4 tubes. You know who made them—You can't go wrong at **59c**

**GENERATOR CONDENSERS**

Made by nationally prominent eastern manufacturer. Standard merchandise—.5 mfd— $\frac{11}{16}$ " x  $1\frac{1}{8}$ "— $5\frac{1}{2}$ " lead - slotted mounting strap. Present list \$1.00. Discount 87%. While 8000 last they're yours **13c**

**UNIVERSAL PHONO CRYSTALS**

One model will replace all the following types: L22, L25, L26, L27, L32, L40, L70, L75, L76, W41A, W42A, W57A. Size:  $\frac{1}{16}$ " x  $\frac{3}{4}$ " x  $2\frac{5}{16}$ ". List price \$4.45. **THEY COST YOU \$1.39**  
10 for \$12.90

**.5 mfd—300 VOLT CONDENSERS**

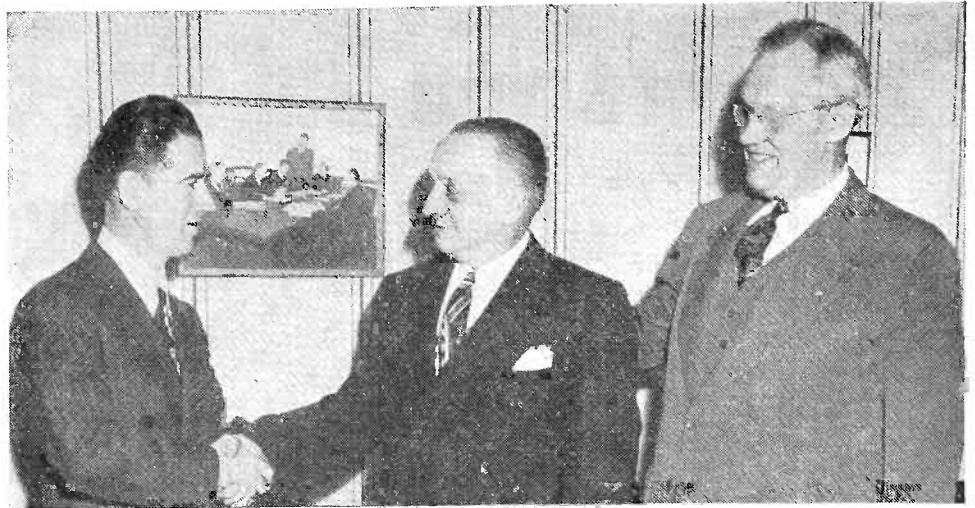
Made by one of the big four.  $\frac{3}{4}$ " x  $2\frac{1}{2}$ ", with tinned leads. New fresh stock—all guaranteed. Only 10,000 available at **6c each**  
10 for 49c  
100 for \$3.95

**ORDER INSTRUCTIONS**

Minimum order—\$2.00. 25% deposit with order required for all C.O.D. shipments. Be sure to include sufficient postage—excess will be refunded. Orders received without postage will be shipped express collect. All prices F.O.B. Detroit.

**RADIO SUPPLY & ENGINEERING CO., Inc.**  
128 SELDON AVE. DETROIT 1, MICH.

## Represents Astatic Corporation in Philadelphia



William J. Doyle, left, sales manager The Astatic Corp., Conneaut, Ohio, wishes Ray T. Schottenberg, center, new representative in the Philadelphia area for Astatic, good luck in his new business. Harold A. Moyer, right, assistant sales manager, joins Mr. Doyle with his best wishes. Mr. Schottenberg was formerly sales manager of jobber sales for Astatic.

## Webster-Chicago Builds Millionth Record Changer



A milestone in the history of Webster-Chicago Corporation was reached when the factory produced its one millionth postwar record changer. C. P. Cushway, executive vice-president looks on as R. F. Blash, president accepts the record changer, which has just come off the assembly line, from W. S. Hartford, general sales manager.

## Westinghouse "Talking" Sales Book



A five-minute recording by the famous radio commentator, Ted Malone, describes the features of the Westinghouse Electronic Feather and Rainbow Tone FM while the prospective customer keeps pace with the narration in an illustrated booklet. Designed as a supplementary sales tool, the talking book combination dramatizes the features of the products by contrasting clear and scratchy musical reproduction. One side of the records gives a simple and interesting explanation of FM while the other describes the Electronic Feather. The Talking Picture Book packages are being offered to dealers by the Advertising Department, Westinghouse Home Radio Division, Sunbury, Pa.

## Name Butler Bros.

Butler Bros., St. Louis, has been appointed distributor for International Harvester Co. Domestic refrigerators and home freezers in the St. Louis trading area will be sold to dealers on a franchise basis by the firm.

## Westinghouse Reduces Rural Set Prices

F. M. Sloan, manager of the Westinghouse home radio division, announced a price reduction of 10 per cent on the division's radio receivers especially designed for rural and farm use. This is a compact, five-tube battery radio known as the Ruralist.

Effective immediately the set will have a suggested retail price of \$36.95 as compared to the former price of \$41.00 in the East. Prices are less batteries. Mr. Sloan explained that the price reduction was made possible by improved material supply and resulting manufacturing economies.

The Ruralist, a standard-band table model, is designed for use on farms, ranches, camps, and summer cottages where electricity is not available. Special features include a compact cabinet, housing in one unit the chassis and battery pack; and a special phosphorescent dial for use in poor light or total darkness.

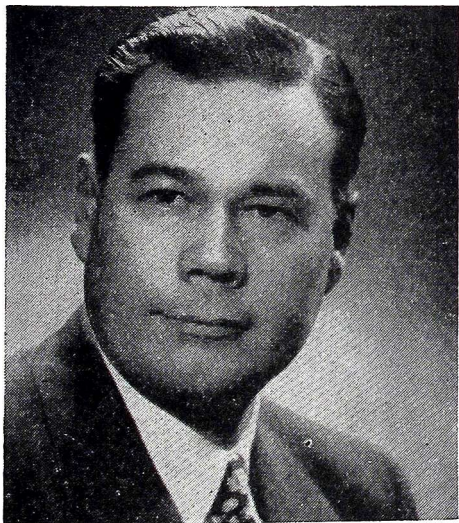
## New GE Washer

A deluxe General Electric wringer washer incorporating a new wringer which gives the operator instinctive, split-second control of the rolls has been announced by C. E. Anderson, manager of the company's home laundry equipment division.

The new washer, designated the AW-432, carries a recommended national retail price of \$169.75.

In addition to the instinctive wringer, the new washer, holding ten pounds of dry clothes, is characterized by a larger capacity than other GE models. It is further distinguished by increased chrome trim and an escutcheon plate under the timer dial.

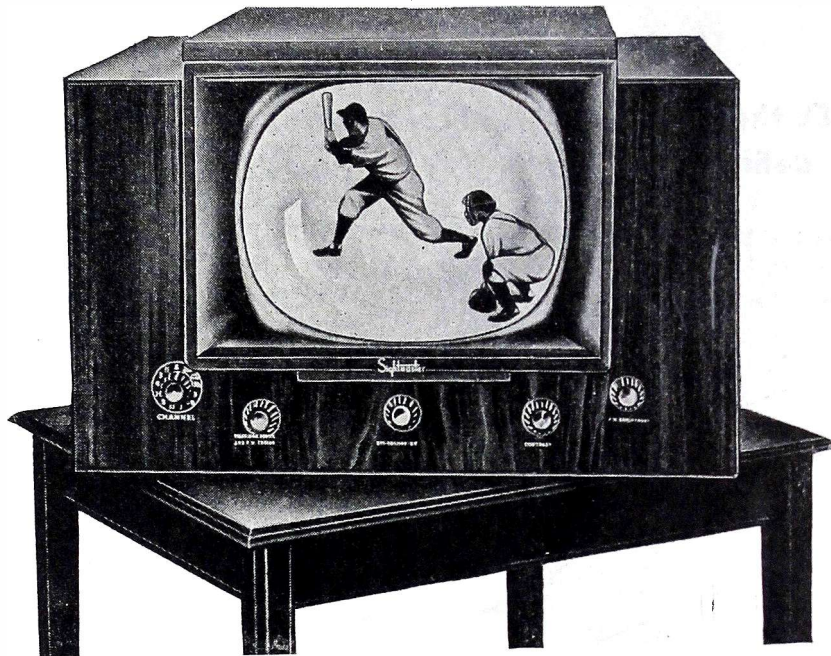
## Crosley Sales Executive



J. D. Crawford, above, has been named Pacific Northwest regional sales manager for Crosley div., Ayco Mfg. Corp., according to C. W. Kirby, domestic sales manager of the division.

**SIGHTMASTER LEADS AGAIN WITH THE BIGGEST VALUE IN QUALITY TELEVISION!**

# THE NEW Sightmaster "LIVING STAGE" Television Receiver with Special Roto-Table\*



## Features BUILT-IN PICTURE CLARIFIER and GIANT 120 Sq. In. PICTURE

Only **SIGHTMASTER** has this new, sensational built-in Clarifier which gives you a giant 120 sq. in. picture of amazing **CLEARNESS, CONTRAST, and DEPTH** . . . and a remarkable 3-dimensional effect.

### 7 New and Outstanding Features:—

- **BUILT-IN CLARIFIER** . . . improves picture contrast and detail. Gives depth and 3-dimensional effect, resulting in a lifelike, deep view picture performance.
- **PICTURE SIZE** of 120 sq. in. is more than TWICE THE SIZE of ordinary (52 sq. in.) set.
- **ENLARGING QUALITY** of the CLARIFIER gives a GIANT SIZE PICTURE—at an unprecedented price.
- Powered by a 15" chassis. Improved audio, 9" speaker.
- **FM RADIO** is a standard feature of "Sightmaster" Television Receivers.
- **STREAMLINED CABINET** design . . . hand-rubbed finish. Dark Walnut Roto-Table to match.
- **BIGGEST VALUE** in quality television today—Model 10-S-2 "Sightmaster" LIVING STAGE, including specially designed Roto-Table, dark walnut, retails at \$495.00. Installation extra.

### \*ROTO-TABLE

is an exclusive Sightmaster feature. Allows rotation of the set on the table. No need to re-arrange furniture. Sit back and relax. Just turn the set to face you. Roto-Table comes with the Living-Stage set.

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 AVENUE, NEW YORK 1, N. Y. MURRAY HILL 9-0174  
Philadelphia Office: 1500 Walnut Street

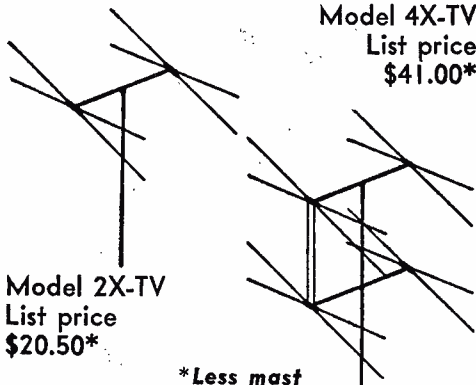
# Telrex

## CONICAL ANTENNAS

make tele sets  
perform better  
even in so-called  
impossible receiving  
areas

"SEE the difference" . . . in  
definition and gain.

TELREX is a broad band conical antenna engineered for high performance throughout the TV and FM spectra.



Model 2X-TV  
List price  
\$20.50\*

Model 4X-TV  
List price  
\$41.00\*

The conically-arranged dipoles have an unvarying center impedance of 150 ohms, preventing ghosts or phase shift due to mismatch between transmission line and antenna; also eliminating all vertical pickup with the 2X-TV.

The non-varying center impedance of the conical antenna makes possible excellent resolution. Whereas many TV antennas respond best to a single frequency, TELREX shows high performance over a greater band width than the receiver itself. There is less than one DB attenuation over the entire television spectrum.

MANUFACTURERS—Telrex Conical Antennas remove the hazard in TV installation and maintenance.

REPRESENTATIVES—Write for proposition. Important territories open except N. Y. State, No. Jersey and New England.

### TELREX, INC.

Antenna Specialists

26 Neptune Highway, Asbury Park, N. J.  
Phone: Asbury Park 1-0119

## Platter Profit-Makers for Dealers

(Continued from page 66)



ALLEN, ROSALIE: "Aha San Antone"  
—"If I'd Only Been True to You."  
RCA Victor 20-2744

Satirical first side with special appeal to followers of folk artists; plattermate a typical tune.

ASHLOCK, JESSE: "My Bank Account Is Gone"—"Betty Ann." Columbia 38144

Ironic blues number paired with a real old-fashioned barn dance musical disc.

ATCHER, BOB: "Down with the Feminine Gender"—"Your Broken Vow." Columbia 38132

Gold diggers, and an unrequited love song taken up on these tunes.

AUTRY, GENE: "Play Fair"—"Lone Star Moon." Columbia 38148

Sweet and simple love tune coupled with a song of the wide open spaces.

BLANK, AL, Harmonica and Trio: "Jealousy"—"Wedding Bells Are Breaking Up that Old Gang of Mine." Rainbow 10053

"... Wedding Bells" a cute novelty.

