

RADIO & TELEVISION RETAILING

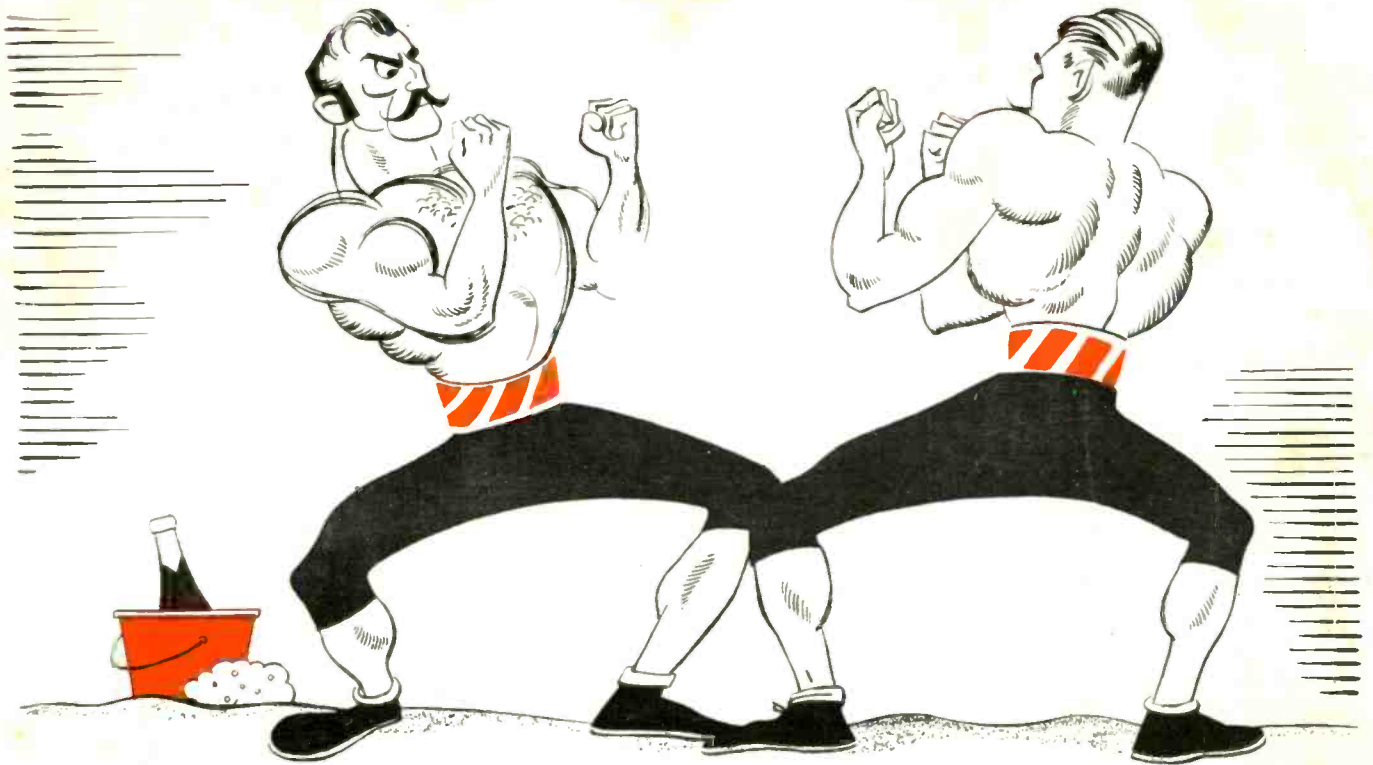
CALDWELL-CLEMENTS, INC.



Store of the Month—See Page 1

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

JULY 1948



Equally Matched

There's no place for a "weight advantage" in the assembly of a vibrator. Unless every part is accurately matched to every other part the performance of the vibrator will be erratic.

Mallory vibrator parts are measured to a minute fraction of an inch and then assembled so that related parts match accurately. The reed matches the reed arms, the reed arms match each other, the weight matches the reed, and the contacts match the assembly. Even the finest scale could not register a significant difference.



The Mallory Replacement Vibrator Guide is free. The Vibrator Data Book is \$1.00—from your distributor or by mail.

Mallory Vibrators Make the Best Replacements

Careful manufacturing makes Mallory vibrators free of bounce and chatter, dependable in starting, and reliable in operation. More of them are used in original equipment

than all other makes combined. That's convincing proof they are the best replacement vibrators for you to stock.

In addition to assured quality, Mallory offers the most complete vibrator line in the business. Mallory standardization permits 12 basic vibrators to meet 90% of your replacement requirements. But a complete line of 52 vibrators is available to meet virtually every vibrator need.

The Mallory "Good Service for Good Business" Plan

will increase business and profits in your shop. A unique follow-up file makes it easy to keep customers.



You tie in with Mallory acceptance to develop new business—ask your distributor about it.

MORE MALLORY VIBRATORS ARE IN USE THAN ALL OTHER MAKES COMBINED

P. R. MALLORY & CO. Inc.
MALLORY

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

*Reg. U.S. Pat. Off.

APPROVED PRECISION PRODUCTS

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

RADIO & TELEVISION RETAILING

Including Radio and Television Today

IN THIS ISSUE

JULY, 1948

COVER—July's Store of the Month. The Sage Four-Way store of Sacramento, California. This unique building with its circular shape is a perfect example of how an entire sales-floor can act as its own window display.

EDITORIAL—The Temporary Slump in Set Sales 29

WHAT'S AHEAD—IN RADIO, APPLIANCES, RECORDS & TELEVISION 30

NEWEST RADIO PROFIT-MAKERS 34
Pictures, and specifications of the latest AM, FM, and Television receivers. Data on phonos and recorders.

SPEED SERVICING FOR BIGGER PROFITS 36
Maintenance from the merchandiser's viewpoint. How to increase repair speed-rate, repair net earnings, customer good-will.

SELL TELEVISION TO THE LOOKERS 38
Know-how in selling and demonstrating is a must. Here's the way to overcome "stock objections" by customers. How to get more sales.

GOOD PLATTER PICKINGS 42
Variety of latest recordings. Profit-making platters to up disc sales.

MUSIC MAKES REGISTER RING 44
M. Doyle Marks & Son, Elmira, N. Y., celebrates its fiftieth anniversary. Quarter-million dollar volume firm shows way to success.

CASH IN ON CLEANERS 50
Here's how to display, demonstrate and SELL those vacs. How to handle trade-ins.

NEW ELECTRICAL HOME APPLIANCES 52
Details of newest appliances engineered for the home and designed to put more dollars in the dealer's pocket.

TV-FM SPARKS DRIVE TO ORGANIZE 55
Service-Dealer Associations are springing up from coast to coast. Here's a listing of them.

REPAIRING SWITCHES 56
Tips for servicing the many types of switches in today's radios and radio equipment.

NEW SERVICE PRODUCTS 59
Recent developments in servicing aids.

AM, FM, TV, PA SERVICE AIDS 61
Testers, Microphones, tubes, antennas, and amplifiers for the service dealer.

TECHNICAL NEW PRODUCTS 64
Latest helps for the service bench.

TECHNICAL END OF THE PA BUSINESS
Beginning a series of articles discussing maintenance, sales, and rental of public address systems.

NEWS OF THE INDUSTRY Begins on page 67

ORESTES H. CALDWELL

Editorial Director

M. CLEMENTS

Publisher

JOHN L. STOUTENBURGH

Executive Editor

RUTH MORRIS

Records Editor

M. R. LABATT-SIMON

Assistant Editor

CHARLES F. DRYER

Art Director

BUSINESS DEPARTMENT

M. H. NEWTON

Sales Manager

EDWIN WEISL, JR.

BETTY HALL

Production

BRANCH OFFICES

CHICAGO 6

R. Y. FITZPATRICK, Manager

S. GASKINS

201 N. Wells St. RAN. 9225

DUANE WANAMAKER

610 S. Broadway

Los Angeles 14, Calif.

MUtal 2141

CIRCULATION DEPARTMENT

B. V. SPINETTA

Circulation Director

W. W. SWIGERT

Credit Manager

July, 1948, Vol. 48, No. 1, 35 cents a copy. Published monthly by Caldwell-Clements, Inc., 480 Lexington Ave., New York 17, N. Y. M. Clements, President; Orestes H. Caldwell Treasurer. Subscription rates United States and U. S. Possessions: \$2.00 for one year, \$3.00 for two years, and \$4.00 for three years. Pan American Countries: \$4.00 for one year, \$5.00 for two years, \$6.00 for three years. Canada \$3.00 for one year, \$4.00 for two years, \$5.00 for three years. All other Countries: \$5.00 for one year, \$7.50 for two years, \$10.00 for three years. Printed in U.S.A. Entered as second class matter April 9, 1948 at the Post Office, at New York, N. Y., under the act of March 3, 1879. Member of Audit Bureau of Circulation. *Trade-Mark Reg. U.S. Pat. Off. Copyright 1948 by

CALDWELL-CLEMENTS, Inc.

Publishers also of TELE-TECH and ELECTRONIC INDUSTRIES & INSTRUMENTATION



Member of
**AUDIT BUREAU
OF CIRCULATIONS**

CALDWELL-CLEMENTS, INC.

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

Bendix Radio

THE ONLY DIRECT DEALER

COMBINING RADIO AND

TELE



*"How Can You Miss with
a Program Like This!"*

EDWARD C. BONIA
Sales Manager, Bendix Radio Division

- The appointment of only one dealer in each community
- Direct factory-to-dealer shipments
- Freight prepaid to destination
- Low consumer prices competitive with national chains and mail order houses
- Liberal dealer discounts
- Nationally advertised retail prices protected by your exclusive franchise
- Radio and television built to Bendix aviation quality standards
- A complete line of radios and radio-phonographs including famous Bendix Long Range FM
- The most advanced television created by the acknowledged leaders in radar and radio engineering
- Consistent national advertising that builds store traffic for you
- Compelling point-of-sale promotion helps
- Special promotion models to meet competitors' "off-season" distress sales
- Plus many new profit-building features soon to be announced.



Everything's New About

BENDIX RADIO

REG. U. S. PAT. OFF.

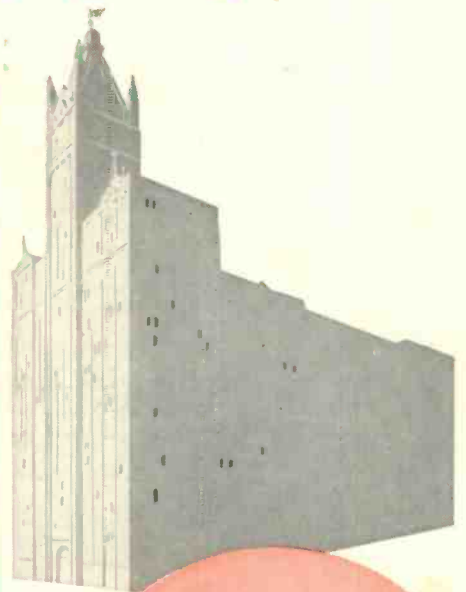
RADIO & TELEVISION RETAILING • July, 1948

Now Offers You

MERCHANDISING PROGRAM

VISION!

Come to the Bendix Radio Open House at the Summer Mart in Chicago . . . See the Amazing "Front Row" Television . . . See the Complete New Bendix Radio Line . . . Hear the New Long-Distance AM-FM Console Combinations. Get a Front Row Seat at the Greatest Show on Earth.



Write Today
for full details of
the new power-packed
Bendix Radio and
Television
Merchandising
Program.

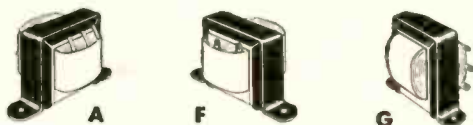
Bendix Radio **FOR '49**

BENDIX RADIO DIVISION of
BALTIMORE 4, MARYLAND





Merit QUALITY = PROFIT
with COST SAVING



Profits begin with cost-saving. But it is not a saving unless it is accompanied by Quality that insures performance. Quality, with price economy distinguishes Merit Transformers.

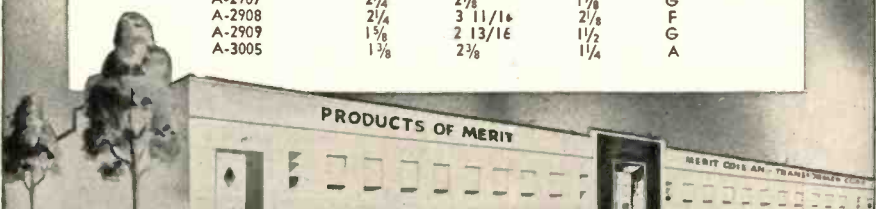
Check these values with your local jobber.

MERIT UNIVERSAL LINE TRANSFORMERS

to couple various line impedance: to a voice coil

Type No.	List Price	Ohms Impedance Pri.	Sec.	Watts	Mtg. Centers
A-2906	\$1.90	500-1000-1500-2000	3.2,6-8	10	2 3/8
A-2907	3.25	500-1000-1500-2000	3.2,6-8	18	2 3/8
A-2908	3.50	500-1000-1500-2000	6-8,16	24	3 1/8
A-2909	1.90	45-50	3.2,6-8	8	2
A-3005	1.50	500	3.2,6-8	5	2

Type No.	Dimensions..			Mtg.
	H.	W.	D.	
A-2906	1 5/8	2 13/16	1 1/2	F
A-2907	2 1/4	2 7/8	1 7/8	G
A-2908	2 1/4	3 11/16	2 1/8	F G
A-2909	1 5/8	2 13/16	1 1/2	G
A-3005	1 3/8	2 3/8	1 1/4	A



MERIT COIL & TRANSFORMER CORP.

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

Radio & Television Retailing's Big Directory Issue

IS SCHEDULED FOR NEXT MONTH.

It covers the field of "The Big-Four" merchant—the dealer who sells radios, appliances, records; and maintains his own service department.

RTR's DIRECTORY ISSUE

is outstanding because it is **TIMELY, COMPLETE, and ACCURATE.** In the first place, the information is *new*, because questionnaires are sent out only a few weeks ahead of the editorial deadline. (A feat in publishing annals). Second, it is truly *complete*. Every manufacturer who has cooperated with the editors in returning his questionnaire is included. Third, it is *accurate*. This is because each return is analyzed, interpreted and edited by *experts* in each of the fields covered.

IN THIS DIRECTORY,

every single item one can think of—in radio, TV, FM, recorders, electrical home appliances, phono records and players; service and sound equipment for use and re-sale—is listed.

THE FOREGOING ARE SOME

of the reasons why RTR's Directory is so far out in front—so valuable to the reader for so many months of the year.

IN THE APPLIANCE SECTION

of the next issue there will be a money-making idea in the article entitled, "Money in 'Midget Major' Appliances." Shows how to sell the big-little products in homes where space is at a premium, due to the acute housing shortage.

JUST TO AROUSE YOUR CURIOSITY,

(we're sure of your interest), we also announce that **TELE SPECS** is on the way. In another issue you'll find out what it's all about. Suffice it to say, at this time, that **TELE SPECS** will be a *first, first, first!*

LOOK FOR A GREAT NEW

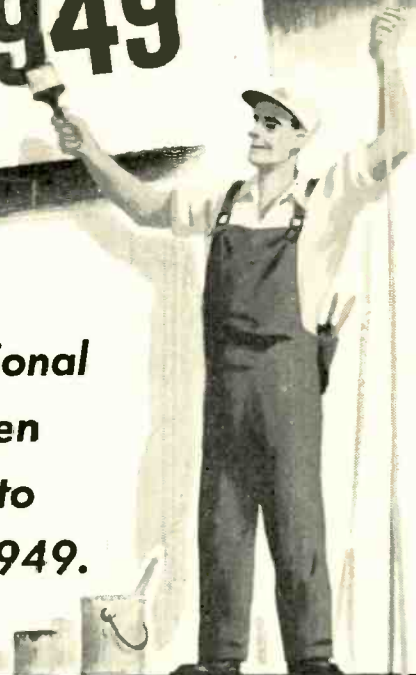
spurt in radio servicing volume, and a wider recognition of the radio technician as an expert, as television spreads its magic over the land. With expensive servicing equipment, and genuine know-how, the *real* radioman appears at long last to be coming into his own.

THE PUBLISHERS

There's NEWS...
EXCITEMENT...
PROFIT... in the

New **PHILCO**
RADIO-PHONOGRAPH
and RADIO for 1949

Philco distributors are telling the sensational story to their dealers in meetings and open houses all over the country. Don't fail to attend yours. It's your Profit Story for 1949.



these
smart new

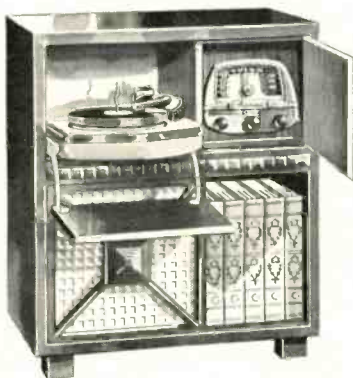
Admiral

automatic radio-phonographs

Can't go out of date!



7G11—AM Automatic Radio-Phonograph. Traditional walnut cabinet, \$169.95. With FM, \$199.95.



7G14—AM Automatic Radio-Phonograph. Modern walnut cabinet, \$169.95.



9B14—FM-AM Automatic Radio-Phonograph. Modern walnut cabinet, \$299.95.

... because of **TELEVISION OPTIONAL!**

No need to worry about these smart new Admiral radio-phonographs becoming obsolete because of television. They're styled to match perfectly Admiral's famous Magic Mirror television consoles.

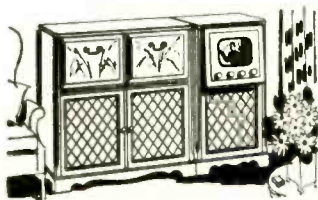
Here's the perfect answer for the customer who wants to wait for television. He can enjoy an Admiral automatic radio-phonograph with Miracle tone arm and famous static-free "ratio-detector" FM *right now*. Later, when television comes to town, he can add an Admiral in beautiful matching console.

In *television markets*, it's the perfect answer for the

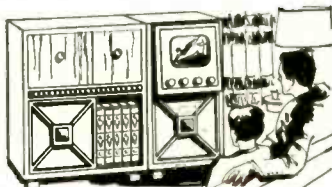
customer with a limited budget. Either unit, the radio-phonograph or television console, can be purchased first and the other added later.

Based upon actual production figures, 9 out of every 10 American homes have a radio-phonograph console that is eight years old or older . . . or have none at all. There is plenty of combination business to be had . . . especially when you can answer the "what-about-television" question. With an Admiral it's *television optional!*

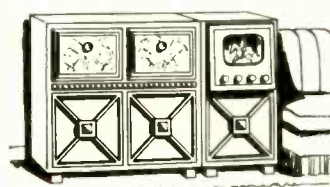
Small additional charge for mahogany and blond cabinets. Prices slightly higher in far South . . . subject to change without notice.



30A12 — Magic Mirror Television console with the clearest picture of them all. 29 tubes plus 10" picture tube. Traditional walnut cabinet, \$299.95.



30A14 — Magic Mirror Television console. 29 tubes plus 10" viewing tube with the clearest picture of them all. Modern walnut cabinet, \$299.95.





**A standard by
which all tubes
may be measured**

GENERAL  ELECTRIC

FIRST AND GREATEST NAME IN ELECTRONICS

178-GA5-8850



Attention



Attention

*more telling
means more selling*

THE ... SAME ... AMOUNT ... OF ... MONEY ... CAN ... PLACE ...
MORE ... SALES ... MESSAGES ... IN ... COLLIER'S ... THAN ... IN ...
EITHER ... OF ... THE ... OTHER ... BIG ... THREE ... WEEKLIES

Collier's quality market, packed with millions of money-in-the-hand customers can *now* be reached *more often, sold harder* and *with positive results* at the lowest cost in the big weekly field.

Want all facts quickly? Write or telephone any of the Collier's offices listed below.

You can buy

New York, 250 Park Ave.; Chicago, 333 N. Michigan Ave.; Detroit, General Motors Building;
Boston, Statler Building; San Francisco, 235 Montgomery St.



Attention

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



On the trail of the Monarch

For days, for weeks the search goes on. Through tangled brush and twisting streams till—there—there stands the monarch of the jungle. The Mahogany tree.

Rising tall and clean, straight as a guardsman, the Mahogany tree is literally a tower of strength. It has to be, to survive two hundred years and more of fungi, and insects and choking vines, of floods and gales and steaming heat.

To this hard upbringing Mahogany owes the unparalleled beauty of its richly varied grain, its renowned strength and resistance to wear. Add to these a workability that has delighted generations of craftsmen, and you know why Mahogany is the most wanted of cabinet woods. Happily, Mahogany for furniture is now in greater supply. You will see more and more of the superb veneers, the strong yet graceful framing that only Mahogany can produce. Ask for it; take nothing but the best. For nothing in all the world of furniture can claim so many sales and so much satisfaction as the single word—*Mahogany!*

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



ONE HUNDRED FEET —and more—straight up!
Here you see why Mahogany provides the longest, the widest, the clearest, the most nearly perfect lumber of all cabinet woods.



MAHOGANY
ASSOCIATION, INC.

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

“AFTER ALL . . . THERE'S NOTHING LIKE MAHOGANY”

RADIO & TELEVISION RETAILING • July, 1948

AUGUST IS A **HOT** MONTH for "Back-to-School" sales!



Get ready now for back-to-school selling. It's the big money opportunity of the next sixty days—you chance for extra business if you feature and push G-E natural color tone radios. Place your stock-filling order now with your G-E radio distributor. Or write today to: General Electric Co., Electronics Park, Syracuse, N. Y.



natural color tone
RADIOS



Model 102

Big buy for the budget-wise. Big in everything but price. Big rosewood plastic cabinet. Big tone—**natural color tone**—plenty of power. 5 1/4" Dynapower speaker—with G-E Alnico 5. Model 102—a fast seller at \$19.95.*

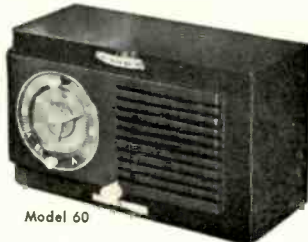
"I'm crazy about my new college roommate" (It's a G-E radio), says Beverly Cochran, popular university co-ed. See the August G-E "back-to-school ad" in Life, Look, The Saturday Evening Post, Country Gentleman, Farm Journal, and Progressive Farmer, with their 71,948,000 readers.