BRITT, ELTON: "Born to Lose"—"Peace of Mind." RCA Victor 20-2772

Two ballads with plaintive appeals.

FOWLER, WALLY: "Mountain Boogie"—"That's the Last Straw." Capitol 40102

Two hillbilly songs—a boogie and a mountain music lament.

LONZO and OSCAR: "Poppin' Bubble Gum"—"Ole Mother Nature." RCA Victor 20-2765

"Bubble Gum" a cute novelty tune with popular appeal.

TEXAS JIM ROBERTSON: "Mountain Rosalie"—"The Letter I'm Mailing to You." RCA Victor 20-2764

The Panhandle Punchers assists Texas Jim in telling the story of a "gal who lives in the hills," and of a romantic letter.

TRAVIS, MERLE: "When My Baby Double Talks to Me"—"Kentucky Means Paradise." Capitol 40100

"Double talk" repartee feature of first side; flip is a folk song about the Blue Grass state.

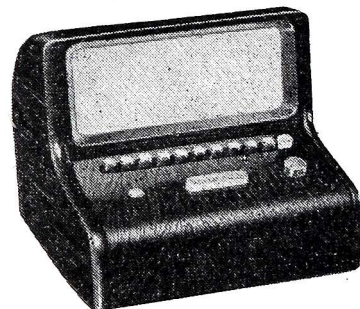
### New Sacred Label

Earle E. Williams, president, Sacred Records, Inc., Los Angeles, has announced that a new popular priced "Steeple" series, to be issued on a blue label, will supplement the red label series. This new line will sell for 75c.

for the  
**FINEST OFFICES**  
... the New DeLuxe  
**COMMUNO-PHONE**

**Bogen**  
**SOUND SYSTEMS**  
AND  
**COMMUNO-PHONES**

A completely new series of Bogen Communo-Phones combining magnificent functional design with infinite flexibility and beauty.



**MODEL 11X**  
Underwriters approved  
A.C. power transformer amplifier  
Hand rubbed wood cabinet  
Exclusive busy signal  
Masters and remotes can be mixed  
Plug in type connection to line  
Plug in handset for privacy  
Balanced 45 ohm output  
LIST PRICE \$90.00\*

**MODEL 11U**  
Same as Model 11X but AC-DC amplifier and no busy signal.  
LIST PRICE \$75.00\*

**MODEL 11D**  
Same as Model 11U but single ended output and used in systems of one master and remotes or all masters only.  
LIST PRICE \$61.25\*

See us at Booth 39  
Radio Parts Show!

Write for Free New Catalog  
No. C2-48P. Address Dept. C5.

\*Prices Slightly Higher  
West of the Rockies.



**David Bogen**  
**CO., INC.**

663 BROADWAY, NEW YORK 12, N. Y.



two *Brilliant* new stars  
in the microphone world



*Turner  
Cardiod*  
MODEL 77

Impressively styled . . . brilliantly engineered with a combination two-element interior structure of improved design. Sound is effectively controlled to produce the true Super-Cardioid pickup pattern which reduces feedback to the minimum. The Model 77 features a wide-range pickup at the front and a sharply attenuated output at the rear . . . with approximately 15 db discrimination between front and rear at all frequencies. Response:  $\pm 5$  db from 70 to 10,000 c.p.s. Level: 62 db below 1 volt/dyne/sq.cm. at high impedance. Built-in switch giving 50, 200, 500 ohms, or high impedance output permits use with any standard equipment. Smooth, tilting action and quick-disconnect plug. Standard  $\frac{5}{8}$ "—27 mounting. Finished in gun-metal gray and chrome. Recommended for recording studios, commercial broadcasting, and high quality public address systems.

Send for literature

Visit the Turner Exhibit at the Parts Show,  
Booth 146, Stevens Hotel, Chicago  
May 11-14

**THE TURNER COMPANY**  
903 17th Street N. E., Cedar Rapids, Iowa

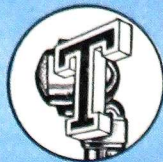
LICENSED UNDER U. S. PATENTS OF THE AMERICAN TELEPHONE AND  
TELEGRAPH COMPANY, AND WESTERN ELECTRIC COMPANY, INCORPORATED



*Turner  
Velocity*  
MODEL 87

An outstanding new microphone, developed to bring world famous Turner *dependability* to the velocity microphone field. Exceptional quality and trouble-free operation. Engineered with single element ribbon supported in high quality Alnico V magnet for maximum sensitivity. Well shielded output transformers exclude hum pickup. Bi-directional pickup pattern with smooth response within  $\pm 5$  db from 80 to 10,000 c.p.s. for most exacting studio work. Level: 62 db below 1 volt/dyne/sq.cm. at high impedance. 4-position output switch permits use with any 50, 200, 500 ohm, or high impedance input. Equipped with Universal swivel mounting,  $\frac{5}{8}$ "—27 thread. Richly finished in gun-metal gray with polished chromium screen. Attached 20 ft. balanced line shielded cable. Recommended for broadcast and recording studios where highest quality performance is required.

Write for Complete Details



*Microphones*  
BY TURNER

# New ATLAS sound ALNICO-V-PLUS

A great step forward . . . Atlas Alnico-V-Plus Super-efficient magnetic assembly. Energy per unit volume over three times as great as any used before. Traditional Atlas Quality and Fidelity to Precision are incorporated in all these new developments. Keep step with Sound Advancement with Atlas Sound.



PD-8V New Atlas stream-lined Hi-Fidelity Alnico-V-Plus Driver Units.



TP15V New Atlas Alnico-V-Plus Dual Projector. Also in larger model TP24V.



HU-24V All Atlas Speakers have new unbreakable Alnico-V-Plus Driver Units.

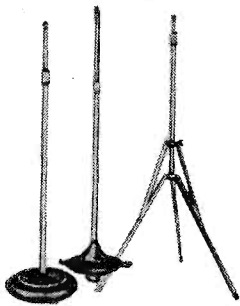


HU-15V Maximum efficiency as reproducer, utmost performance as microphone in talk-back.

PD-5V All Atlas PD-V Driver Units are completely Magnetically Shielded . . . entirely Hermetically Sealed.

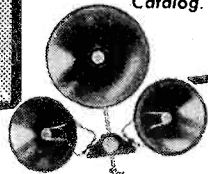


PD-3V All Atlas PD-V Driver Units have full phenolic unbreakable diaphragms.



MICROPHONE STANDS—Atlas is outstanding in Quality, completeness and variety of models produced.

Write for New Illustrated Catalog.



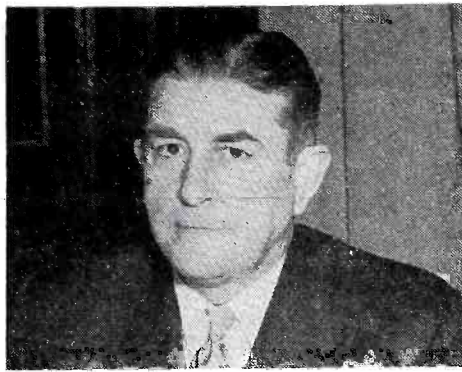
MULTIPLE SPEAKER SUPPORT STAND

Atlas Sound's dual purpose value. Perfect for powerful outdoor (collapsible tripod model) or indoor (illustrated) array. Portable. Quick, convenient, practical.

**ATLAS SOUND CORP.**

1447 — 39th STREET  
BROOKLYN 18, N. Y.

## Wire Recording Officials



Under direction of George F. Ryan, above, vice-president in charge of sales, Wire Recording Corporation of America, 76 Varick St., New York, is launching an intensive campaign to introduce its Wireway portable recorder to the consumer market.



Robert A. Urian, Jr., assistant to Mr. Ryan, has been appointed sales manager of Wireway Sales Co. of New York, sole distributor of product in metropolitan New York.

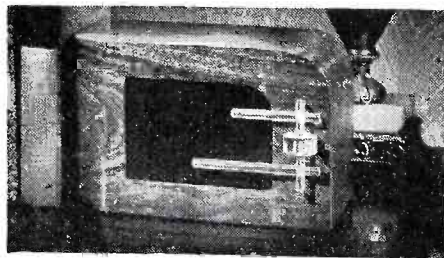


Ab Waxman, Wireway's advertising manager and publicity director launching an ambitious introductory campaign.

### New JFD Antennas

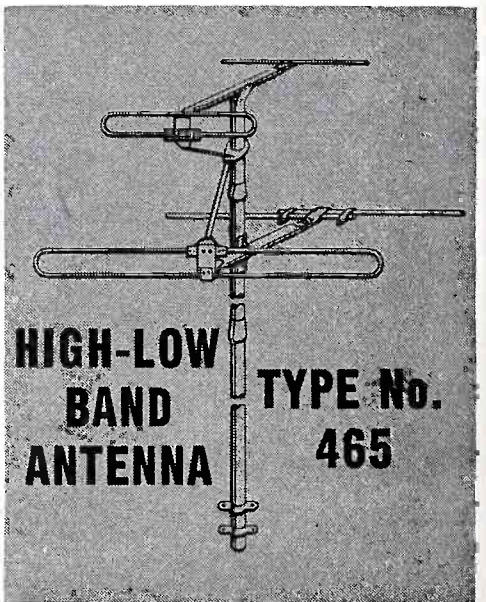
FM and TV antennas that can be quickly converted to other larger arrays feature the new line of the JFD Mfg. Co., 4117 Fort Hamilton Parkway, Brooklyn, N. Y.

### Two-Way Home Inter-Com



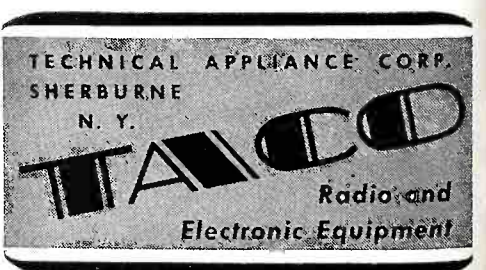
Low cost two-way Recora inter-com outfit specially designed for home. "Package" consists of master station, remote station and 50 feet of wire. Plug into any AC-DC outlet. Tubes, one each 12SJ7, 50L6 and selenium rectifier. Made by The Recora Co., 7419 South Western Ave., Chicago 36, Ill.

# 13 CHANNEL TELEVISION RECEPTION PLUS FM



The latest! TACO Type 465 High-Low Band Antenna handles Television Channels 7 to 13, as well as the easier 1 to 6. Separate top section adjustable for any direction, does the trick. 1/4 wavelength jumper automatically applies either antenna to receiver. Three-section aluminum mast. Mast clamps for mounting. Biggest value yet — only \$23.00 list!

See your TACO jobber for the latest in Television, FM, Short-wave and of course AM antennae. Catalog on request.



In Canada: Stromberg-Carlson Co., Ltd. Toronto 4, Canada

## Crosley New Radio, Appliance Products

The Crosley Div., Avco Mfg. Corp., Cincinnati 25, O., has introduced four new radio models, a complete new line of 1948 Shelvador refrigerators, and a new frozen food cabinet.

The sets include a new FM-AM radio-phonograph combination, model 148 CR, finished in mahogany and featuring louvered panels in front of the speaker which can be opened when set is in operation; an automatic record changer, and floating jewel tone system. The set has 12 tubes, a tuning indicator tube and a rectifier tube. Suggested retail price is \$399.95.

Other new models include a high performance portable, model 9-302, which operates on AC-DC or battery; two new battery powered farm sets, model 9-117 with four tubes, and model 9-101 with five tubes.

A reduction equivalent to 7 to 16 per cent in the retail prices of the new Crosley Shelvador refrigerators was announced by the company. The refrigerators feature five separate food storage zones, extra-large storage space for frozen foods and a secondary refrigerating system which provides high humidity for vegetables and pastries.

Heading the Shelvador line is the 10-foot super de luxe model SD-108, retailing at \$399.95. A second 10-foot model with similar dimensions, model F-108, sells for \$339.95.

Model SD-88, which costs the consumer \$359.95, heads a group of three 8-foot models, each of which is 61 inches high, 30¾ inches wide and 24½ inches deep. These latter two models M-88 and D-88, retail at \$259.95 and \$309.95 respectively.