Model 150

Handsome AC-DC and battery portable with natural color tone. Maroon plastic case. Marvelous selectivity. Amazing power. New selenium rectifier. Model 150 above. \$39.95*

Wakes 'em up to music. A dependable G-E clock—a **natural color tone** radio—an electronic reminder all in one. Superheterodyne circuit. AC only. Rich-looking rosewood plastic cabinet. Model 60 below. \$39.95*



Model 60



Model 210

Genuine FM plus AM. Built-in antennas for both FM and AM. G-E **natural color tone.** Dial light. Tone control. AC or DC. Stunning rosewood plastic cabinet. 5 1/4" G-E Alnico 5 speaker. Model 210 above. \$64.95*

Radio stations use the same reproducer. Hep-cats and long-hairs go for the G-E Electronic Reproducer and **natural color tone** of this G-E de luxe automatic combination. Model 304 below. \$109.95*



Model 304

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

GENERAL ELECTRIC

175-00

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

RADIO & TELEVISION RETAILING • July, 1948

Only ZENITH Can Give You A PORTABLE WITH SUCH FEATURES

Just touch the button and enjoy -

MAGIC LISTENING

with the new

ZENITH

POP-OPEN "UNIVERSAL" PORTABLE RADIO



PRESS THE BUTTON
AND
DOORS POP OPEN
WAVEMAGNET
POPS UP
SET BEGINS TO PLAY

BETTER TONE · MORE POWER
·
STURDY METAL DURA-FRAME
·
NEW LIGHTER WEIGHT
·
AC-DC BATTERY POWERED

There's Listening-Magic in the New "Pop-Open" Universal*...
and there's Sales-Magic in this Powerful NEW DISPLAY!

NEW POP-OPEN BUTTON



Simply press it, and everything happens at once. . . . The doors pop open, the Wavemagnet pops up, and the set begins to play.

NEW POP-UP WAVEMAGNET*



Improved design - pulls in even weak or distant signals. Easily detachable for use in trains, planes, steel-shielded buildings, etc.

NEW DIALSPEAKER



New Zenith development (Pat. No. 2272660) permits use of big, easy-reading dial and large powerful full-voiced Zenith-built speaker.

NEW METAL DURA-FRAME



Combines the strength of metal with the beauty and light weight of plastic - set is 18% lighter, yet sturdy enough for the most rugged outdoor use.

• Never before a portable like this—with so many big features you can demonstrate and sell. This brand new Universal really has everything . . . striking beauty, plenty of "wallop," magnificent tone, plus the amazing new "Pop-Open" feature. Yes, here's real Sale-Ability!

A powerful display is ready to help you sell Zenith portables, too . . . with eye-catching flash and plenty of feature selling. Ask your Zenith distributor for the new complete Portable Promotion Package . . . or for the unit shown above, display No. R-861.

* Reg. U. S. Pat. Off.

KEEP YOUR EYE ON



ZENITH RADIO CORPORATION

6001 W. DICKENS AVENUE

CHICAGO 39, ILLINOIS

RADIO & TELEVISION RETAILING • July, 1948



You can sell more RCA Batteries



Get the complete catalog of RCA Battery Sales Promotion Material from your RCA Distributor

Powerful Sellers . . . all geared to the radio trade!

Greatest Radio Battery Promotion Program in the Field! . . .

- ✓ Banners ✓ Streamers ✓ Cartoons ✓ Counter Displays ✓ Counter Merchandisers ✓ Direct Mail Post Cards ✓ Advertising Mats
- ✓ Battery Guides ✓ Dealer Price Lists ✓ Battery Cartons

Again RCA leads the battery field in progressive merchandising with a *complete* line of powerful selling aids specifically designed for the *radio trade*!

Now you can get everything you need to sell *more* RCA Batteries than ever before . . . compelling full-

color displays to lead more customers your way . . . self-serving counter merchandisers that sell batteries on sight . . . banners and seasonal window streamers to let all radio owners know you're headquarters for RCA Radio Batteries.

Don't miss the *extra* business these new sales aids will bring you. Ask your RCA Battery Distributor for Bulletin No. 2F406 that contains the complete story on the most comprehensive *sales promotion plan* in the radio battery industry today!

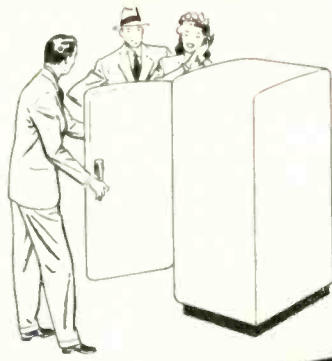
SELL RCA BATTERIES—THE COMPLETE LINE FOR THE RADIO AND ELECTRONIC TRADE



RADIO CORPORATION of AMERICA

HARRISON, N. J.

Cash in on Their



Local buying habit

with the **CHICAGO TRIBUNE'S**

Selective Area Advertising Plan!



With the Tribune's Plan, your dealers get sales-winning, prestige-building advertisements for as low as one per cent of card rates ... or even lower depending on the number of dealers involved. Under the plan —

EACH DEALER GETS:

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

YOU GET:

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

Market studies reveal the consumer's marked tendency to buy hardline goods from neighborhood dealers. Here's a plan that gives each of your dealers a highly localized campaign and enables you to realize this neighborhood potential.

The Tribune's Plan is productive and inexpensive. It works like this: On Sundays, the Tribune publishes five separate sections, each delivering some 200,000 circulation in five separate metropolitan Chicago areas. By listing *non-competing* dealers in the advertisements that run in each section, each dealer can get exclusive benefit of copy in his own trading area. Even dealers with small advertising allowances can participate.

This kind of co-operative advertising is fitted to the needs of dealers and distributors. It can help you boost sales in the rich Chicago market—alone big enough to take all or an important part of your production. The plan can be applied in practically any newspaper market.

Manufacturers have proved the plan in Chicago. Selling everything from records and shoes to radios and washing machines, they have already spent \$425,000.00 in the Tribune. Contact your nearest Tribune representative today for complete details.

MANUFACTURERS ENTHUSIASTIC—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, Maytag Washer, and Enna Jettick Shoes.

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

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

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

Fitzpatrick & Chamberlin
155 Montgomery St., San Francisco 4
448 South Hill St., Los Angeles 13

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

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



Has Customer Appeal

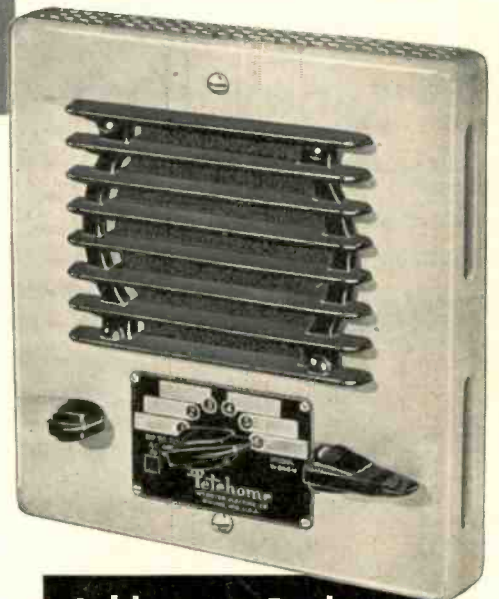


THE LATEST ADDITION TO THE MODERN HOME

The Wall type Telehome with 6-station capacity fits in the modern kitchen

All new construction . . . every electrical kitchen . . . every remodeling job where kitchens are being modernized should include a "Telehome" wall type intercommunication system. This is a real modern convenience and step-saver for the housewife. "Telehome" is also a protection as doors can be answered with-

out opening them, by installing a door speaker unit. It puts one in voice-to-voice contact with various rooms in the home, upstairs, recreation room, work shop or garage. It eliminates the need to run around. The central location of the wall type master unit in the kitchen is preferred by many.



Sold as a Package Containing Recessed Model and Door Speaker

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

WEBSTER ELECTRIC
RACINE WISCONSIN



Established 1909

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

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

MAKE "TELEHOME" AN ADDITION TO YOUR LINE . . . IT'S PROFITABLE!

Tele-tone's

GREAT TRIUMPH IN PORTABLES



*Introducing a distinguished
model that will revise
every conception of
3-way Portables*

LIFT
HERE

HERE ARE OTHER MEMBERS IN THE *Tele-tone* LINE



Model 157W . . . a pace setter in tonal brilliance and styling . . . **\$14.95** retail



Model 166 . . . a honey for features . . . a sensation for style . . . **\$16.95** retail



Model 182 . . . a portable record player with brilliant tone . . . **\$19.95** retail



Model 165 . . . a sensational price for a top-notch performer . . . **\$9.95** retail

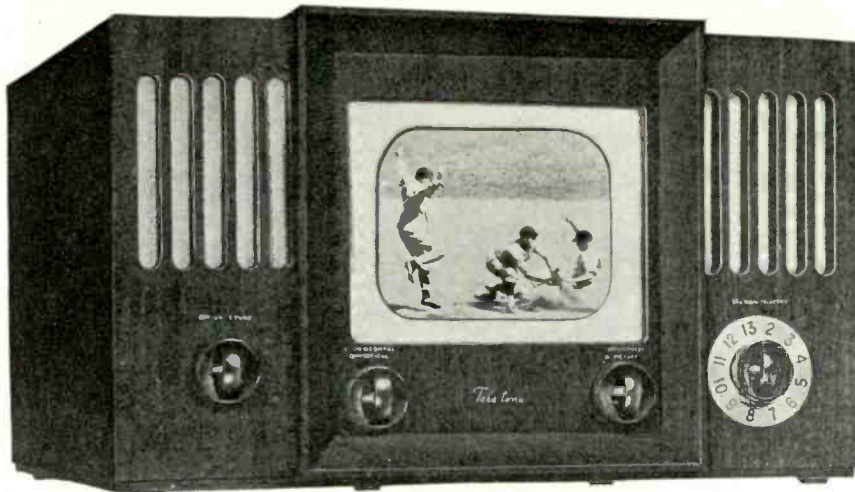


Model 183 . . . an automatic phonograph with powerful circuit for reproduction of superior quality . . . **\$34.95** retail

AND *Tele-tone's* SENSATIONAL NEW LOW PRICED TELEVISION

ONLY
\$149⁹⁵

plus \$1.30 federal tax
installation extra



- All channel tuning
- All controls accessible
- Larger tube complement
- Easy-View screen
- Simple installation
- Mahogany cabinet
- "Audio-Vision" tuning
- FM circuit for noise free reception

All prices slightly higher west of the Rockies.
Printed in U.S.A.

An Entirely New Product

Nonmetallic diaphragm for permanent superior performance.

Strong trunions lock projector in any position but never freeze—trunion parts are stainless steel and rust-proof metal.

Internally and externally completely corrosion-proof and rust-proof.

Weatherproof and anti-corrosion terminal box with removable cover.

Heavy, rugged U bracket with three holes making centering and "aiming" easy.

New Alnico 5 driver unit entirely enclosed within the one piece rigid horn, yet may be removed without special tools.

Exclusive Jensen Hypex formula (Patent 2,338,262) gives improved acoustical performance and wider sound distribution.

Four Reflex models from 24-inch to 9-inch. Two Reflex Radial models from 24-inch to 10-inch. Representing new highs in performance . . . new lows in price.

Jensen

6601 So. Laramie Ave., Chicago 38

Designers and Manufacturers of Fine Acoustic Equipment

ACCLAIMED!

for sterling Television performance

Model 799

FADA TELEVISION

with FADA 'SENSIVE-TONE'
paves the way for

more customers . . .

quicker sales . . . greater profits

Large 54 inch screen . . . exceptional picture resolution, brightness and contrast. Extraordinary brilliance even in daylight. Full 13 channel coverage. Choice of exquisite hand rubbed Walnut or Mahogany veneer cabinets.



Model 799

List \$375

Plus Tax



Plays Anywhere! 3 Way AC-DC Portables

AM - FM RECEIVERS

Model P80 . . . AC - DC and self contained battery operation. Choice of Ebony, Walnut, Maroon or genuine Ivory Plastic Cabinets.

Model 790 AM - FM . . . Eight tubes plus ballast. Choice of Walnut or genuine Ivory Plastic Cabinets. 'Gem-Loid' illuminated dial.

Choice of four luxury color plastics



Model P80 Less Batteries
List \$34.95 In Ebony Plastic



Model 790 . . . List \$59.95
In Walnut Plastic

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

The leader in disc recording
now gives you the finest in TAPE!

THE NEW
tape
Recordio
T. M. REG. U. S. PAT. OFF.
by WILCOX-GAY



Full half hour of continuous recording... simplified threading... tape can be erased and re-used... high speed wind... 9" x 6" elliptical dynamic speaker... records from microphone or radio... tape easily cut and edited... weighs 40 pounds... dimensions: 17 $\frac{1}{8}$ " x 15 $\frac{1}{8}$ " x 10 $\frac{1}{8}$ ".

EXTENSION SPEAKER

... available as accessory, meets requirements of schools and colleges for use in auditoriums. 12-inch speaker complete with carrying case.



● Count on the *leader* for the finest! Wilcox-Gay, pioneer in disc recording, meets your demands for a *tape* recorder that is portable, easy to operate, brilliant in performance. The new Tape RECORDIO contains many advanced features perfected by Wilcox-Gay engineers—features that make this amazing new RECORDIO the pace-setter in the tape recording field. Get full details. You'll like the new Tape RECORDIO because it spells S-A-L-E-S and P-R-O-F-I-T-S!

tape RECORDIO and MAGNETIC TAPE are
now available from RECORDIO distributors.



In musical training, both vocal and instrumental, Tape RECORDIO is practical and economical.

Because tape can be used again and again, Tape RECORDIO is ideal for use in speech, dramatic and public speaking classes.



Tape RECORDIO has many uses in business, such as recording conferences and sales meetings.



Record from microphone or radio. RECORDIO will record a half hour program on one tape.



Tape RECORDIO, with public address feature and extension speaker has sufficient volume for large auditorium.

WILCOX-GAY CORPORATION · CHARLOTTE, MICHIGAN In Canada: CANADIAN MARCONI COMPANY

Here come the Westinghouse *Forty*



WESTINGHOUSE 169—No finer radio-phonograph has ever been built—at any price! Every exclusive Westinghouse feature—plus a custom cabinet—at a sellable price customers will go for.



WESTINGHOUSE 186—a magnificent musical instrument with tested, easy-to-sell features . . . Electronic Feather . . . Automix record changer **PLUS** dual tone control and six electric push buttons.



WESTINGHOUSE 191—
An all-new console combination at a realistic price. Plenti-power . . . Rainbow Tone FM . . . *Extra-Large* record storage . . . phantom grille permits playing with closed doors.



WESTINGHOUSE 190—
A sleek, modern version of the 191, with the same exclusive features—plus quadruple record storage space. Here's a radio-phonograph that promises to pile up profits for you!

Miners!

THE BIG STRIKE FOR DEALERS
 who like to DIG IN and SELL!
 NO OTHER LINE has so many
 SOLID GOLD selling features.
 STAKE YOUR CLAIM TODAY
 with your WESTINGHOUSE
 radio distributor



WESTINGHOUSE 157—
 So good last year, we're repeating! Small, compact table model, Plenti-powered for the performance customers want.



WESTINGHOUSE 178—
 An outstanding battery radio for farm, ranch or camp. Packed with selling features and pegged at a reasonable price.



WESTINGHOUSE 187—
 An entirely new modern AM-FM radio-phonograph with Plenti-power... Rainbow Tone FM... Electronic Feather... Dual Tone Control... 6 electric push buttons.



WESTINGHOUSE 188—
 Here's Westinghouse power and performance, clad in a gleaming black plastic Chinese Chipendale case. The low, LOW price promises profits for you.



WESTINGHOUSE 199—
 Big, Powerful, Luxurious FM-AM-Phono Console. Custom features to catch the customer's eye... make him buy!



WESTINGHOUSE 165—
 This "Prince of Portables" has power and tone on AC, DC, or battery. Luggage-type case stimulates customer's interest... superb reception makes 'em buy!



WESTINGHOUSE 161—
 The finest AM-FM table model ever built! Exclusive Rainbow Tone FM at a hard-to-believe low price. A sure sales leader.



WESTINGHOUSE 184—
 Demonstrate the indestructible MICARTA cabinet on this table model radio-phonograph... show customers the LIFT-OUT radio that can be used in any room... and you've made a sale!



WESTINGHOUSE 125—
 Here's the table model that's outsold anything in the industry. Same amazing power and tone this year, but choice of colors is wider.



WESTINGHOUSE 204—
 A rock-bottom priced table set with genuine FM and exceptional AM performance. Styled right in tough, resilient plastic.



WESTINGHOUSE 183—
 A feature-packed console-combination at a price so low customers can't pass it by. Double-Wide record storage... Plenti-power... outstanding record reproduction.



WESTINGHOUSE 171—
 A small, sleek console with LIFT-OUT radio and huge record storage space. Sell this one as the "second set," or to customers with limited living space!



WESTINGHOUSE 185—
 A featherweight 3-way portable in rich-looking plastic case. Style, power, tone, performance, and price are right for big sales. big Profits!



WESTINGHOUSE 195—
 A luggage-type lightweight, this 3-way portable has power to spare... performance to please... and a price to clinch sales.

NEW

AIR KING 3-WAY PORTABLE

IS 4 WAYS RIGHT! . . .

- 1 STYLED RIGHT** Outdoors, sturdy, easy to carry...indoors, a smartly styled table model!
- 2 ENGINEERED RIGHT** No warm-up period required. 3½" speaker, unusual for a small set!
- 3 TIMED RIGHT** Now delivering at the heights of demand. Just in time to cash in on a profitable portable season!
- 4 PRICED RIGHT** Invites comparison on dollar-for-dollar value! Plenty of spread for dealer and distributor profits at:

SUGGESTED LIST

\$28⁹⁵
Less Batteries

Includes federal excise tax
Slightly higher in Zone 2.



MODEL A-520
Maroon or Ivory
Now delivering!

New AIR KING 3-Way Portable for every purpose. Outdoors or in the living room, the new AIR KING 3-Way Portable packs enough power to pull in even hard-to-get stations. Skillfully designed, it's light and compact for travel and is also a table model befitting any room in the home. A Polystyrene cabinet... maroon or ivory... with recessed, easy-to-read dials makes for durability. Like other models in the AIR KING line, the new 3-Way Portable is designed to sell for you!

These are your Selling Features! No warm-up period required, even on AC-DC... a 3½-inch speaker (unusual for so small a set)... self-contained loop antenna... Polystyrene cabinet in maroon or ivory with contrasting grill... Vinylite handle... Superheterodyne... 4 tubes plus selenium rectifier (1-1R5, 1-1S5, 1-1T4, 1-3V4)... weighs 4½ lbs. with batteries... takes 3 flashlight type "A" batteries and 1-67½-volt "B" battery. Size: 8⅞" long x 4⅞" high x 4" deep. For immediate delivery—order now!

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



Just ask yourself

Who gets the Blame for High Prices?

It's over your counters that your customers shell out those high prices that hurt so much. They don't pay the manufacturer. They can't pay labor. They pay you!

And so they blame you!

You can fight this stigma, and at the same time strike a major blow at the inflation that threatens your entire business, when you advertise U. S. Security Bonds.

Purchase of Security Bonds by your customers reduces the potential for credit inflation, stabilizes business, keeps money in your community, makes better customers for you.

To restore the confidence of your customers in you, to demonstrate that you are side-by-side with them in the same battle, advertise and display this symbol and slogan!



"America's Security is Your Security"

This campaign will be nationally advertised, nationally broadcast, nationally displayed. Customers will look for the slogan and symbol in *your* advertising, in *your* store.

You benefit yourself and your country by making this plan work. If you haven't yet received your complete Advertising and Promotion Kit, write to Retail Consultant, Advertising Section, U. S. Savings Bonds Division, Treasury Department, Washington, D. C.

The Treasury Department acknowledges with appreciation the publication of this message by

RADIO & TELEVISION RETAILING



Television by

A GREAT LINE of

"For every purpose and every purse" — there are **OUTSTANDING Emerson Television models** — with variations to meet the desires of **ALL** prospects.



Emerson Television Model 606

The "Consolette" — with 52-square-inch screen — fits anywhere in home or office. Handsome mahogany veneer console. See basic features on next page.

\$299⁵⁰



Emerson Phonoradio Model 605

FM-AM with 12-inch speaker. Complete "combination" Phonoradio in mahogany veneer cabinet — matching "Consolette" Television Model 606.

\$149⁹⁵

Optional "4-Way" Combination

Emerson Radio and Television Models 605 and 606

FM-AM Radio — Phonoradio — Television — for side-by-side arrangements or individual settings.

BOTH for \$449⁴⁵

Better **VISION, STYLE,
TONE, PERFORMANCE
and VALUE**



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

Emerson

GREAT MODELS

Compare the features—the popular prices—the universal appeal of this great line—with all others.

Ask your Emerson Radio and Television distributor how YOU can capitalize the growing development of Emerson Television in connection with your Emerson Radio franchise.



Emerson Television Model 571

See its basic features at left. BIG 52-square-inch screen — a superb performer in a handsome Honduras mahogany cabinet.

\$269⁵⁰
Installation extra

“IMAGE PERFECTION” BIG 52-Sq.-Inch Screen

FM “STATI-CLEAR” CIRCUIT

Frequency-Modulation sound on TELEVISION and FM radio — noise-free voice and music.

“MIRACLE PICTURE LOCK”

Holds picture steady on the screen — preventing flickering and drifting.

BIG 52-SQUARE-INCH SCREEN

Gives you the ENTIRE PICTURE with amazing eye-ease clarity.

Full 13-channel Television coverage



EMERSON “4-WAY” MODEL 585

Television — FM-AM Radio — Phonoradio

A truly magnificent “combination” of radio and television in handsome console. All SUPER features at an unbelievable price.

\$495⁰⁰

● Ask Your Emerson Radio
and Television Distributor

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



9 Reasons Why
CAPEHART DEALERS
have this year's Greatest Profit
Opportunity

1. *No. 1 Name*
2. *Complete Line*
3. *Engineering Leadership*
4. *Ample Margins*
5. *Quality of product*
6. *Public acceptance*
7. *Proper retail prices*
8. *Strong Advertising*
9. *Adequate distributor and factory merchandising help.*

C APEHART'S position is unique.

It has been acclaimed everywhere by leading music critics—and chosen for America's finest homes—as “the world's finest instrument for musical reproduction.”

This year, the magic of the Capehart name has been extended over a far wider range of phonograph-radios than ever before. Customers who were never thought of as “Capehart prospects” can now afford the pride of Capehart ownership.

This brand new Capehart market for you to service is a sales opportunity that comes only once in a lifetime.

THE INCOMPARABLE

Capehart

LIVING MUSIC'S GREATEST RIVAL

REASONS 2 TO 9 will be discussed in subsequent advertisements. Your Capehart distributor will give you the whole 9 point story.