## Distributing Bendix Radio

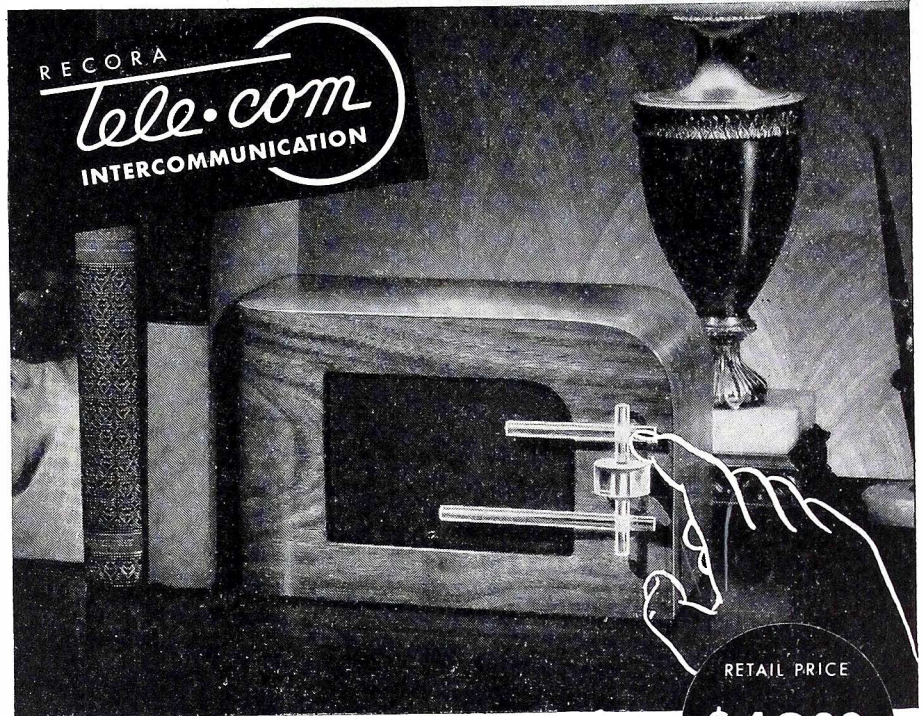
J. T. Dalton, general sales manager for radio and television, Bendix Radio, has announced the appointment of the Spinney Company as wholesalers in the Syracuse and Albany territory. Edlee Distributors, Inc., Springfield, Mass., has been awarded western Vermont, formerly in the Albany, N. Y. territory.

## Silex Merchandiser



Die-cut and lithographed in 8 colors, this display has a central panel 32 inches high by 24 inches wide and two 3-dimensional side pieces 21 inches high by 12 inches wide with platforms in front to hold Silex coffee maker models.

# New Inter-com ANYONE Can Install Opens Big Market for DISTRIBUTORS, DEALERS Profitable Franchises Available

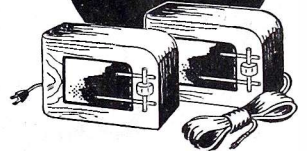


**COMPLETE  
IN ONE PACKAGE**

- MASTER STATION
- REMOTE STATION
- (Cabinets of Rich Walnut)
- 50 FEET OF WIRE

RETAIL PRICE

**\$4980**



**EASIER TO HOOK UP THAN A RADIO** . . . Tele-com operates on 110 volts AC or DC. No wires to cut . . . no soldering to terminal strips . . . merely plug connecting wire into master unit—and talk! An important sales value that assures you extra profits from this new *mass-market* inter-com.

**A QUALITY INTER-COM AT A MODERATE PRICE**, Tele-com is designed for the *great mass market* of homes, small stores, offices and factories.

**GREATER CLARITY AND VOLUME**. No other inter-com at this price compares with Tele-com in distinct voice projection. Selenium Rectifier and wood cabinet combine to transmit sound with higher volume and fidelity.

**GREATER SALES APPEAL**. Tele-com's cabinets, well-constructed of rich walnut, specially designed and beautifully styled, with sparkling lucite call-switch, are definitely eye-catching.

**TELE-COM IS FLEXIBLE** . . . distance between stations can be extended to 500 feet. Additional stations can be hooked up to master unit, providing further profit-making opportunity. Tele-com is your key to profits in small retail outlets and the lucrative consumer market. *Mail coupon TODAY for details on franchises and open territory!*

## Complete Advertising and Promotional Material Available

*Licensed under U. S. Patents of Western Electric Company*

### SPECIFICATIONS Master Station

**Cabinet**. Strong construction of selected walnut wood  
**Current**. 110 volt AC or DC  
**Size**. 5½ x 8½ x 4¾  
**Speaker**. 4 inch PM Alnico V  
**Tubes**. One each 12SJ7, 50L6; Selenium Rectifier  
**Call Switch**. Sparkling clear lucite

### Remote Station

Cabinet • size • speaker  
exact duplicate of  
Master Station



### THE RECORA CO.

7419 South Western Ave.  
Chicago 36, Ill.  
Dept. RTR-1

Please send full details on profit opportunity for distributors and dealers. (Check which)

Distributors  Dealers

Name .....

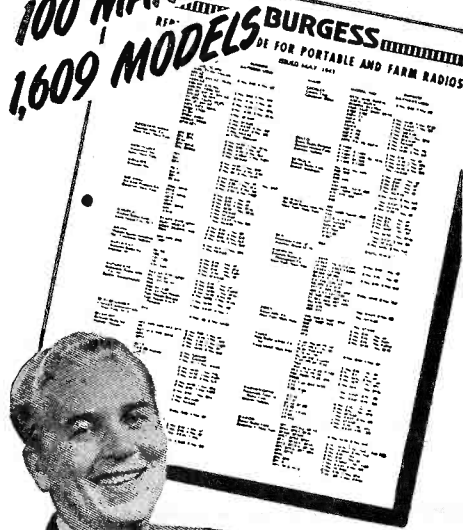
Company .....

Street .....

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

# FOR YOU! NEW BURGESS Replacement Guide

Lists...  
100 MANUFACTURERS  
1,609 MODELS



## FREE TO DEALERS Ask Your Distributor

The new Burgess 1948 Replacement Guide is just the thing radio dealers and servicemen all over the country have been looking for. Lists 1,609 models . . . 100 manufacturers! Yes, the most complete radio battery guide of its kind! With it you can find the right Burgess battery for any portable or farm radio. Save time on battery replacements. Say good-bye to replacement headaches! Order your Burgess Replacement Guide today from your nearby Burgess Distributor along with the popular Burgess batteries you need to start this busy portable season.



Your Burgess Distributor carries a complete line of Burgess longer-life portable radio batteries.

**BURGESS**  
BATTERY COMPANY · FREEPORT, ILLINOIS

## Southard, Columbia Merchandising V.-P.



Paul Southard has been appointed vice-president in charge of merchandising, according to an announcement by Frank K. White, president of Columbia Records, Inc. Under the company's new organizational plan, the merchandising department will incorporate sales, distribution, advertising, sales promotion, and publicity.

### Gem Releases

Gem Records, 457 W. 45 St., New York City has released the following records: pianist Dolph Traymon in "Sinbad the Samba" coupled with "Manana Rhumba"; Johnny Corvo in a pair of novelties, "If A Man Answers, Hang Up!" and "It's Better that Way"; Evelyn Parker in "Guys", flip "Thumb-Music for a Hitch-Hiker."

### Empire Records

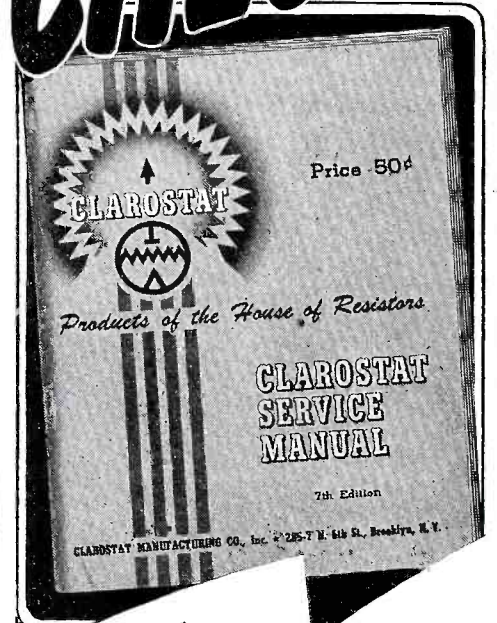
The Empire Record Corp., 2060 First Ave., New York City, has taken over the H.R. S. Records line, and is manufacturing and selling these records direct to the retail trade. H.R. S. Records are primarily in the field of hot jazz and swing. The line will carry 100% return privileges. Ten-inch records sell for 75c plus tax; twelve-inch records at \$1.50, plus tax.

### RCA Victor Display



This window display was arranged especially in conjunction with Met Opera tenor, Ferruccio Tagliavini's first personal appearance in the United States, at O. Pagani's record store in New York City. Tagliavini autographed his initial RCA Victor album of "Operatic Arias."

# CHECK!



**HOT OFF THE PRESS!**

Clarostat Service Manual — over 32,000 control replacements, most complete job, yet!

**TAKES IN ALL SETS!**

Lists all standard radios from 1938 up to most of 1947 models.

**IT'S A "MUST"!**

You can't afford to work without it. Only 50c list. Don't wait! Get it NOW!



Ask your Clarostat jobber for your copy. Or order from us.

*Controls and Resistors*

CLAROSTAT MFG. CO., Inc. · 285-7 N. 6th St., Brooklyn, N. Y.

In Canada: CANADIAN MARCONI CO., Ltd. Montreal, P.Q., and branches

## Sparton Names Wagner

W. W. Wagner has been named sales manager of the Columbia Electric Co., Chicago, district merchandisers of Sparton radios in that area. The appointment was announced by E. C. Bonia, vice-president and sales manager of Sparton.

## Vibrator Cabinet Deal



Sturdy and practical metal stock cabinet in combination with a group of fast-moving vibrators and buffer capacitors is offered by P. R. Mallory & Co., Inc., Indianapolis, Ind. Known as the "2448 Vibrator Deal", the combination will be sold to the servicemen at a net price of \$24.48, which is the regular price for the vibrators and capacitors in the assortment. No charge is made for the cabinet. The 6 vibrators included in the deal will cover 75% of normal replacement requirements. Mallory distributors are making deliveries.

## Garod Merchandiser

A timely musical reminder is provided by the new window display released to dealers by Garod Electronics Corp., Brooklyn, N. Y., for the promotion of its "Radalarm" clock-radio-combination.

## Hytron Pin Straightener



Available from Hytron jobbers is this unique specially designed tool. It costs but 49 cents. Built of special stainless steel and aluminum.

## New Crosley Refrigerators

A complete new line of 1948 Crosley Shelvador refrigerators has been announced by Inwood Smith, manager of the refrigeration division. Retail prices range from 7 to 16 per cent less than comparable 1947 models.

## Air King Appointee

Roland D. Payne, former sales manager of service equipment for General Electric, has been appointed sales manager for Air King Products Co., Inc., Brooklyn, N. Y., manufacturers of radios, combinations, wire recorders and television receivers, it has been announced by David H. Cogan, Air King President.

# TELE-BEAM

*Long Range*

## high gain Television Antenna

- ▶ Ideal for commercial TV installations
- ▶ Actually up to 15 db forward gain
- ▶ Tunable to any station band
- ▶ Adjustable for precision peaking
- ▶ Choice of 1/4 or 1/2 wave spacing
- ▶ Simple assembly instructions and tuning chart
- ▶ Lightweight—Rugged construction
- ▶ Designed for gale velocities
- ▶ Amazing range proven by present installations

*Your Inquiry Invited*

**cole-worner corporation**

11 west monument avenue • dayton 2, ohio

# FIDELOTUNER

*Edwards*

FOR MAXIMUM F-M LISTENING PLEASURE!



CONVERTS ANY RADIO RECEIVER or SOUND AMPLIFIER for F-M

Featuring Revolutionary NEW Tuning Device

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. Five tubes, plus selenium rectifier.

Edwards Fidelotuner, in cabinet, as shown, ready for your F-M Listening Pleasure, size 11" long, 6" wide, 6 3/4" high.

List Price **\$38.50**

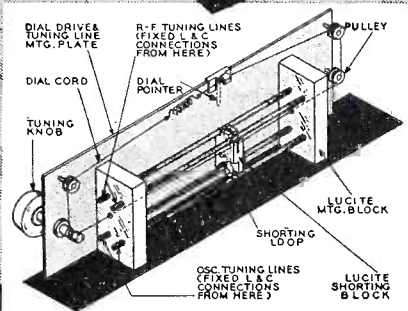
\*patent pending

(Slightly higher West of Rockies)

DISTRIBUTORS! Some territories still open. We invite inquiries. Write for literature.

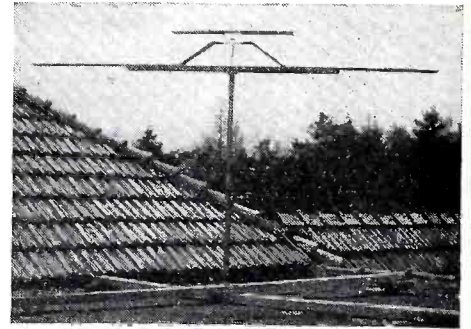
Manufactured by

**EDWARDS F-M RADIO CORP.**  
168 Washington Street New York 6, N.Y.



As Illustrated in "FM Transmission and Reception" by Rider and Uslan. Published by John F. Rider, Publisher, Inc.

## Kolster Broad-Band Aerial



Made by Skyring Thorne-Smith, Vienna, Virginia, new antenna is responsive to all TV, FM and HF amateur bands. It features low standing wave ratio throughout the range from 40 to 225 mg. Instructions packed with each antenna.

## Appoint Cunningham

H. J. Cunningham, credit manager of Stromberg-Carlson Co. has been appointed to the executive board of the Electrical Credit Assn., Chicago, to serve the unexpired term of Riley Delano, Westinghouse Electric Supply Co. Mr. Delano has resigned due to pressure of his other duties.

## Huge Order for Window-Type Air Conditioners



D. W. May Co., New York distributors, made an initial thirty-carload order of 1/2 and 3/4 horsepower window-type room air conditioners with Fedders-Quigan Corp., Buffalo, N. Y. Here D. W. May hands order to E. A. Bonnevillie, Fedders sales manager, as Fedders president, Salvatore Giordano, front, and E. M. Baecker, regional manager, look on.

## Counter Merchandiser

A colorful counter selling piece featuring General Electric's Flamenol replacement cordsets has been announced.

## On Long Trip

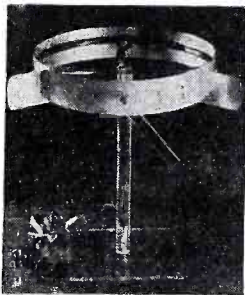


Victor Mucher, president of Clarostat Mfg. Co., Inc., Brooklyn, N. Y., has returned from a business trip, visiting accounts in the Mid-West.

# VISIBEAM

INDOOR TELEVISION ANTENNA

ELIMINATES GHOSTS and REFLECTIONS



For Use with All Television Receivers

Compact, attractive lamp shape size. Blends with set and room. THERE IS NO INSTALLATION OR LANDLORD PROBLEM WHERE THE VISIBEAM IS USED.

Clear picture on all Stations.

VISIBEAM RETAILS AT \$16.95

At your dealers

There are some distributors territories still open.

**BURNETT SERVICE CO.**

178 W. 168 • JErôme 7-4592 • New York 52, N.Y.

SHOOTS TROUBLE FASTER! Makes more money for you on job or at service bench!



PRICE \$9.95

at distributor or postpaid, direct, Sorry, no COD's. Ohioans add 3% State Sales Tax.

# Signalette

MULTI-FREQUENCY GENERATOR

In radio service work, time means money. Locate trouble faster, handle a much greater volume of work with the SIGNALETTE. As a trouble shooting tool, SIGNALETTE has no equal. Mere-speaker end of circuit and trace back, plug in any AC or DC line, start at stage by stage, listening in set's speaker. Generates RF, IF and AUDIO Frequencies, 2500 cycles to 20 Megacycles. Also used for checks on Sensitivity, Gain, Peaking, Shielding, Tube testing. Wt. 13 oz. Fits pocket or tool kit. See at your dist. or order direct.

**Clippard** Instrument Laboratory, Inc.

Dept. R 1125 Bank St., Cincinnati 14  
Qualified Jobbers write, wire for details.

## Bendix Radio Executive



A. C. Jordan appointed manager of distribution, Bendix Radio Division, Baltimore.

## Motorola Ad Campaign

With an advertising budget for 1948 in excess of \$2,500,000, the largest promotional figure in its history, Motorola, Inc., Chicago, is opening its greatest post-war ad campaign this month with seasonal "power drives" in national magazines and trade publications, and an expanded co-operative newspaper program. The firm is also sponsoring TV broadcasts.

## Approve Citizens' Radio

The FCC has approved walkie-talkie equipment for public use. Designed by the Citizens Radio Corp., Cleveland, to operate on a frequency of 465 mc, the entire outfit weighs about 2½ pounds, with batteries, and is expected to sell for less than \$50.

## Training TV Installers

Colonial Television Corp., N. Y. manufacturers of the "Vision-Master" have instituted a program to train key personnel of the Altec Service Corp., the national theatre sound service organization, in the installing and maintenance of Colonial's theatre-size projection receivers.



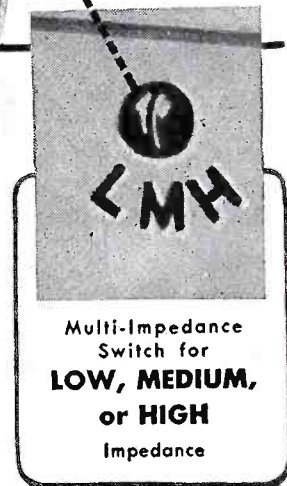
"You service the radio, Ed. I'm a married man with a family."



**A DYNAMO  
AMONG  
DYNAMIC MICROPHONES**

Here is *the* microphone in its class—a high-output moving-coil dynamic that was designed to outperform... outsmart... outlast even higher priced microphones. The "Sonodyne" features a multi-impedance switch for low, medium, or high impedance—plus a high output of 52 db below 1 volt per dyne per sq. cm. It has a wide range frequency response (up to 10,000 c. p. s.) and semi-directional pickup. Mounted on swivel at rear, can be pointed 90° for non-directional pickup.

The "Sonodyne" is ideal for all general purpose use, including public address, communications, recording, and similar applications.



**HIGH OUTPUT**  
(-52 db)



**WIDE RANGE  
FREQUENCY  
RESPONSE**  
(up to 10,000 c. p. s.)

*Shure Patents Pending*

**MODEL "51"**

**CODE: RUMON**

**SHURE**

**LIST PRICE . . . \$37.50**

**SHURE BROTHERS, INC.**

**Microphones & Acoustic Devices**

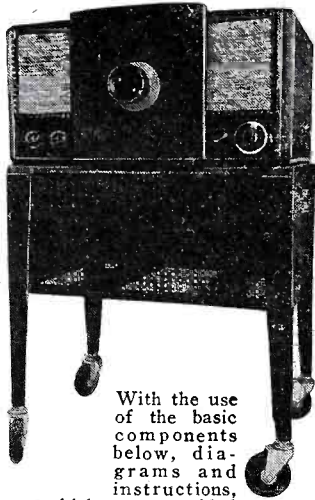
225 W. HURON ST., CHICAGO 10, ILL. • CABLE ADDRESS: SHUREMICRO

# PROJECTION TELEVISION!

Convert your RCA 630 or Crosley 307 to this

Outstanding Television Conversion of 1948!

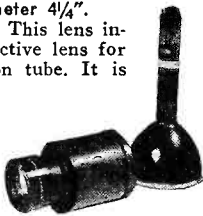
The gigantic picture this set is capable of projecting must be seen to be believed! One set converted by a Los Angeles company, was demonstrated at the Shriner's Temple in Los Angeles, during the Rose Bowl game. It was viewed by 4800 people at one sitting! A 12 x 16-foot rear projection plastic screen of our type was used.



With the use of the basic components below, diagrams and instructions, which are provided for the RCA 630 and Crosley 307, practically any 10" set can be converted to Projection Television.

### F 1.9 Television Projection Lens

Dimension—Length 7", Diameter 4/4". F 1.9 EF. 5 in. (127 mm). This lens incorporates in barrel a corrective lens for use with a 5TP4 projection tube. It is easily removable for use with flat type tubes. Lens can be utilized to project picture sizes from several inches to 7x9 ft. Made by Bausch & Lomb Optical Co.

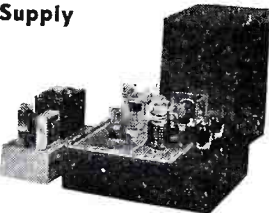


Dealers' Price \_\_\_\_\_ \$125.00  
Mounting ring available for above lens. Price \$2.50

### 30 KV RF Power Supply

Dimensions — Length 14", Width 11", Height 11/4".

This unit has a low voltage supply separate from high voltage pack. Low voltage DC supply has control which enables you to vary voltage from approximately 12 KV to 40 KV. Unit has focus control built in for use with 5TP4 projection tube.



Dealers' Price, complete \_\_\_\_\_ \$99.50

### Stand for Projection Television Sets

Dimensions — 23" High, 25" Wide, 18 1/2" Depth. For use with RCA 630 chassis or Crosley table model sets. Unit mounted on ball bearing soft tired wheels. Depth is designed to accommodate RF Power Supply. Open grill allows free circulation of air. This stand a natural for mounting scopes and other lab. equipment for easy mobility. Specify whether for Television use or shop. Stand as shown in top photo.

Dealers' Price \_\_\_\_\_ \$31.50

### Rear Projection Television Screens

The screen surface consists of a conglomerate arrangement of microscopic plastic crystals that "Pin Point" the projected image providing unexcelled angular viewing with a minimum loss of projected light. It is estimated that there is a loss of approximately 10% of light viewing the image at 45 degrees off center.

Light transmission percentages are controlled to obtain the maximum efficiency of the television optical projection system.

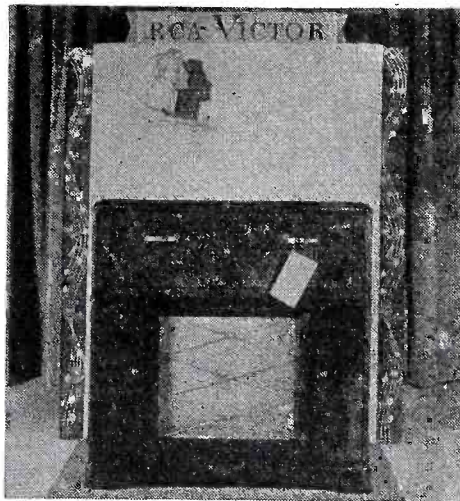
The percentage of 80% of transmission has been determined as that providing maximum efficiency. Stock sheets are available from 3x4 feet down. Specify inside dimensions of screen desired. If larger sizes are required, they can be made to order. Frames can be had on request, small sizes \$5.00—large sizes \$10.00.

Dealers' Price of screen, per sq. foot. \_\_\_\_\_ \$4.50

Include 25% Deposit With Order, Balance C.O.D.

Pioneers in Projection Television  
**SPELLMAN TELEVISION, INC.**  
130 WEST 24th STREET • NEW YORK 11, N. Y.

## Point-of-Sale Unit



RCA Victor's radio console background display is one of eleven new units in the company's current identification display promotion campaign.

### GE Appoints Skillman

Walter M. Skillman has been appointed sales manager of standard line radios in the GE Receiver Division at Syracuse, N. Y., according to an announcement made by Paul L. Chamberlain, manager of sales for the division. Mr. Skillman, formerly a district manager in Dallas, Texas, replaces E. P. Toal, now a district manager for Hotpoint in New York.

### New Tape Recorder

The Dormitzer Electric & Mfg. Co., Boston, is displaying a new magnetic tape recorder-playback unit. The device weighs 47 pounds in a self-contained portable case.

### Ad Campaign for Bace

The Conti Advertising Agency, 505 5 Ave., New York, is planning a wide ad campaign for Bace Television Corp., Hackensack, N. J. Radio, newspapers, magazines and direct-mail will be used.

### Emerson Sales Manager



Charles Robbins, above, formerly sales manager, Emerson Radio & Phonograph Corp., returns to that position, according to Benjamin Abrams, president.

# 30,000 SUCCESSFUL RADIO SERVICE- TECHNICIANS READ



## EVERY MONTH

RADIO MAINTENANCE today fills a breach that has existed in the radio field for a long time. Already 30,000 technicians read RADIO MAINTENANCE every month because it is devoted entirely to the radio serviceman.

The RADIO MAINTENANCE staff specializes in the preparation of articles on every phase of Radio Maintenance in series form which may be filed and used for reference. The leading articles cover everything for the radio serviceman on Television, FM and AM; Test Equipment; Electronic Appliances; Tools; Antennas; Alignment; Troubleshooting; Repair; Construction; Pick-Ups and Sound Amplification and Reproduction Equipment. Also, in RADIO MAINTENANCE each month there are departments on hints and kinks, the latest news of the trade, review of trade literature, radiomen's opinions, new products and news from the organizations. All articles are presented in a step-by-step precision style, clearly illustrated with schematics, accurate photographs, specially prepared drawings, white on black charts, color diagrams, isometric projections and exploded views.

Binders in beautiful green simulated leather are now available for your RADIO MAINTENANCE magazines. See the current issue for details.