RADIO & TELEVISION RETAILING

Including Radio and Television Today

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

The Temporary Slump in Set Sales

Old-timers are not fooled by the *valleys* in the radio merchandising picture. They know that there are well-defined peaks and valleys in the business of selling sets. But many of the new-comers become alarmed—as they are today, when the “brakes” are on and the “breaks” are out.

In other words, many believe that the radio receiver business is shot—permanently finished.

In light of what is happening it would be silly to say that radio receivers (excluding, of course, television sets, and portables) are being sold in satisfactory quantities. Such is not the case.

But, sets will sell well in the Fall! The radio business will come back as it always has. A look at the record should convince even the most skeptical.

For instance, in studies made by this magazine, it has been brought out that set sales follow a more or less stable and familiar seasonal pattern. April, for example, can be counted on for about 6% of the year's sales; May for 5%, June for 6%, July, 4%; August, 6% and September, 8%. Now look at these: October, 11%; November, 12%, and December, 18%.

So it will be seen that while the present may be discouraging, the future looks good. And it will be good for those who try to make it better.

In the meantime, the merchant needs to increase his selling tempo. He needs to fight the seasonal slump with every tool at his command, remembering the while that there is *no slump* in his overhead.

In most sections of the country, there is big business to be done in the sale of carry-about receivers, and in television areas, a genuine boom is on. Before long almost *all* dealers will be selling the picture sets; sharing actively in this great new boon to the industry.

So far as the sales of midgets, table models, FM and AM combinations are concerned, the dealer should remember that the *potential* is still here. He should realize that every single sale he can make today through outstanding effort is, as we've frequently pointed out, easier than almost any sale made during the decade preceding the late War.

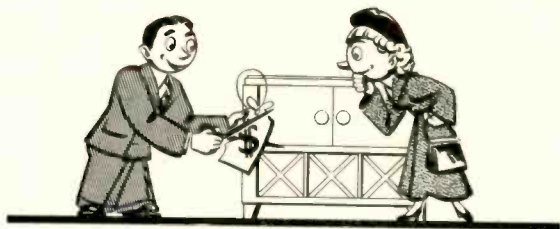
In spite of over-production of certain models by some manufacturers, and the comparatively mild epidemic of dumping and price-cutting, the radio business is in nothing more than one of its summer sleeps. And, it is bound to awaken this coming Fall, to emerge again full of life and primed for profits. The slump in set sales is a temporary one.

What's Ahead!—in Radio,

MAKING A REAL CONTRIBUTION TO THE industry are those manufacturers and jobbers who are rigidly policing their list prices, disenfranchising organizations known to be reducing prices.

HIGH-OVERHEAD, LARGE RETAIL OUTLETS kicking like steers over the low mark-up on television sets. (It's between 22 and 28 per cent.) Numbers of independent dealers report that they can make out all right so long as manufacturers assume installation and service, and trade-ins stay away from their doors.

THE LATEST ON THOSE FAMILIAR, STILL SCARCE electrical appliances, (you know the brands), is that they will not be in adequate supply at any time during 1948. In the meantime, according to reliable pipelines and grapevines, execs of some of the firms unable to even begin to satisfy the clamor for their merchandise, are frankly worried over the inroads other makers are establishing with similar products now in fairly heavy production.



“DEEP-ROOTED ANXIETY OVER LOSING A SALE” is the way one of the country's foremost merchandising authorities describes the action of the dealer who cuts the price of a television set in the present **SELLER'S MARKET**. Reminds one of the “I'll tell you what I'm going to do for you,” opening remark of many a salesman during the Depression, who announced his intention to lacerate the list before the customer had a chance to open his mouth.

NEW PURCHASERS OF RECORD PLAYERS often go on needle buying sprees, seeking the “best”, according to dealers who have become quite familiar with this habit pattern. A month or so after, they settle down to a definite choice.

NORGE'S NEW AUTOMATIC WASHER features more than 18 lbs. clothes capacity, low water consumption, “five-way” washing action, etc. It's powered with a 1/3 HP motor, and will sell for approximately \$319.95, installed.

THE 4TH ANNUAL PACIFIC Electronic Exhibit, at the Los Angeles Biltmore, will be held Sept. 30, October 1-2. The event is sponsored by the wide-awake West Coast Electronic Manufacturers Association, headed by the newly-elected president, James L. Fouch, of the Universal Michophone Co.

BEFORE FALL, ONE LARGE RADIO MANUFACTURER expects that 25 per cent of his firm's production will be rolling out to the government under the present defense program.

PLENTY OF MISSIONARY WORK IS still needed in the radio/appliance field so far as list prices are concerned. In a recent survey, almost all dealers reported that their customers believe the prices of the products are too high. Such belief, which is based upon exposure to so many out-of-line prices in other fields, needs correcting, which can be accomplished by comparison with pre-war prices, and by stressing small cost, great value, and long life of radio and appliance products.

WESTINGHOUSE PLANNING PRODUCTION of the dishwasher, announced some time ago. The firm is now preparing sales training material for this appliance, and also for its Waste-Away garbage disposer, and its full line of heaters.

A LOT OF MONEY IN LITTLE THINGS is seen in the manufacturing of long-life phonograph needles—now a 25 million dollar industry when sales of needles for initial equipment are added to sales to consumers as replacements.

FOR A NUMBER OF YEARS, we've asserted in print that “Business belongs to the man who goes after it.” The little saying continues to be a truism. For instance, one manufacturer exhibiting at the Chicago “Parts” show, who put some extra effort into his selling, wrote six thousand dollars' worth of business—all with **NEW** customers—the day before the show officially opened. This business represented the sale of a great many units.

MUCH FAVORABLE COMMENT OVER Universal's smart promotion for dealers who merchandise Landers, Frary & Clark vac cleaners and the firm's bantam, portable range.

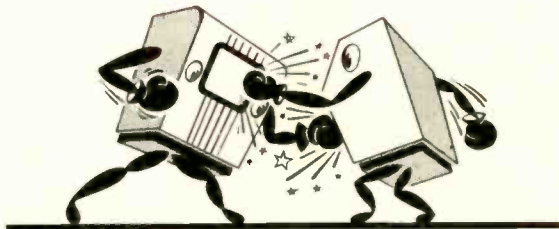
Appliances, Records and Television

Sum 650
Jan 300
Mar 100

RADIO BATTERIES SELLING like hot cakes this year as the carry-about receivers continue to grow in popularity. As pointed out in a previous issue of RTR, the portable radio, once a juvenile item, is now selling well to persons in all age groups.

IN A MARKET WHERE CONSUMERS are certainly willing to pay list prices for famous make phonograph records, the height of something or other is seen in those few stores that sell 'em at cut rates, "three for so-and-so."

VERY FEW OUTSIDE SALESMEN ARE making night calls these days, according to a number of merchants questioned. While they do cut into the salesman's rest, it must be agreed that the visits after dark are the most productive. Additionally in favor of making evening calls is the fact that canvassers are reporting a much higher rate of "outs" during the day than prevailed pre-war. This is doubtless due to the high employment of housewives, particularly among the young married ones.



TERRIFIC SALES BATTLE AHEAD in bids for business by the automatic washer makers, with some new-comers in the field. The way things shape up now, the battle royal will not be a "price fight", but one in which features will be stressed; good retail outlets strongly contested for.

TELEVISION SERVICERS are "sweating out" an array of the most amazing problems ever encountered in the radio business, with many of the conditions affecting reception contradicting well established theories, and even facts. Technicians are dealing with such outlandish things as sap running in trees, rising and falling gas storage tanks, along with the more or less familiar affecting agents such as buildings, mountains, atmospheric conditions, etc.

MANUFACTURER'S "SHOPPER" FOUND that only 42 clerks out of a hundred visited, suggested another phonograph record in lieu of the one the shopper asked for, and knew in advance was not in stock.

NUMBERS OF RETAILERS complaining that they do not get enough free advertising material, signs, folders, etc., from manufacturers and jobbers.

THEY WON'T BUY UNLESS THEY KNOW WHAT it is! RTR articles have stressed that point many times in articles urging dealers to place cards carrying explanatory messages beside products which the customer may not be able to identify. One dealer reports that he followed our advice regarding the display of those midget washers which look somewhat like an oversize canning kettle. Claims he sold his erstwhile slow-moving stock as a result of a large card, attractively lettered, used with a window display.

IN PROMOTING SMALL RANGE SALES for his firm, W. J. Cashman, director of promotion, publicity and advertising for Landers, Frary & Clark, sizes up the market by pointing out that there are 5,000,000 old oil ranges alone in need of replacement, and "countless thousands of wood and coal stoves on their last legs in rural and small towns. . . ."

NEW REFRIGERATOR DOOR-STOP hinges and a compensated control, as well as an accessory freezer alarm system, are among the improvements now being incorporated in Hotpoint's refrigerators and freezers.



SEEN ON THE ROOF OF A Bronx, N. Y. apartment house, the family wash hanging on a television antenna array. Perfect setting for an inter-family or inter-neighbor feud.

AN INTENSIVE NATIONAL CAMPAIGN to boost radio repair sales for authorized radio servicemen, including a continuing series of ads in national magazines has been launched by the radio tube division of Sylvania Electric Products, Inc. In addition to the ad campaign, the firm has an attractive set-up of point-of-sale material for the servicer.



610V1



711V3



77V1

CONSOLES...

PORTABLES...

AM...

RECORDS...

TABLE MODELS...

TELEVISION...

FM...

There's an RCA VICTOR

8PCS41



730TV2



612V4





instrument for every customer

The RCA VICTOR line, backed by intensive advertising, brings you bigger profits through higher turnover

• These models are members of a line of instruments that can't be beat! No matter what your customers prefer, there's an RCA Victor model for them.

Whether your customers want a console, table model, or portable—AM, FM, Short Wave, Records or Television—dollar for dollar, these RCA Victor instruments will give them *more* pleasure, *better* performance and a *greater* listening thrill than any other brand.

Appealing advertising constantly reaches your customers . . . sends them to you for the RCA Victor instrument of their choice. Smashing full-color pages in LIFE, COLLIER'S, and SATURDAY EVENING POST with black-and-white advertisements in LOOK reach hundreds

of potential customers of *yours* every month. The RCA Victor Show reaches millions of listeners every Sunday over 163 NBC stations from coast to coast.

Look for the dramatic advertisements in these leading national magazines . . . listen to "The Music America Loves Best" over your favorite NBC station every Sunday at 2:30 P.M., E.D.T.

Cash in on the ever growing preference for RCA Victor instruments. Tie in your advertising and store displays with the national campaign. Let your customers know that *you* have RCA Victor instruments. Only part of this great line is shown here. If you don't have the full line on display, contact your distributor NOW!



FINEST TONE
SYSTEM IN RCA
VICTOR HISTORY

The "Golden Throat" tone system is bringing a new listening thrill to millions.

RCA VICTOR



DIVISION OF RADIO CORPORATION OF AMERICA

P.S. Coming to the July Furniture Market in Chicago —July 5-17? We'll be waiting to see you in Booths 44 to 48 and Space 235 on the mezzanine floor.