RADIO MAINTENANCE MAGAZINE RTR 5  
460 Bloomfield Avenue,  
Montclair 6, N. J.  
Please send me RADIO MAINTENANCE for  
 2 years, \$5  1 year, \$3  
 Payment enclosed  Bill me later

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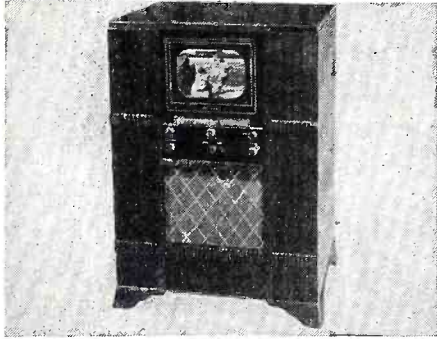
• Independent Serviceman—Dealer Serviceman  
—Service Manager—Dealer—Distributor—Jobber

**BOLAND & BOYCE INC., PUBLISHERS**



**Raytheon-Belmont TV CONSOLE;  
NEW TEST EQUIPMENT**

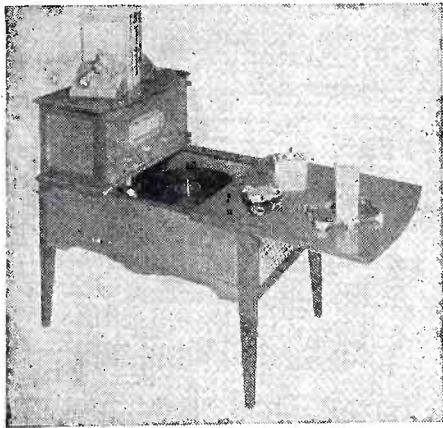
Video console features 10-inch screen, veneered mahogany cabinet, "sight-sound" tuning. Set retails for \$369.50. Unit has 20 tubes plus two rectifier tubes; 55 square-inch picture image. Installation charges will vary, depending on the use of the company's new



"under carpet" antenna. An outside antenna will be necessary in certain areas. The company also is producing television test and installation equipment for service engineers. The equipment package includes a composite video generator, an R-F alignment signal generator and an antenna alignment communicator, and costs the dealer \$589.95. Raytheon Mfg. Co., 5921 W. Dickens Ave., Chicago.—RADIO &

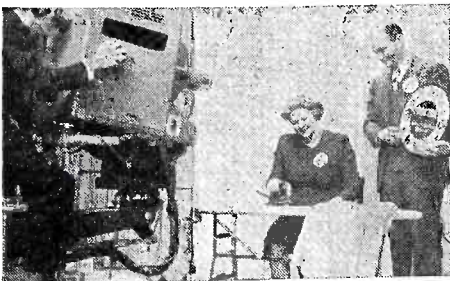
**Symphonic RADIO-PHONO**

Armchair model, steptable design, of hand rubbed mahogany. Radio has 6 tubes including rectifier, full vision slide-rule dial, built-in loop antenna; separate volume control.



Two-post deluxe automatic changer, lightweight pickup arm. Size: 28 inches high, 30 1/2 inches long, 17 3/4 inches wide. List price, \$159.95. Symphonic Radio & Electronic Corp., 292 Main St., Cambridge, Mass.—RADIO & Television RETAILING

**Television Sales Meeting  
Boosts Proctor Iron**



Mrs. Florence Carhart ("Mary Proctor") of Proctor Electric Co., demonstrates "sit-down" ironing for Pierce-Phelps Proctor dealers—and does it over the Philco television station. Timing the operation is John O'Brien, small appliance sales manager for Peirce-Phelps, wholesale firm.

**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.

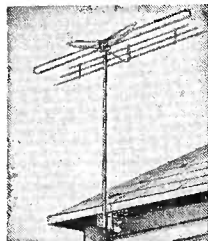
All antenna kits are complete, containing a five foot steel mast, non-corrosive aluminum elements, ample down-lead, all necessary hardware and the Brach Universal Base Mount which permits a 360° rotation of the mast to any position on any type of building after the mount has been secured. Guy wires are 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.

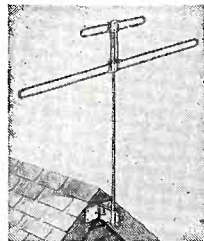
**ATTENTION, USERS OF PRIVATE BRANDS**

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.

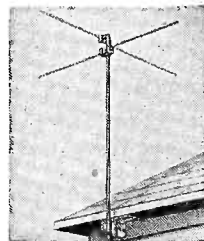
**SEND FOR CATALOG SHEETS**



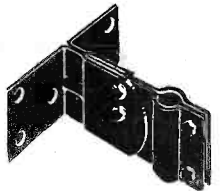
**BRACH MULTI BAND**  
FOR FM & TV #344  
44-108 MC 174-216 MC  
(Accessory Reflector Kit  
#344-R as Illustrated)



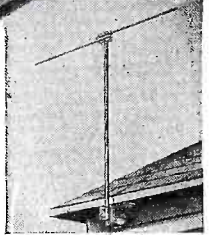
**BRACH BROAD BAND**  
FOR FM & TV #338  
44-108 MC  
174-216 MC



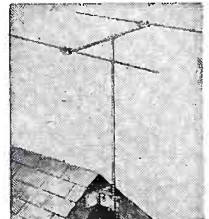
**BRACH CROSS DIPOLE**  
FOR FM #346  
88-108 MC



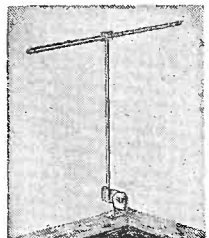
**BRACH  
UNIVERSAL  
BASE MOUNT**



**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

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The Macmillan Co., 60 Fifth Ave., New York 11

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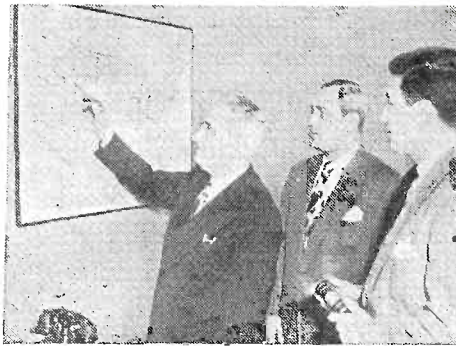
1. 2. 3. 4. 5. 6.

Signed.....

Address.....

(Please give postal zone no.)

## JFD Men of Action



Left to right, Julius Finkel, founder of JFD Mfg. Co., Brooklyn, N. Y., parts manufacturer, and sons Al Finkel and Ed Finkel, production and sales managers respectively.

## New Espey Tuner

Rounding out its line of custom-built chassis units, the Espey Manufacturing Company has added the model 512 AM/FM tuner, it is announced in New York by Walter W. Jablon, vice-president.

Designed to provide a high quality radio channel for industrial and school public address systems as well as to serve as the tuning unit in a high fidelity custom-built installation, the model 512 is a super-heterodyne AM/FM tuner employing nine tubes plus an electron ray tuning tube and a rectifier. The tuning range extends from 535 KC to 1730 KC on the standard broadcast band, and from 88 MC to 108 MC on the FM band, with tuning facilitated by the use of a fly wheel drive and a giant dial. The tuner contains its own power supply to assure an adequately filtered system for the avoidance of modulation hum and other undesirable conditions. AVC is used on both AM and FM.

## Rider TV Manual

In line with the tremendous expansion of television receiver sales and television transmitter installations the nation over, John F. Rider Publisher Inc. announces its Rider Television Manual Volume 1. This is a companion volume to the famous Rider manuals which have been used by the American radio service industry for the past 18 years. The Rider Television Manual Volume 1 will cover the television receivers of approximately 25 leaders in the industry, including virtually every big name—in complete receivers as well as kit receivers. Among the prominent television receivers covered in the manual are RCA, Philco, Stromberg-Carlson, DuMont, Hallicrafter, Motorola, Admiral, Sighmaster, Emerson, Westinghouse and others. . . . Among the kit receiver manufacturing names are such as Transvision, Television Assembly, Espey and others.

## Jobber Firms Merge

The merger of the Elliott-Lewis Co., Inc., and the Elliott-Lewis Electrical Co., Inc., into one of the country's largest distributing firms in the field of home appliances, heating and air-conditioning has been announced.

The new firm is the Elliott-Lewis Corporation with headquarters at 2514 N. Broad St. in Philadelphia.

# Exclusive DISTRIBUTORSHIPS AVAILABLE

for America's foremost  
Large Screen Projection  
Television Unit

## ★ TRADIO VISION ★

We invite inquiries from qualified organizations with sales and service facilities to promote and sell in their areas the biggest and best picture in television today. It's public location television at its best, with screens custom proportioned to meet the size requirements of individual locations.

*Tradio is the nation's leading manufacturer of large screen projection television*

*Write, Wire or Phone TODAY for additional information*

**TRADIO, Inc.** ASBURY PARK  
NEW JERSEY

# CO-AX CABLE



## At Lowest Prices!

Highest grade, high frequency types with polyethylene dielectric and vinyl covering, suitable for FM and television.

TYPE	OHMS	Db/100 ft. (100 MC)	Mmfd. per ft.	PRICE 100 ft.
RG29U	53	4.2	2.9	\$ 4.75
RG62U	93	3.1	13.5	9.00
RG30U	58	4	27	9.75
RG14U	52	1.4	29	11.50
RG5U	53	2.6	28	11.50
RG9U	51	2	29	12.75
RG57U	95	3	17	14.50

High voltage Pulse Cable with double shields using rubber dielectric and Okonite covering.

	50	Db/100 ft. (10 MC)	22	13.50
25U	50	3.5		
26U	50	3.5	13.5	16.50

One quarter million feet available. Write for special prices on large quantities.

## C. E. GERHARD

321 N. Easton Road  
Glenside, Pa.

Fourteen years with Philco Corp.

Phone Ogontz 7761

## Servicing Intercoms

(Continued from page 89)

make a visual inspection. If no fault is apparent, disconnect the speaker and check the line with an ohmmeter for a short at the master.

Should the line be shorted and still no obvious point is at fault, take your "dikes" in hand and boldly hack away at the line until the ohmmeter shows open. That is, cut the pair half way between the master and the remote station. If that doesn't do it, cut half way between the center and the master. If that doesn't do it either, cut still closer.

### Rapid Servicing

It is far faster to cut a twisted pair line, and resolder later than it is to laboriously follow a line through its peregrinations until you actually see the short. In some cases you won't see the short even when holding that section of the line in your hand.

The same holds true for opens. Disconnect the remote, and put the ohmmeter across the master end of the line. Then, starting near the master, bare the twin leads and short them with a jumper, observing a low-resistance reading.

Continue doing this, going back further and further each time until the ohmmeter no longer registers a shorting connection. The open circuit is then between the jumper and the last bare spot ahead of it.

In some installations it will be found that a great deal of time can be saved by cutting the open or shorted section of line out of the circuit, and running a new section of line around it.

### Other Troubles

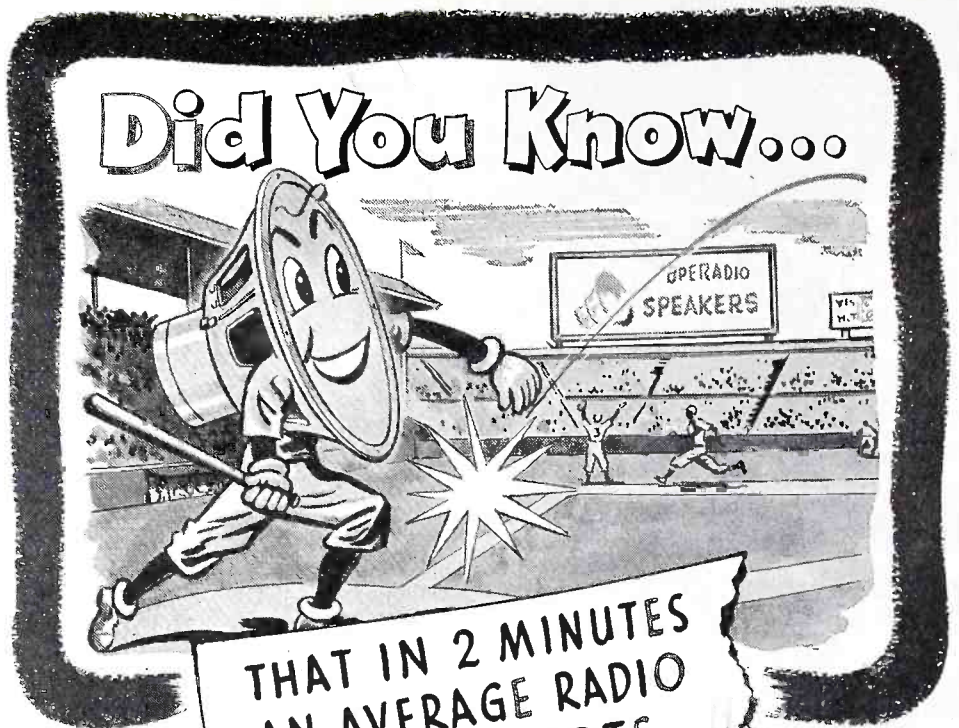
At the remote station may be found troubles such as those caused by an indoor speaker being used outdoors without protection, or speakers being driven beyond their rating in an effort to make them cover.

Sometimes, in a stockroom, for example, the crates and boxes may be shifted around so that the speaker's angle of sound pick-up and projection is changed. Sometimes the speaker itself has been turned on its mounting.

The point is that the equipment is not always at fault. One should check extraneous conditions as well as the equipment when searching for the causes of trouble. Some people like to put their heads right inside a mike, others are hard of hearing and don't know it. And still others, really pound that talk-listen switch when they are angry. Check everything.