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

Newest Radio

GE TELEVISION RECEIVER

Model 810 table television set uses 10-inch direct-view picture tube with an aluminum-



backed fluorescent screen. This backing acts as a mirror which prevents loss of light and stray reflections inside the tube. The set has a list price of \$299.50 (slightly higher in the West). General Electric Co., Electronics Park, Syracuse, N. Y.—RADIO & TELEVISION RETAILING

Capehart LINE

New television receivers introduced include four Capehart television-phonograph-radio combinations and a Farnsworth table model. Topping the television line is model 51P, shown, which has a mahogany breakfront cabinet of traditional English design. This console-combination retails for \$1395, features: 12-inch direct-view tube, automatic phonograph with



intermix record changer, AM and FM radio, and storage compartments. Model 502P has the same specifications, but is modern in design, and the four-compartment cabinet is covered with a light modern fabric that looks like leather. This unit is priced at \$1295.

Model 504P, retailing for \$875, has a 10-inch direct-view tube, automatic intermix changer. Cabinet is of Chippendale styling. Modern cabinet, finished in bisque, with a 10-inch picture tube, intermix changer, lists for \$795.

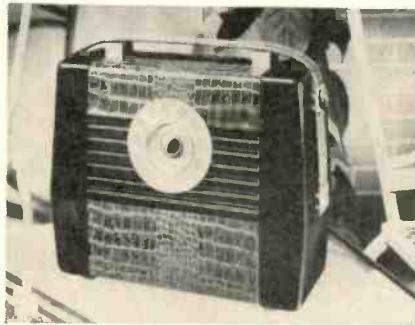
Television receiver model V261 has a 10-inch picture tube, is housed in a compact mahogany cabinet, and retails for \$395 including normal installation and one year service.

Fourteen Capehart phonograph-radios were introduced by the firm, with three Concert Grand models ranging in price from \$1275 to \$1595 heading the list. The instruments have a number of new technical developments, in-

cluding an improved turnover record changer; a noise eliminator which reduces record surface noise. The Capehart turnover record changer is incorporated in two Deluxe series instruments, models 116P4 and 118P4. They are priced at \$845 and \$795 respectively. The other nine new Capehart phono-radios headed by the 21P4 Chippendale at \$595, have the new automatic intermix record changer, noise eliminators and provide AM and FM radio reception. Farnsworth Television & Radio Corp., Ft. Wayne, Ind.—RADIO & TELEVISION RETAILING.

RCA Victor PORTABLE

Model 8BX5 three-way portable radio features colored plastic modern cabinet. Styling effect achieved by contrasting maroon plastic, and the simulated alligator luggage-type covering. Portable operates on battery, AC or DC,



has four tubes and one rectifier, is 9½ inches high, 11 inches wide and 5 inches deep. Clock-type dial mounted over speaker louvers. Suggested retail price of \$34.95, less battery. It takes an RCA battery pack (VS050), which has a Retail price of \$4.50. RCA Victor Div., Radio Corporation of America, Camden, N. J.—RADIO & TELEVISION RETAILING

Garod PORTABLE

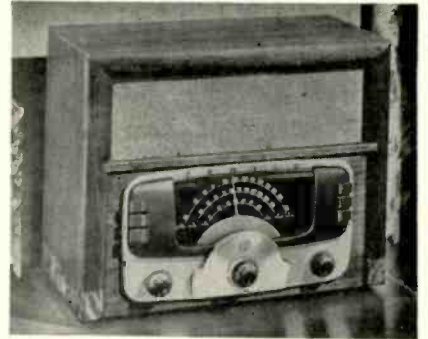
Model 4B1 "Starlet II," self-contained four pound personal portable, features cover and safety lock. Retails at \$19.95. Plastic case available in ivory, maroon, ivory-maroon, ivory-blue with contrasting and matching plas-



tic carrying handles. Overall size: 8 inches wide, 5¾ inches high, 3½ inches deep. Receiver utilizes superheterodyne circuit, four multi-purpose tubes. Garod Electronics Corp., 70 Washington St., Brooklyn 1, N. Y.—RADIO & TELEVISION RETAILING

Zenith TABLE MODEL, CONSOLE

"The Viceroy" model 8H832, shown, twin-speaker, FM-AM table model radio. Features standard broadcast reception and Armstrong

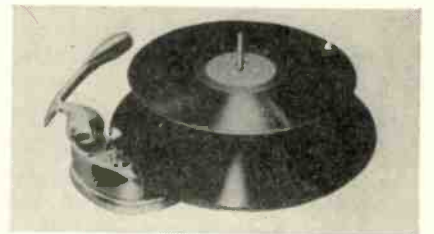


FM on both tuning bands; matched magnet speakers, built-in wavemagnet, Zenith light-line FM antenna; radiorgan tone control offers listener choice of 64 tonal combinations. Cabinet of contemporary design finished in walnut, speaker grill of gold weave cloth. Suggested retail price \$99.95. Slightly higher on West Coast.

Model 7R887, AM console combination, has been added to the line. Features exclusive Cobra tone arm; silent-speed record changer, 10-inch PM speaker; wavemagnet eliminates need for outside antenna; Radiorgan tone control. Cabinet of contemporary design, with top and sides of walnut veneer. Suggested retail price is \$169.95. Zenith Radio Corp., 6001 West Dickens Ave., Chicago 39, Ill.—RADIO & TELEVISION RETAILING

Farnsworth RECORD CHANGER

Automatic record changer, automatically plays twelve 10-inch, and 12-inch records separately or intermixed, without any manual ad-



justments. There are no levers or suspension posts to be placed in position and no manual adjustments to be made in preparing the changer for operation. Farnsworth Television & Radio Corp., Ft. Wayne, Ind.—RADIO & TELEVISION RETAILING

Radio Apparatus POLICALARM

For police call fans, this firm has announced an R.A.C. Policalarm FM receiver. The receiver tunes from 152 to 162 megacycles, and receives cabs and other mobile services. Comes ready to operate with its own built-in antenna; outside antenna can be purchased separately. Walnut veneer cabinet 9½ inches x 6¼ inches x 5¼ inches deep. Operates on AC or DC. Retail price is \$39.95. Radio Apparatus Co., Indianapolis, Ind.—RADIO & TELEVISION RETAILING

OTHER NEW PRODUCTS ELSEWHERE IN ISSUE

Profit-Makers

Tele-Tone PORTABLE

Model 185, 3-way portable has five tubes plus rectifier, built-in loop antenna, hinged back. It



is 10 inches wide, 7½ inches high, 4¾ inches deep, and weighs 6¾ lbs. complete with battery. Cabinet of polystyrene front has a gold metal grill, drop-door. Available in sand and maroon colors at \$27.95. Tele-Tone Radio Co., 540 W. 58 St., New York, N. Y.—RADIO & TELEVISION RETAILING

Wiremaster WIRE RECORDER

Wire recorder has 13 tubes; records and reproduces a frequency response of 40-10,000 cycles; plays through a Jensen high fidelity 8-inch PM speaker housed in a separate cabi-



net; all controls located on the front panel; two high-impedance microphone inputs; play-back arm for playing discs up to 12-inches; entirely self-contained and portable. Sells for \$295.50, complete with 1 half hour spool and 2 quarter-hour spools of wire. Precision Audio Products, Inc., 1133 Broadway, New York 10, N. Y.—RADIO & TELEVISION RETAILING

Garrard RECORD CHANGER

Automatic record changer, model RC70, for moderately priced sets or custom installations. Features: simplicity of construction; plays ten 10-inch or ten 12-inch records and automatically switches off after last record has been played; separate platform for 10-inch and 12-inch records, controlled by a lever on the mounting plate; turntable is weighted for fly-wheel action, driven by means of a drum on the inside; center spindle removable. Model available with Astatic crystal cartridges, GE variable reluctance pickup, or Garrard magnetic at no change in price. Garrard Sales Corp., 315 Broadway, New York, N. Y.—RADIO & TELEVISION RETAILING

Air King TELEVISION SET

Model A-1000, 30-tube table model television receiver. Features 10-inch direct view tube. Set has 13 channel coverage, complete FM audio circuit; picture size of approximately



52 square inches. Cabinet of mahogany veneer. Dimensions: 26 inches long, 14½ inches high, 19 inches deep. Retail at \$369.50. Air King Products Co., Inc., 170 53 St., Brooklyn, N. Y.—RADIO & TELEVISION RETAILING

Temple PORTABLE

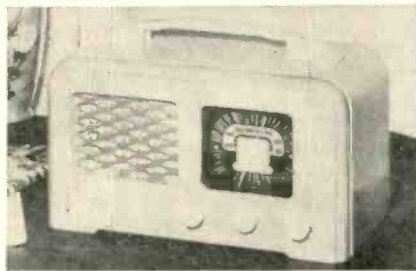
Model H-411 personal portable, shown. Radio operates on self-contained batteries. Specifications: 8½ inches wide, 6¼ inches high, 5¼ inches deep. Weight 5½ lbs. including batteries. Set has a non-breakable cabinet. Retail for \$12.95. Available in five colors. 3-way personal portable, available in five



colors, uses special single long life "A" battery. Set operates on both house current and self-contained batteries. Four tubes plus rectifier in newly developed superheterodyne circuit permits instant reception. Size: 8 inches high, 4¾ inches wide and 4¼ inches deep. Weighs 5 lbs. including batteries. Retail for \$24.95. Templetone Radio Mfg. Corp., New London, Conn.—RADIO & TELEVISION RETAILING

Packard-Bell TABLE MODELS

Model 682, shown, 6-tube set, including rec-



tifier, is housed in attractive wood cabinet, features metal grille, large handle, tone control. Priced to sell under \$30.00 in walnut finish, slightly higher in natural.

Model 100, "Pack-ette" an AC-DC set, priced

to sell under \$15.00 in brown plastic, and slightly higher in an ivory plastic cabinet.

Model 771, 7-tube set including rectifier, features both standard broadcast and short wave coverage. Chassis housed in cabinet designed to fit home occasional table. Features: station-ized dial, automatic volume control, tuned RF stage on both bands. Packard-Bell Co., Los Angeles, Calif.—RADIO & TELEVISION RETAILING

Hoffman TELEVISION RECEIVER

"Malibu" model television set features: 12-inch acoustically treated speaker, independent operation of television unit, visible glass sand blasted for glare protection; cabinet doors ad-



justable to block side reflections. Choice of 10-inch or 12-inch tube in same cabinet. Video tube has special eye-angle mounting for a slight upward screen tilt. Available in blonde wood or mahogany finish. Lists at \$425. Hoffman Radio Corp., 3761 S. Hill St., Los Angeles 7, Cal.—RADIO & TELEVISION RETAILING

Rembrandt TV RECEIVER

Model 1950 table model television receiver. Features: 12-inch tube; 78 sq. in. picture; FM radio; DuMont imputuner; AFC clipper cir-



cuit. Cabinets hand rubbed, finished in blonde mahogany, mahogany, curly birch, maple, and Chinese pastels. Remington Radio Corp., 80 Main St., White Plains, N. Y.—RADIO & TELEVISION RETAILING

More New Products

Elsewhere

In this Issue



(photo by Ewing Galloway)

SPEED

Here Are Ways

The dealer who realizes that there's more to service than merely *rendering* it, is always out in front pushing *sales* of maintenance work. Servicing, he knows, is a *merchandising* function. His aim is to make a satisfactory profit on every job he does.

In order to do this he must keep the work coming *in* and going *out* at a fast-paced rate. When his mechanics spend *more time than is actually necessary* on repairing a radio or appliance, or in delivering finished work, the dealer, in checking up, finds that many of such repairs have been made *without profit*, and worse, that some jobs have been performed *at a loss*.

In cases where the dealer has *estimated*, in advance the charge to be made to the customer, he'll find it extremely difficult, in nearly every instance, to justify a higher price because the job took longer, or required more parts than he had anticipated.