### Wagner RECORDER

Recorder is 11½ inches wide, 14¼ inches long, 9¾ inches high. Retail at \$159.95. Unit records on a permanent Vinylite record; five record blanks are given free with each set; additional records cost approximately 20c each, and yield a half-hour of recording. Operation is simple. Wagner Recorder Mfg. Corp., 67 W. 44 St., New York 18, N. Y.—RADIO & TELEVISION RETAILING



THAT IN 2 MINUTES  
AN AVERAGE RADIO  
SPEAKER EXERTS  
ENOUGH ENERGY TO  
HIT A BASEBALL  
OVER 850 FEET?

That's a homerun in any ball game but of course you can't put a loudspeaker in as a pinch-hitter. However, it is true that the amount of energy exerted by an average radio speaker in just 2 minutes could hit a baseball 850 feet! This means that although OPERADIO builds speakers with the skill and care of a watchmaker... these speakers are sturdily constructed to stand up under heavy, continuous use. OPERADIO speakers are delicately balanced to authentically reproduce the sweetest high notes of a piccolo, yet, carry the tremendous power of a full orchestra crescendo.



ASK FOR OPERADIO SPEAKERS —  
A FULL LINE OF OUTSTANDING  
SPEAKERS FOR EVERY PURPOSE!

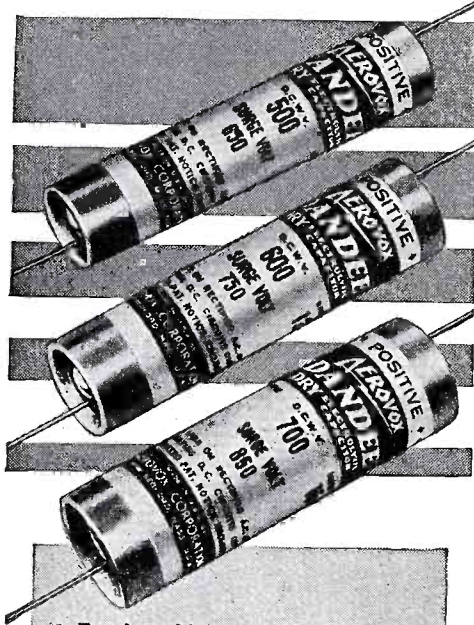
## OPERADIO

# RADIO REPLACEMENT and PUBLIC ADDRESS SPEAKERS

OPERADIO MFG. COMPANY • St. Charles, Illinois

# HIGHER VOLTAGE

# ELECTROLYTICS



• For those higher working voltages—particularly television receivers, oscillographs and other latter-day electronic circuits—with high capacitance values for filtering or by-passing—Aerovox has the answer:

Popular Aerovox Type PRS-Dandees are now available in extended D. C. working voltages of 500, 600 and 700 D. C. W., or 650, 750 and 850 surge. Capacitance values are 8, 10, 12 and 16 mfd.

And of course the tried-tested-proven Dandee construction: hermetically-sealed aluminum can; waxed paper jacket; spun-over ends eliminating "shorts"; bare pigtail leads that won't work loose.

• See Our Jobber...

These extended-voltage Dandees are being stocked. Our jobber can supply them. Order your requirements NOW.



FOR RADIO-ELECTRONIC AND INDUSTRIAL APPLICATIONS

AEROVOX CORP., NEW BEDFORD, MASS., U.S.A.  
Export: 13 E. 40th St., New York 16, N.Y. • Cable: 'ARLAB'  
In Canada: AEROVOX CANADA LTD., Hamilton, Ont.

## Stromberg-Carlson Has New Model Amplifier

A mobile completely self-contained amplifier with record player operable from either a six-volt storage battery or 105-125 volt 60 cps AC has been introduced by the Stromberg-Carlson Company and is now in production, according to Al R. Royle, sales manager of the sound equipment division.

The new amplifier, Model AM-43, is said to be perfect for rentals, the one amplifier capable of covering every outdoor or indoor requirement. It may be used at political rallies, parades, fairs, for emergency cars, or for straightforward public address and sound reinforcement work. It will deliver a full 25 watts at less than five percent distortion.

The record-playing top cover is equipped with retractable handles for easy portability, and the crystal pickup arm is delicately counterbalanced to allow the arm without jumping the groove to track on recordings even in a nearly vertical position. The hinged head of the pickup tilts back for easy changing of cartridge needles.

Operated from a six-volt battery, the AM-43 delivers rated output power with the amplifier's plate supply to be turned off during periods of inactivity, though the tube filaments retain their heat and are always ready for instant service.

Royle said the new amplifier will go on sale immediately at all Stromberg-Carlson sound distributors.

## Admiral Appoints Branch Manager

The appointment of Clarence F. Tay as general branch manager of the Admiral Corp., is announced by Wallace C. Johnson, general sales manager.

Mr. Tay will be in charge of the three Admiral branches in Washington, D. C., New York, and Chicago, which distribute Admiral radios, television receivers, refrigerators, and ranges.

## UST Owner Policy

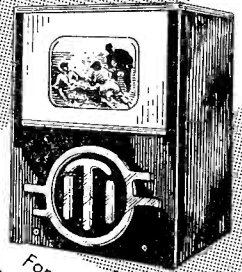
The United States Television Mfg. Corp., New York City, is issuing a "Registered Television Owner Policy" to set purchasers. Francis H. Hoge, Jr., vice-president in charge of sales announced that purchasers will have double protection under this "owner policy" from the franchised service company and the factory.

The new system is designed to free both the wholesale distributor and the retail dealer from any technical responsibility for installation, service or set guarantees.

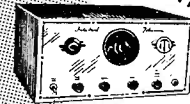
## Crosley Distributors

Appointment of the J. J. Stangel Hardware Co., Manitowoc, Wisconsin, as Crosley distributors in northern Wisconsin and upper Michigan, has been announced by Corley W. Kirby, domestic sales manager, Crosley Division of AVCO.

## INDUSTRIAL TELECEIVERS



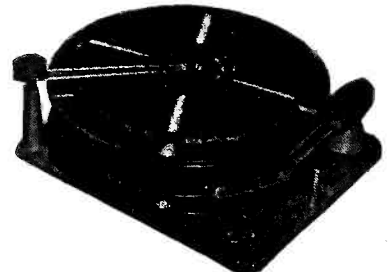
For Public Viewing in  
TAVERNS - HOTELS - SCHOOLS  
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Featuring—  
SIMPLIFIED CENTRAL CONTROL  
with any number of viewing screens

**INDUSTRIAL TELEVISION, INC.**  
352 LEXINGTON AVE., CLIFTON, N. J. • GREGORY 3-0900

## 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
- 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.

No. 116A.....YOUR NET **\$28.73**

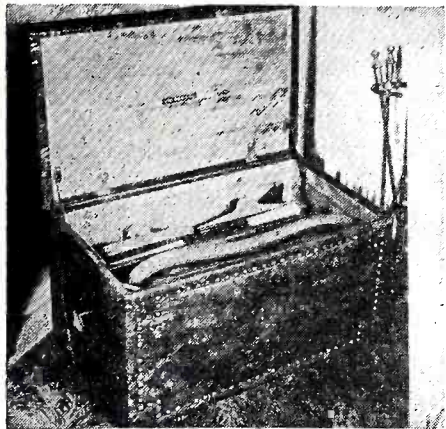
WEBSTER CHANGER Model 56.....\$26.66 NET

WEBSTER CHANGER Model 50.....\$21.17 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.

## Universal Cleaner Deal



To stimulate substantial trade-in sales for its dealers, Landers, Frary & Clark is offering a luxurious and practical "Chest-A-Seat", a leatherette covered chest-hassock especially designed as a storage chest for the tank cleaner and its 13 attachments. The hassock will be given to customers for their old cleaner with purchase of a new Universal tank.

## Simpson Electric Catalog

Simpson Electric Co., 5216 W. Kinzie St., Chicago 44, Ill., has issued a new catalog illustrating and describing its line of instruments, including high-sensitivity set testers for radio and television, mutual-conductance and plate conductance tube testers, giant set testers, vacuum-tube voltmeters, signal generators, micro-tester portable, AC-DC volt-wattmeters, volt-ohm milliammeters, ammeters, volt meters, ohmmeters, microammeters, and complete laboratory, combining functions of 60 instruments in one unit.

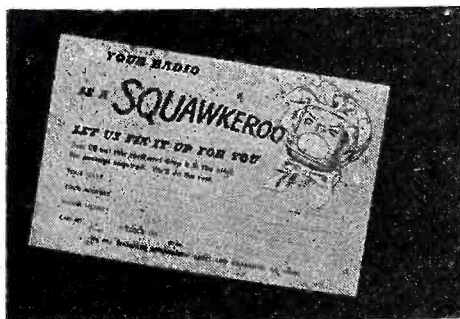
## Distributing Walco Lens

Walco Sales Corp., 1701 Arch St., Philadelphia, Pa., are wholesale distributors for the Walco Tele-Vue-Lens for the Philadelphia area, including all of Pennsylvania, Delaware, Maryland, Washington, D. C. and adjacent part of Virginia.

## Opti-Gem TV Lens

Opti-Gem, Inc., 320 E. 39 St., New York, announces a new television lens for magnification of 10 inch and larger TV screens. The device sells at \$29.95.

## New Business Booster



"If Your Radio Is A Squawkeroo—Let Us Fix It Up For You"—that's the selling message on a card available through IRC distributors. International Resistance Co. has designed card as envelope enclosure or for door-to-door distribution. Radio man pays postage only on those mailed back to him. Cards imprinted with serviceman's name and address. No IRC advertising on the card. Available in any quantity at slight charge to cover imprinting.

# Electronic

## LABORATORIES, INC.



### NEW 1948 LINE WITH *Exclusive features*

The outstanding line  
of converters with  
new engineering...  
new design...

### TELEVISION

for Wire Recorders...  
Radio Phonograph Combination... Small  
Power Tools (1/10th H.P. maximum)...  
Public Address Systems... Amplifiers...  
Communication Receivers and Transmitters...  
Small Appliances (mixers, Vacuum  
cleaners, etc.)... Laboratory Test Equip-  
ment... Sound On Film Amplifiers...  
Intercommunication Systems... Movie  
Projector Motors... Razors... Other  
electrical devices.

1. The 110 volt and 32 volt converters are equipped with AUTOSTART... the automatic start and stop feature. This provides remote operation of converters, eliminating wiring and installation costs... provides instantaneous starting with no warming up.

2. E-L Battery Eliminators are the only units on the market that can simulate actual year 'round operating conditions in the radio repair man's shop. The overload switch is especially valuable to momentarily overload components to break down questionable parts and prevent service call backs.

3. E-L Power Supplies are radio frequency filtered completely for broadcast, short wave, F.M. and TELEVISION bands.



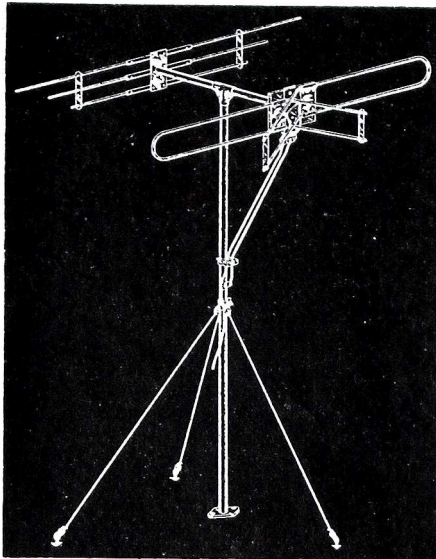
ATTRACTIVE  
NEW PACKAGING

ELECTRONIC LABORATORIES, INC. INDIANAPOLIS, INDIANA, U.S.A.

USE THE BEST TODAY!

BE PREPARED FOR TOMORROW!

# Your receivers are only as good as your antenna LYTE FM & TELEVISION ANTENNA



## (MODEL LTC-R) WITH TRIPLE REFLECTOR

BALTIMORE—Lyte reception tops all other antennas tried.  
LONG BEACH, N. J.—Lyte antenna brings in all stations from New York to Washington  
SYRACUSE—Lyte antennas recommended by TV set manufacturers.  
NEW JERSEY—Leading installation men prefer Lyte.

- Fully insulated with Plastic for better results
- Designed for 72 ohms to 300 ohms
- All 13 TV channels • All FM bands
- All locations
- All parts protected from weather

*Extensive field and lab tests are proof of superior performance*

### ← Complete as Illustrated

Shipping weight 10 lbs. Packed one to a carton, with instructions. Write for complete details and specifications.

## LET LYTE SOLVE YOUR IMPOSSIBLE PROBLEMS

Have you used our 35 ft. TELESCOPING MAST? For a real time and money-saver ask for details about LYTE Telescoping Antenna Mast Model LTM-35

MANUFACTURED BY

LYTE PARTS CO.



PLAINFIELD, N. J.

Displayed at Congress Hotel, Chicago, May 11-14

# REVOLUTIONARY

## THE NEW *Astatic* Magneto-Induction PICKUP



● Yes, this is it! A radically new pickup cartridge that opens broad new vistas of listening pleasure.

The Astatic Magneto-Induction Pickup represents the first clean break with traditional principles employed in the manufacture of magnetic type reproducers. Discarded now is the need for delicately spaced "air gaps," which collect lint and dust, become a prime source of trouble in other type magnetic pickups. Their elimination in the Magneto-Induction cartridge is a newly opened door to peak fidelity of reproduction that is stable and troublefree, even under the most consistent service or adverse climatic conditions.

MODEL MI-1      MODEL MI-2  
Standard Housing      Mumetal Housing\*

\*Provides increased shielding effect for maximum reduction of hum.

Also Two Equalizer-Amplifier Models

### Here are the OUTSTANDING FEATURES

1. No "Air Gaps."
2. No necessity for delicate handling.
3. No costly armature balancing problems.
4. Longer-lived performance without distortion or change.
5. Transcription quality reproduction.
6. Velocity response flat to 12,000 cycles.
7. Output is 100 millivolts, approximately 20 db. greater than most light-weight magnetic pickups.
8. Needle pressure, 1 oz.
9. Impedance, 7,500 ohms at 1,000 c.p.s.—110,000 ohms at 10,000 c.p.s.
10. Interchangeability: Can be employed with most standard pickup and transcription arms.



Manufactured under  
Massa Laboratories License

NOW AVAILABLE

## Bendix Lowers Prices

New models at lower prices were announced by Judson S. Sayre, president of Bendix Home Appliances, Inc. The reduction exceeds 7 per cent at the retail level, or \$19.55 per unit, for both the standard and deluxe Bendix automatic washers. These new machines are listed at \$229.95 and \$249.95.

"We believe the increase in volume resulting from lower prices will more than offset the sacrifice we make in reducing prices at this time. We hope to maintain or increase our portion of industry volume which in 1947 exceeded 25 per cent," said Mr. Sayre.

## New FM Antenna

The Wind Turbine Company of West Chester, Penna., has introduced its omnidirectional FM Receiving Antenna.

Designated as the "Trylon FM Receiving Antenna," the company pointed out that the antenna isn't "another folded dipole," but it is a coaxial dipole based on the transmitting turnstile with modifications. A major change has been the transmission line arrangements so that the antenna is broad band to the radiation pattern as well as to impedance. It efficiently covers the entire FM commercial broadcast band with no perceptible deviation in circular pattern as a receiving antenna.

## Hoffman Sales Meetings

Weekly meetings for the sales staff of the Hoffman Sales Corp., Los Angeles, Hoffman Radio Corp. distributors, have been launched by Burt Dorris, sales manager.

The gatherings carry a new slant. Besides a sales contest, pep talks, an educational series and general round table for the outside salesmen, Mr. Dorris has invited franchised dealers to present their sales problems for discussion and also to contribute their experience in solving difficulties of point of sale closings.

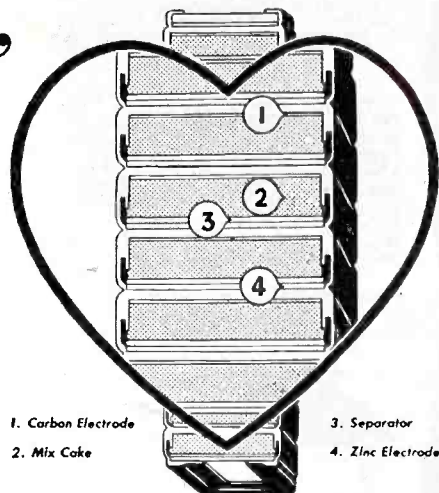
## New Tuner Converter

A new tuner designed to convert the Soundmirror into a combination radio-recorder instrument is presented by the Magnetic Recorders Company. It is specifically designed to fit into the existing cabinet, and tunes from 1700 KC to 530 KC.

It employs three tubes and draws plate and filament power from the recorder or the amplifier with which it is associated. When attached in this way the recorder becomes the equivalent of an eight tube radio. Further information can be had by writing directly to the Magnetic Recorders Company, 7120 Melrose Ave., Los Angeles 46, Calif.

# Cash In This Summer With The NEW "Playing-Heart"

Enlarged cutaway section shows . . .  
Each cell interlocks with its neighbor,  
forms the "playing-heart" of your radio



1. Carbon Electrode  
2. Mix Coke  
3. Separator  
4. Zinc Electrode

- LAST LONGER • COST NO MORE
- NO TAPE OR SEALING WAX TO BREAK
- TRIPLE SEALED



Full Details Announced  
Next Month in this Magazine  
1948 Retail Market Potential  
\$52,000,000

That's a Tremendous Market  
A Big Slice of Which  
is Available To You.

All Fun-Loving Americans  
Are Customers for This  
**NEW "Playing-Heart"**



Dealer-Distributor  
If YOU Want To Be  
FIRST  
With The  
BEST, LATEST  
NEWEST  
Watch For Next  
Month's Double Page  
"Playing-Heart"  
Advertisement  
In this Magazine  
Announcing  
This Scientific Electronic  
Development.  
Olin Industries, Inc.,  
Electrical Products Division,  
New Haven, Conn.

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## 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

160 pages  
Cloth Bound . . \$1.89  
Paper Bound 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.

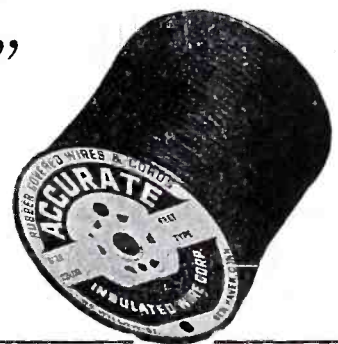
For radio servicemen, who  
can look to FM as a big  
part of their future profits—  
for the "ham" who is con-  
sidering narrow band FM—  
for the student who is  
grooming himself for activity  
in the electronic field—  
this new book explains both  
the theory and servicing of  
f-m receivers. Its text is  
equally valuable to every  
person interested in this  
phase of electronics and will  
serve as a valuable hand-  
book for engineers.

The unique publication  
principle employed in the  
production of this new book  
is as practical as its con-  
tents. It is offered in two  
editions identical in contents,  
printing quality and paper  
—differing only in covers.  
416 FACT-PACKED PAGES  
(substantial paper cover) **\$1.80**  
Hard back cloth cover, **\$2.70**

By The Publisher of  
**RIDER MANUALS**

**JOHN F. RIDER PUBLISHER, INC.**  
404 FOURTH AVENUE, NEW YORK 16, N.Y.

## "Accwire" FLEXIBLE CORD AND CORD SETS



- Cord Assemblies — standard and to specification for all types of Radios and Electrical Appliances.
- Special Cables and Portable Cords.
- Rubber and Synthetic Cords and Cables in a wide range of sizes, stranding and conductors.
- Cotton and Rayon Braided Wire for all general flexible cord applications.
- The right cord for each job.
- Send for Sample Card . . . inspect 14 different "Accwire" Cords and judge quality for yourself.

**THE ACCURATE INSULATED WIRE CORP.**  
*Manufacturers of Insulated Wire for a "Quarter of a Century"*  
30 FOX STREET • NEW HAVEN, CONN.



# Better Products for the Radio Industry

## NEW G-C STATIC CHASER INJECTOR and POWDER

Tire static powder kits—improve auto radio reception. Eliminates wheel static interference. New powder is blown into all inner tubes—easy to use. Fore every car owner!

No. 5604—Injector for G-C Static Powder List \$1.50  
 No. 5605—G-C Static Powder Packet for 5 tires List \$1.00  
 No. 5606—Kit—One Powder Packet and Injector List \$2.50



## NEW G-C TUBE PULLER

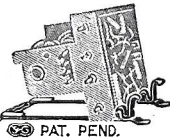
Makes it easy to remove or insert miniature tubes... simple to operate. Inserts or extracts tubes where fingers will not reach—into hard-to-reach places. Saves time and money. Ends tube breakage, prevents burnt fingers.

No. 5093—Miniature Puller...List \$ 1.65  
 No. 5093-D—Display of 12...List \$19.80



## NEW G-C FIELD

Holds almost any radio chassis in position! Has special reversible hooks for flanged type chassis or, to tilt chassis back if necessary. Made with slide adjustment—takes only 5 seconds to install. No parts to lose—will never wear out. A real convenience for the radio serviceman. No. 5207—Chass EZ...List \$3.65



## G-C PHONO TURNTABLE STAND



Steel stand on which you can place any phono turntables, ideal for repairmen, easily adjusted, sturdy

steel construction.  
 No. 5205 List \$6.65

Visit our booth at the May Radio Parts Show!



Have you seen the new G-C "Speedex" Wire Strippers... write for illustrated literature.

RADIO DIVISION Dept. R

G-C Products are available at leading distributors. Write for your copy of our new illustrated catalog.

# GENERAL CEMENT Mfg. Co., Rockford, Ill., U. S. A.

Manufacturers of over 3,000 products • Sales offices in principal cities

## New Lyte Antenna

Lyte Parts Co., Plainfield, N. J., has announced a new HF, non-directional, 13 channel television antenna.

## New Manufacturing Firm

Harlyn Products Company, with office at 60 E. 42nd St., and factory at 6 Bond Street, New York, N. Y., has been established for the manufacture of loop antennas and other radio components. Principals of Harlyn organization are Arthur W. Roberts, Leo Flamm, and Harry Meyer.

## Reps Open in Denver

Perlmuth-Colman and Associates, with main offices in Los Angeles, has opened a branch office in the Equitable Building, Denver, Colorado, under the supervision of Harry Bailis.

## Graybar Appointments

C. C. McGraw has been appointed manager for Graybar at Knoxville, Tenn. replacing F. O. Andridge, deceased. Mr. McGraw joined the Graybar organization in 1937 in the operating department and has since been a salesman, sales manager at Chattanooga; manager inside construction dept. at Atlanta and Manager at Savannah.

R. L. Wear has been appointed manager at Savannah. He started with Graybar in 1926 as a student and his experience includes operating, credit, warehouse and sales jobs.

A. W. Wheeler has been appointed manager at Shreveport, which enjoys the distinction of being Graybar's 100th distribution point. He came with the company in 1925 and has been a salesman, service supervisor and now is a branch manager.

## Expand Department

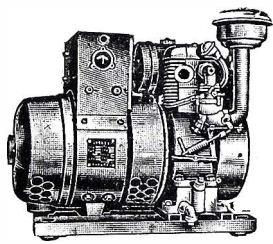
The dealer who sells service just as he sells merchandise can expect to increase his servicing business year in and year out. A step-by-step formula on how to up repair work volume appeared in the February issue of this magazine. On page 46, it is entitled, "How to Sell Service."

## Crosley Promotion Heads

Appointment of two news sales promotion managers is announced by Ellis Redden, director, sales promotion and training, Crosley Division, Avco Manufacturing Corporation.

Leo B. Pambrun was appointed radio and television sales promotion manager and Duff H. Baldwin, refrigeration sales promotion manager.

## A. C. ANYWHERE with Katolight Plants and Rotary Converters.

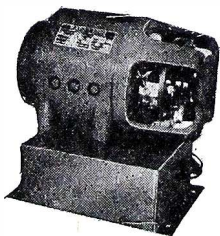


500 watts to  
175 K.W.

Also Mfgs. of  
D. C. Motors,  
1/4, 1/3 and  
1/2 Horsepower;

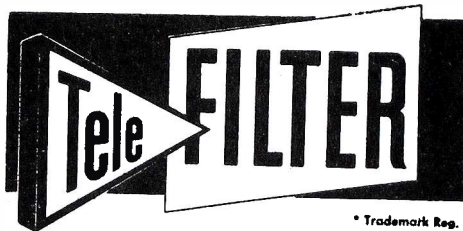
single phase Motors 1 1/2, 2 and 3 horsepower, and high frequency Generators and Motor-Generator Sets.

Write today for latest information on  
Katolight Products.



## KATO ENGINEERING COMPANY

1403 First Avenue  
Mankato, Minnesota, U.S.A.



## The FIRST OPTICAL IMPROVEMENT IN TELEVISION SINCE THE MAGNIFYING LENS

**SHARPENS CONTRAST**—no longer necessary to dim lights or draw blinds. **TELEFILTER** intensifies the image by blocking out surrounding light from the screen. Result . . . sharper, clearer pictures.

**REDUCES GLARE**—continued viewing of a television screen is a strain on your eyes. **TELEFILTER** eliminates this glare by optical filtering.

**EASIER ON THE EYES**—normal room lighting . . . sensible screen brilliance . . . relaxing light shades contrasted with darker blacks . . . permit hour after hour of comfortable television viewing with **TELEFILTER**.

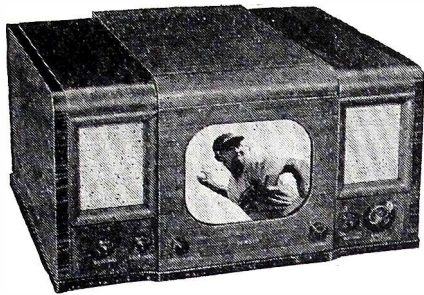
**Distributors and Representatives**—Some choice territories still available. Contact . . .