Even with the non-estimated jobs, the repair department which isn't operating efficiently, is often unable to ask an *adequate* charge, since such charge, because of excessive time spent through breakage, or unfamiliarity with correct repairing procedures, is obviously out of line.

In considering *speedy* repairs, the dealer should never sacrifice quality of work for speed, but it is a fact that a greatly accelerated pace can be achieved through stepped-up facilities and practices.

The faster the work can be turned out, the greater the department's capacity for taking on *more work* will be. In addition, customers welcome

rapid service, and will continue to do business with the firm who does *good* work quickly. Of course, too, the longer a job hangs around the shop, the longer the dealer has to wait for his money.

It goes without saying that only top-flight mechanics must be employed by the merchant whose aim is to obtain greater volume, and larger profit on each job. Having the right sort of men, who can work fast, and under pressure, the department must provide such employes with the kind of shop layout which will permit them to operate with the least amount of lost motion. Too, there must be adequate and efficient equipment, and an orderly arrangement for the storage of parts.

Have Data on Hand

One of the most important time-savers is a file of manufacturer-furnished diagrams and service procedures. Every service department should strive to build up and maintain such a file because it is a real money-saver.

Working without a diagram of any kind, even the skilled mechanic may be stymied for too long a time, disassembling a "strange" product—say an automatic toaster, for instance.

Too, where the mechanic is unfamiliar with the item, whether it is a radio or an appliance, breakage is likely to occur in the disassembling or assembling. The information file, filled as it is with time-saving know-how, is certainly one of the most necessary parts of the profitable service department.

Hard-to-get-at nuts, bolts, screws and so forth, often require special tools such as off-set wrenches and screw-drivers for fast servicing. In addition to having most of such tools on hand, the well-equipped shop has the machinery and the know-how to make up special tools in short order, in cases where they are not readily at hand. Efficient testing equipment is always employed in order to save time, since the diagnosis of trouble is the first step in efficient repair.

The parts stock end of servicing is important too. If it is not carefully supervised the dealer will often find that it has become top-heavy with seldom-used components, and short on the fastest moving items. In view of the necessity for giving the customer fast service, and for providing rapid turnover for the merchant, an adequate parts stock is a must.

The Parts Stock

Parts should be bought in sufficient quantities, and should be selected carefully. No matter how much thought is given to the question of parts buying, there is bound to be an accumulation of "excess" parts merchandise, but the rate of accumulation can be cut down if a real effort to do so is made. "We'll have to send to the factory for a part" is a report as discouraging to the customer as it is to the dealer.

Unless carefully routed, delivery and pick-up service can eat into the dealer's profit rate. Some systematic schedule needs to be maintained.

Hit-and-miss operation of "rolling stock" is costly. Furthermore, it is inefficient and time-wasting, and it results in fast service to some customers, unsatisfactorily slow service to others.

Some dealers set up certain schedules for pick-ups and deliveries, putting a certain day aside for this work, and arranging routes which do not criss-cross. With the upped costs of operating motor vehicles today, every merchant needs to watch this end of his service business with the utmost care.

So far as the business side of servicing goes, the department should em-

Servicing for Bigger PROFITS

to Make More Money on Each Maintenance Job

ploy fool-proof bookkeeping methods. The system does not need to be top-heavy, but it should provide a means for readily and unfailingly charging the right amount of time and parts used against each job.

Charge sheets, or cards should always be attached to the job, and in most cases, information should be posted during the process of repair, not after completion. Such in-process procedure does not depend upon memory,

who asks for an estimate, does not ask how much time the mechanics on the dealer's payroll will consume in fixing the radio or appliance. They want to know "how much and when?"

So, in light of the customer's known attitude, the dealer can readily see the relationship between adequate charge and speeded up repair facilities. For instance, an improperly handled washer overhaul job can cost the customer \$40 —the dealer \$45, representing a

enced estimating ability, plus a fast-moving service department is the basis for a profitable operation.

In figuring charges for maintenance services, the retailer should take into consideration the potential "come-back" rate, bearing in mind the fact that the customer would much rather pay a fair price in the beginning than he would to pay any additional sum on a "come-back."

The "come-back" potential is part

INCREASE REPAIR SPEED-RATE by

- Employing top-flight mechanics
- Improved shop layout—sufficient parts
- Use of modern test and service equipment
- Keeping a diagram and repair procedure file
- Eliminating duplication in delivery & pick-up routes

INCREASE REPAIR NET EARNINGS by

- Estimating carefully
- Proper record-keeping
- Charging adequate prices
- Anticipating "come-back" rates
- Active merchandising of service

INCREASE CUSTOMER GOOD-WILL by

- Guaranteeing repair work
- Turning out work speedily
- Charging fair prices
- Performing efficient service
- Cutting down come-back rate

which is often faulty, and it does provide the required information in instances where a servicer turns over a job to another man for completion.

The dealer who gives good service should ask and get a fair price. Fair from both his viewpoint as well as that of the customer. Servicing without profit doesn't make sense.

Every dealer knows that a certain kind of repair job is worth a certain amount of money. Years of experience have taught him this fact. Most customers, too, have fair, though often vague ideas about whether a repair job seems to be in line from a price standpoint. In many cases they base their judgment upon the value of the product itself.

By and large, the customer does not care how much time the dealer's service department spends to do a certain job. They want to know how much it will cost, and how efficiently the product will be repaired. The customer

direct loss of \$5 to the merchant. So far as he is concerned, the customer doesn't care whether the work took one hour or ten. If the job is well done, the faster it's finished, the better satisfied the customer is.

Estimating the Repair

In the above example, it might well be that the dealer's estimate of time required to overhaul the washer was accurate by all standards at his disposal. But, that while he knew, within a reasonable degree, how long the job should take, it just didn't work out that way because of one or a combination of factors which might include such things as deliberate time-killing, improper tools, breakage, inexperience on the part of the mechanic, expense involved in sending "away" for parts, or in time spent in making parts no longer available.

Adequate charge, based on experi-

of the dealer's overhead. Even in cases where something else, other than the part originally repaired or serviced, breaks down soon after service, the dealer usually has to bear the brunt of the additional expense in order to maintain the goodwill of the customer.

In every community one can discover service departments where charges are considered "a little high", but where work is noted for its excellence; where a repair guarantee means something, and where honesty is known to prevail. A customer-rating such as the foregoing is much more to be desired than a label such as "cheap, but unreliable."

To make real money in servicing, and to build up a valuable following, the dealer needs to do first-class work, charge fair prices, guarantee his work, and, equally important, he must have a set-up capable of turning out the work quickly, without an excessive "come-back" rate.

Sell Television to the **LOOKERS!**

• In selling a new product like television, what the salesman *says* and *does* is all-important.

Merchants in TV areas report lots of "lookers", lots of "suspects" visiting their stores along with those, of course, who buy "on the spot", or are sold at another time.

Just how many of the "lookers" and "suspects" are scared away by the wrong sort of sales and demonstration technique is not known, but the number must be considerable. In striving to employ effective sales methods, the merchant must realize that while every man, woman and child in the country has heard of television through the terrific impact of the publicity it has received, a great many actually know little, if anything about it.

In addition to not having sufficient accurate information about television, many persons have received scads of *misinformation* causing them to put off buying.

Overcome Objections

Very often, that mythical person, "the man in the street", has put in his "two cents' worth" of misinformation about television so effectively that certain of his hearers have decided that it's unwise to put a comparatively large sum of money into something that is likely to prove unsatisfactory.

The good television salesman must be able to overcome "stock objections" to buying television. Furthermore, the set-up in the store itself must be ideal for demonstrating the receivers.

Here are five "musts" for the dealer who wants to make more prospects of suspects:

1. A quiet, out-of-traffic spot should be used to demonstrate the sets. Provision must be made for making viewers relaxed and comfortable.

2. The demonstration sets must be operating at peak performance. The salesman should know how to operate the receiver without fumbling, or making the tuning seem to be an engineering job.

3. In addition to a simple explanation about how the set works, the salesman should be familiar with television programming. (Later on, we will see just how important this is.)

4. While he should not evade answer-

ing questions about installation, the salesman certainly shouldn't picture such installation as some gigantic undertaking.

5. In selling a television receiver, the salesman should be able to justify the

(Photo by Ewing Galloway)

cost, which is, "high" in the minds of most consumers.

Heading the list of the before-mentioned five "musts", is proper demonstration. While the "television theatre"

(Continued on page 40)



Reason [#]5

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

The Du Mont dealer is exceptionally free from servicing worries because Du Mont's long television experience and electronic "know how" has eliminated most of the possible sources of trouble.

DUMONT *First with the Finest in Television*

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

Sell TV to the Lookers

(Continued from page 38)

(meaning here a more or less elaborate set-up) is ideal, since its very label smacks of entertainment, and it is always ready, physical limitations in many stores make it impossible to set up a theatre. In such cases, some nook or corner of a store can usually be found, and set off from the general salesfloor through the use of screens or hangings.

In considering the demonstration angle, the merchant who wants to do a big job in television, finds that because receivers in demonstration rooms or "theatres" are often hidden from full view, additional displays of sets need to be set up in the show-room, and in show-windows, in plain view of those who visit the establishment. It goes without saying, that receivers in operation in open display must be in perfect working condition at all times. A poor picture is worse than no picture at all.

In the demonstration area itself, the correct degree of light is very important. The room should not be too dark, neither should it be flooded with light to the extent that it "dilutes" the image. Later on in this article, we shall see a sales reason, too, why sets should not be demonstrated in dark rooms or theatres.

Adequate Viewing for All

An all-out effort should be made to provide customers with comfortable seating facilities, placed so that the video screen may be viewed at best advantage, not too far to either side of the screen. Since there is a marked difference in vision between the various people who will come in to see the television sets, customers should be urged to select their own position with relation to distance from the image. Unless customers are invited to find the degree of proximity best suited to their eyesight, they may sit through a demonstration suffering eyestrain from viewing a distorted picture.

The finest precision-made television set, housed in the most attractive of cabinets will not "sell itself" unless it is operating in an efficient manner. In addition to not "selling itself", the poorly performing receiver may contribute to "selling" the prospective customer "off" television as a whole—casting doubts as to whether the video art is really here, or is still in the experimental stage.

For all of these reasons, the dealer who isn't willing to keep his demonstration models in perfect working condition can never expect to close as many sales as the man who makes certain that the customer sees and hears the best possible in television.

Some dealers go to all ends to properly install the sets they sell, yet neglect their own installations at the very source where nearly all sales originate.

Demonstration models are always

considered to be operating at peak by the prospective purchaser, and numbers of the latter think that the dealer's demonstrators are better than the ones they'll get if they buy.

Many skeptical shoppers believe demonstrator receivers are "rigged" or "souped up." The realization that such beliefs exist, points out the necessity for maintaining top-flight reception. A poor performing set in a store sends a mental signal to the customer that it will be even worse in his own home.

"Previously-mentioned "musts" numbers three, four and five are concerned with what the salesman says, and how he can overcome certain pre-conceived notions on the part of many buyers.

Still a Seller's Market—But

While it is true that over the whole picture, television is still very much of a seller's market, and that it appears certain that about all of the sets made this year will be sold without too much effort, the fact remains that we need to do lots of missionary work in selling the television art as a whole.

The salesman who bends every effort toward selling a TV receiver to every "looker", and to "sell" the whole idea of television to those who do not buy at the time of interview, is making a definite and worthwhile contribution to the industry. Such salesman will never let a visitor leave with the idea that television is, after all, something to wait for, not to buy now.