## The HOUSE OF TELEVISION\*

475 Fifth Avenue, New York, N. Y.  
Or see us in Chicago, May 11-14,  
at the Congress Hotel



# It's DEWALD for QUALITY



DeWald Model BT-100  
Direct View 10 Inch  
TELEVISION RECEIVER

High definition 30 tube circuit for  
dependable performance

If you want  
SOMETHING  
BETTER

*Demand*

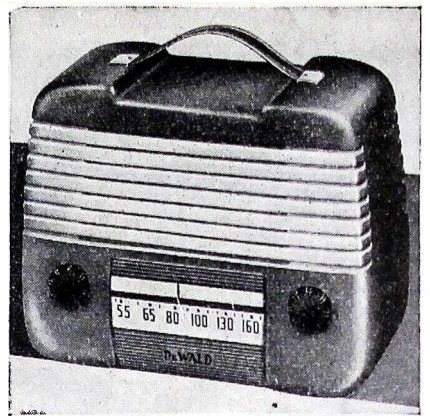
Top-notch engineering, designing and production "know-how" combine to make every DeWald an outstanding "buy." And, every model in this complete line, from the \$14.95 compact right through to the high definition DeWald Television Receiver is backed by more than a quarter-century of proven success.

Be sure to see the line during the Radio Parts Show in Chicago (May 11th to 14th). We'll be in Suite 704 at the Blackstone Hotel.

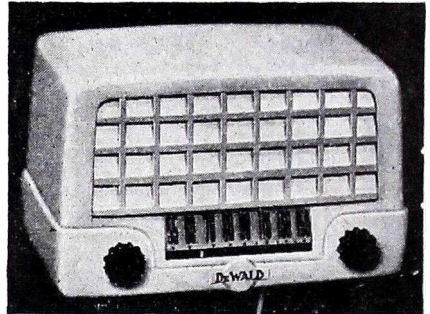
Some choice territories available.  
Jobbers: Write for full information.

DEWALD RADIO MFG. CORP.  
35-17 37th AVENUE  
LONG ISLAND CITY 1, N. Y.

CHICAGO OFFICE: 624 So. Michigan Ave.



"Personal" Model B504



"Handi-Set" Model B506

# DEWALD

A FAMOUS NAME IN  
**RADIO**  
SINCE 1921

## New! Permanent

### PANEL SWITCH



Mounts on console panel - Eliminates groping 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.)

Models 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

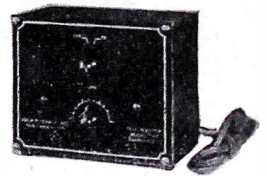
Pioneer Manufacturers of Battery Eliminators

549 West Randolph Street

Chicago 6, Illinois

## THIS IS IT!

another NEW  
VISION item



Model TVX  
Channels 2-13  
Size  
6" x 4 1/2" x 5"

## The "ALL CHANNEL" TELE-BOOSTER

VISION RESEARCH LABORATORIES has developed a new highly efficient all channel booster circuit. Model TVX incorporates many of the features that made models TVL (Channel 1-6) and models TVH (Channel 7-15) so successful plus several new circuit features that provide for even greater effectiveness in boosting those weak television stations.

Design of Model TVX is the result of many months of actual field experience with television pre-amplifiers.

### CHECK THESE FEATURES

- Uses two type 6AK5's in an extremely stable and efficient wide-band amplifier circuit.
- Self-contained power supply using selenium rectifier.
- Covers all television channels
- Just turn switch to position for channels 2-6 or to position for channels 7-13 and tune for best picture response.
- Eliminates need for outdoor antennas in many locations.
- Will actually make difference between "Flat" and very bright pictures on weak stations.
- Improves receiver immunity to off-channel interference. Can be tuned to boost weak station or turned off to provide normal reception.
- Simple to install and operate, requires only external connection to receiver.
- Furnished in attractive mahogany or walnut finish cabinet.
- Attractively priced.

\$37.50  
List

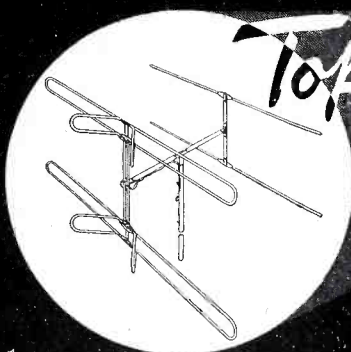
See our exhibit at the Congress Hotel during parts show

Further information furnished on request.



VISION RESEARCH LABORATORIES  
P. O. Box No. 62, Kew Gardens 15, N. Y.

*Top Performance\**  
with **JFD**  
**F-M and TELEVISION  
ANTENNAS  
and Accessories**



Here is the last word in television antennas. This double stacked folded dipole with high frequency lobes and reflectors gives full reception on both TV bands and on the FM band. Frequency Range is from 44 to 216 mc. JFD's exclusive "ROTO-LOCK" insulator, molded of a special modified polystyrene, guarantees maximum insulation efficiency and TOP PERFORMANCE on upper television channels. Heat and cold resistant in extreme temperatures.

This lightweight, durable antenna is precision engineered of heavy wall 1/2" aluminum tubing and is completely adjustable in both horizontal and vertical planes. Mast and supporting members are the heaviest in use today — 1" diameter and 1/16" wall thickness. Assembly can be completed in a few minutes — all pre-assembled. Every screw, nut, and bolt is right in place — no need for a hardware bag.

Cat. No. TA105 ..... List Price **\$35.00**  
Cat. No. TA105L (No. TA105 with 60' or 300 ohm Twin Lead). List Price \$37.50

ASK YOUR JOBBER FOR FREE LITERATURE DESCRIBING OTHER JFD TELEVISION AND FM ANTENNAS OR SEND DIRECT TO US.

WRITE FOR JFD FOLDER 248-S

"Pioneering in F-M and Television Antennas Since 1939"

**JFD MANUFACTURING CO., Inc.**

4111 FORT HAMILTON PARKWAY, BROOKLYN 19, NEW YORK, U.S.A.

**Seeburg Select-O-Matic**

The J. P. Seeburg Corp., 1500 N. Dayton St., Chicago, is displaying to the public for the first time, two instruments that act as the "mechanical brains" for recordings.

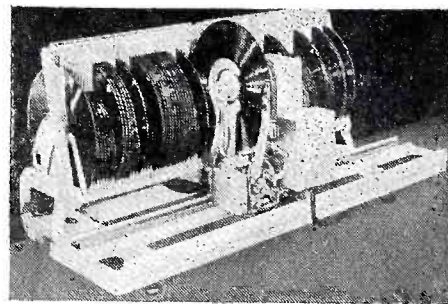
One unit is designed for the home, the other for industry. Each Seeburg features the "select-O-matic" library which plays records vertically, automatically plays more than 14 hours of continuous music, permits instant choice of any one of 200 selections, plays either or both sides of a



record without recording being touched, removes the record from the library, places it on turntable, and returns it to proper place, and plays programs automatically on a predetermined time cycle.

Model SLBA-1, with avodire wood cabinet is suitable for use in home game and recreation rooms, clubs, etc. It is supplied with amplifier and speaker, if desired.

Model S-1, designed for use in industry, available in gray crackle finish metal cabinet. This basic unit can be used for any music and paging system, in addition to utilizing the advantages of the "select-O-matic" mechanism.



Mechanism, (rear view) of the amazing new Seeburg changer which plays records in a vertical position; operates continuously for fourteen hours, playing 200 different selections.

Programs and paging can be sent to distant plants by means of the Seeburg dual-line amplifier, and the system can be installed in existing public address systems. The program timer is calibrated in 15-minute intervals. The industrial model includes an AM-FM radio.

The models sell for about \$1,200 and \$1,500 each, with prices of units varying according to features which are optional to the purchaser.

**New Mars TV Set**

Mars Television, Inc., 1441 Broadway, New York City, announces a new 12-inch tube video receiver to sell at \$395. The set has a new type tuning system, employing but two controls.

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

**Sensational  
Buys!**



Illus. Model 450A

**FAMOUS R. C. P.  
HI-MEG  
MULTITESTERS**

Model 450A,  
**ONLY \$20.95**

Are you impressed by big names and sky-hook prices? R.C.P. is big, too — but big enough to yank down instrument prices even for shoestring bank-rolls. This model #450 series compares with the finest precision testers on the market — yet costs you approximately half! Slashed operating costs help you compete for more service business. Order now from your jobber, or write direct.

Top resistance range of 50 Megohms, no tubes or batteries required. • 24 ranges of volts-ohms-current-c/b. • Wide scale meter, 4 5/8", 1,000 ohms p.v. • Fine germanium crystal rectifier for AC. • Handsome panel, heavy duty oak case.

Model 450AP, Portable @ \$24.95.  
Model 450C, 20,000 ohms p.v. @ \$28.50.  
Model 450CP, De Luxe Portable @ \$32.50.  
**SEE R.C.P.—BEST FOR EVERY TEST**

**RADIO CITY PRODUCTS CO., INC.**

152 West 25th St.  New York 1, N. Y.

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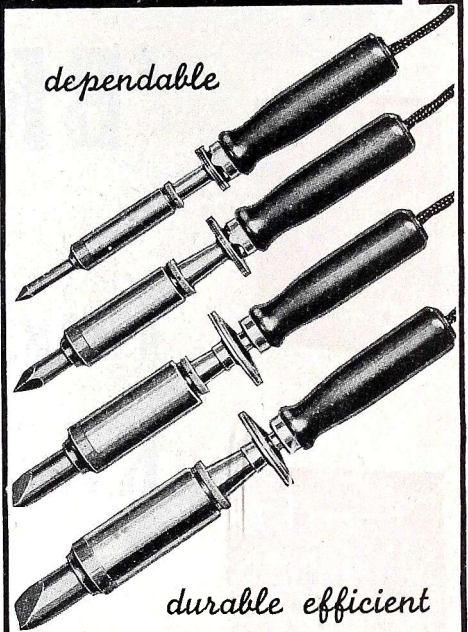
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# American Beauty

*dependable*



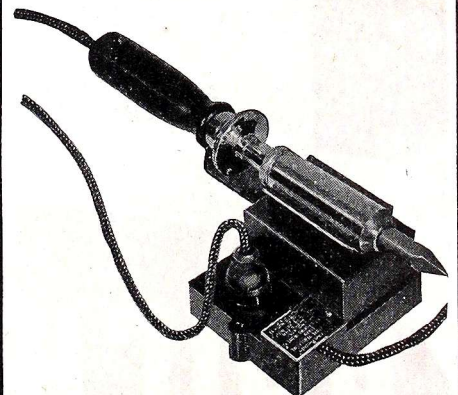
*durable efficient*

## ELECTRIC SOLDERING IRONS

are sturdily built for the hard usage of industrial service. Have plug type tips and are constructed on the unit system with each vital part, such as heating element, easily removable and replaceable. In 5 sizes, from 50 watts to 550 watts.

## TEMPERATURE REGULATING STAND

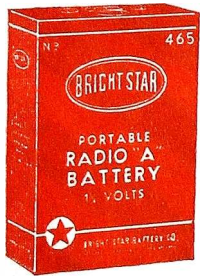
This is a thermostatically controlled device for the regulation of the temperature of an electric soldering iron. When placed on and connected to this stand, iron may be maintained at working temperature or through adjustment on bottom of stand at low or warm temperatures.



For descriptive literature write

111-1

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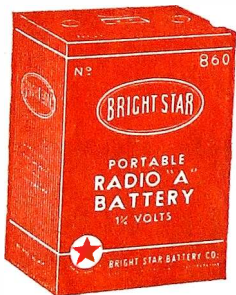


# 'BRIGHT STAR'

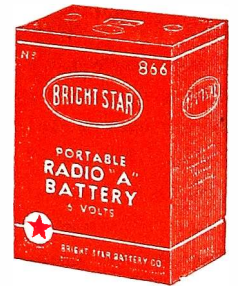
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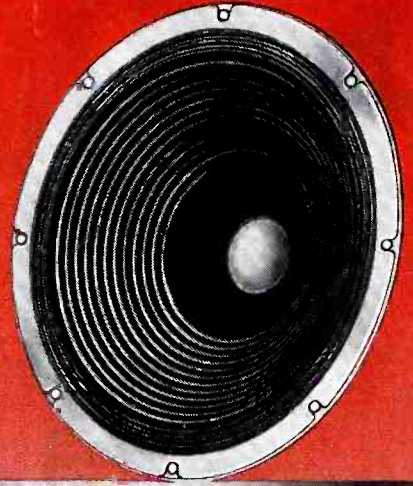
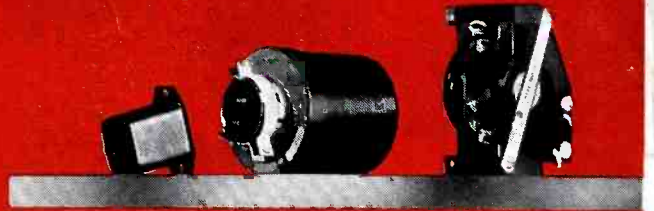
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