In order to answer objections the salesman who has forceful explanations designed to overcome them—will help the television industry, himself, his firm and his customer.

Following are the chief objections being encountered by merchants today; together with the right sort of answers:

1. "The programs are mostly wrestling, baseball, boxing and old movies." The salesman needs to explain that TV programming is as varied as radio. Sports do not occupy any more time on the air on TV programs than they do on AM or FM. Sports are a plus feature.

Printed program schedules will convince the prospective customer that television brings him everything he wants—live drama, newsreels, movies, meetings of important groups and personages, children's programs, etc. So far as sports go, in almost every home in the country, live persons who want sporting events, such as championship boxing bouts, football, baseball, etc., above everything else.

In addition to describing what is available now to the television set owner, it should be pointed out that from here on programs will improve greatly in quality and in variety, and this in spite of the attacks on TV programs by self-styled "experts."

2. "I don't think the set will work in

my neighborhood." Such statement is nearly always derived from complaints the would-be buyer has heard from dissatisfied users in his vicinity, or from some more self-styled "experts."

The experienced merchant, who has installed numbers of video sets, can explain that while there are "tough" spots, he has found out how to lick conditions in such areas, and can guarantee perfect reception. If the customer mentions specific trouble reported by neighbors, the salesman should be able to explain with a reasonable degree of accuracy why such trouble exists, and how his expert installers can eliminate it.

3. "I don't like to be forced to sit in a darkened room as one has to do in viewing television." Via the demonstration model, the salesman can show the prospect ideal room lighting conditions, which certainly will not be objectionably dark. Explain that even at night, a certain amount of light in the room is desirable.

4. "I think I'll wait for color television." Every salesman knows that color television is still some years away, and he should have no difficulty convincing the customer of this fact, making comparisons in other fields, for instance, the putting off of buying a new car, on a similar premise of "waiting" for improvements. Along with questions about color TV, customers often express the belief that present video sets are in their "infancy", and that vast improvements may be expected as a reward for those who wait.

Obsolescence Far in Future

Naturally, the salesman explains that improvements are always being made, but that in purchasing television, or anything else, for that matter, the customer is wise in enjoying the new things right now. Obsolescence, due to technical improvements cannot be foreseen with any degree of accuracy—even by the engineers.

And, in proving that it is doubtful whether present television sets will be made obsolete in the near future, the salesman can point out that many pre-war television sets are still operating efficiently, and that they can be readily adapted to receive any of the new frequencies now on the air, or scheduled.

Too, in almost every home, there is an "old" radio (some made nearly 20 years ago), still "going strong." Calling attention to such faithful performance, and pointing out that such sets still receive all of the AM stations, is a telling means for combatting ideas customers may have regarding obsolescence of television sets.

5. "Television is too expensive. I'm going to wait until the price drops." In overcoming objection to price, the salesman has plenty of forceful ammunition at his disposal. For instance, he can point out that in this market, nothing appears likely to be materially

(Continued on page 83)

ASK YOUR

Stewart-Warner

Distributor
representative
TO PROVE THE
Plus Value
OF THESE GREAT
AM-FM
RADIO-PHONOGRAPHS



PALM SPRINGS



MT. VERNON



HOLLYWOOD

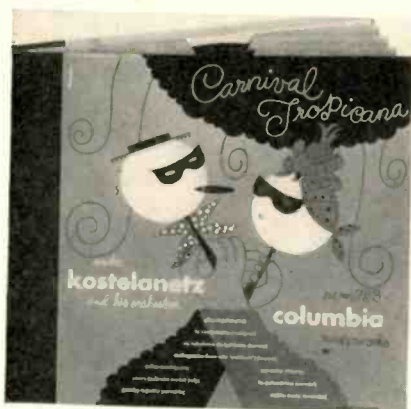
STEWART-WARNER'S new American Group AM-FM combinations give you feature-by-feature *plus values* . . . in every model! You get more for your money—your customers get more for their money. Ask your Stewart-Warner distributor representative for *proof!*

For PLUS VALUE—Sell

Stewart-Warner

FM RADIOS AM • RADIO-PHONOGRAPHS • TELEVISION

CHICAGO 14  ILLINOIS



Andre Kostelanetz adds his deft touch to this collection of Latin American rhythms for an exciting package entitled "Carnival Tropicana," (Columbia MM-753.)

CLASSICAL WORKS

BACH: "Brandenburg Concerto No. 6 in B-Flat," Boston Symphony Orchestra, Serge Koussevitzky, conductor. RCA Victor DM-1211

Another one of the Koussevitzky series of Bach works recorded during the music festivals at Tanglewood. Dealers can give albums "extra" push by planning displays tying in with past releases.

LALO: "Symphonie Espagnole," Yehudi Menuhin, violinist, Jean Fournet, conductor, Orchestre Colonne. RCA Victor DM-1207

The "Symphonie" was recorded in Europe during Menuhin's '47 concert tour, and is a complete recording of the Lalo work. Menuhin's artistry flows effortlessly and flawlessly through this recording.

MILHAUD: "Symphony No. 1," Darius Milhaud conducting the Columbia Broadcasting Symphony. Columbia M-MM-704

This first symphony by this modern composer, may not be familiar to many collectors, but dealers should press its musical importance. Performed in four movements, the work is pastoral and peaceful in feeling.

MOUSSORGSKY: "Dance of the Persian Slaves," Sir Thomas Beecham, Bart., conducting the Royal Philharmonic Orchestra. RCA Victor 12-0239

Beecham extracts the full "Russian-Oriental" flavor of a sensuous dance in this colorful recording.

RAVEL: "Concerto for Piano and Orchestra," Leonard Bernstein, pianist-conductor, The Philharmonia Orchestra of London. RCA Victor DM-1209

The young American conductor, whose name has become synonymous with contemporary music, presents this

Good Platter

Dealers Can Profit from



moving Ravel work. The concerto is definitely "American" and almost Gershwin-like in feeling. Collectors will welcome this item to add to their "Twentieth Century" music libraries.

STRAUSS: "Ein Heldenleben," Pittsburgh Symphony Orchestra, Fritz Reiner, conductor. Columbia M-MM-748

Strauss tone poem receives intelligent, and heart-warming performance in the talented hands of Fritz Reiner.

SULLIVAN: "Overture-Iolanthe," Sir Malcolm Sargent, conductor, Liverpool Philharmonic Orchestra. Columbia 72526-D

Traditional fast and furious pace, with full capricious spirit of G&S operetta, translated in this light-hearted single.

TCHAIKOVSKY: "June"—"November," Jose Iturbi, pianist, RCA Victor 12-0242

The popular pianist has more than just "musical" appeal, as a number of his fans label him a "movie star." His rendition of classical favorites always a good selling bet.

GOULD, MORTON: "Morton Gould Symphonic Band," Columbia MM-743

Works written for band playing given an almost "symphonic" touch, with wide variety of compositions by Prokofiev, William Still, Sousa, Percy Grainger and Gould originals included. Dealers will find some excellent tie-ins with local school music departments possible.

CHILDREN'S

"FREDDIE THE FLEA," narrated by Phil Kramer. Apollo J-1

Two unbreakable records, packaged in illustrated envelope, tell story accompanied with songs and music.

"LITTLE TOOT," Don Wilson and the Starlighters. Capitol DAS-80

Single record comes, in attractive color cover. Story of tiny tugboat is from Disney film, "Melody Time."

"SLEEPING BEAUTY," Let's Pretend players. Columbia MJ-45

The timeless fairy tale, lovingly presented by a well-trained cast. Good orchestral background.

ALLEN, BARCLAY: "Cumana"—"St. Louis Blues." Capitol 15107

Debut disc for the piano soloist. First side is familiar Latin melody; reverse old favorite, done with unusual backing of guitar, bass and drum solos.

"AMERICAN WALTZES," Harry Horlick and orchestra. MGM 25

Styled for smooth dancing, as well as easy listening, this collection of waltz Americana contains everyone's favorite dances.

"BROADWAY MELODIES," Mark Warnow and orchestra, Glenn Darwin, Betty Mulliner, and Lyn Murray chorus. MGM 8

Top song hits such as "Begin the Beguine," "Indian Love Call," "Dancing in the Dark," and "Bess You Is My Woman" included in this slick album.

CAVALLARO, CARMEN: "Beyond the Sea"—"Summer Moon." Decca 24414

Pair of decidedly different tunes, with haunting appeal heightened by exciting Cavallaro piano technique.

CUGAT, XAVIER: "On An Island with You"—"Charise." Columbia 38194

"Island" side and flip, lush with violins and soft rhythms; styled for the "Latin listening trade."

DAMONE, VIC: "It's Magic"—"It's You Or No One." Mercury 5138

Tunes from "Romance on the High Seas" nicely done.

GODFREY, ARTHUR: "You're Over the Hill"—"Mother Never Told Me." Columbia 38195

Godfrey fans go for his inimitable chuckle, a feature of the "Over the Hill" recording; and his semi-serious singing style, which he puts across in the novelty flip.

HANNON, BOB: "If I Live to Be a Hundred"—"Your Heart and Mine." Apollo 1097

Radio singing star, Hannon, does two top ballads with definite over-all appeal.

HAYMES, DICK: "It's Magic — "It's You or No One." Decca 23826

Two ballads from the picture "Romance on the High Seas." The baritone is in fine voice on both sides.

HOWARD, EDDY: "The Flower Seller"—"Crying for Joy." Majestic 1256

The popular maestro does both vocal solos, for some good dancing-listening music.

Pickings

Variety of Recorded Material

“IRVING BERLIN SONGS,” Paul Whiteman. Decca A-70

This collection features some “early” Berlin music, of the 20’s, such as “All Alone,” and “Remember.”

JAMES, HARRY: “The Carnival of Venice”—“Trumpet Blues.” Columbia 38199

James takes his trumpet in hand and turns out a unique coupling—for especially good listening.

KYSER, KAY: “Woody Wood-Pecker”—“When Veronica Plays the Harmonica.” Columbia 38197

“Wood-Pecker” tune one of those zany novelties that show great promise of catching on; flip filled with good humor.

LAINE, FRANKIE: “All of Me”—“When You’re Smiling.” Mercury 5143

Tunes from the picture “Romance on the High Seas,” done by Laine in his own blues style.

LEE, PEGGY: “Caramba! It’s the Samba”—“Don’t Be Mad at Me.” Capitol 15090

Backed by Dave Barbour and The Brazilians, the “Samba” is a good follow-up to the “Manana” success. Backing a rhythm ballad.

LOGAN, ALAN: “I Love You Much Too Much”—“Piano Fantasy.” National 7021

Keyboard artist Logan does a familiar tune, and haunting “Piano Fantasy” for good addition to ranks of instrumental platters. Good rhythm accompaniment.

MANSON, EDDY: “The Shoemaker Serenade”—“Fiddle Faddle.” Rainbow 10080

This boy makes a harmonica sound like a symphonic orchestra. Fast clip of “Fiddle Faddle” side, coupled with echo chamber effect, make it a good novelty bet. “Shoemaker” pop English Hit Parade number.

MOONEY, ART: “Blue Bird of Happiness”—“Sunset to Sunrise.” MGM 10207

“Blue Bird” side a decidedly “different” type pop song which Mooney has great hopes for; flip is the orchestra’s theme.



EVELYN TYNER, slick pianist, offers “Beanero” and “Callate” for her first MGM recordings.

MORALES, NORO: “Llegaste”—“Morena.” MGM 10203

The Morales rhumba rhythms will be gobbled up by dancing enthusiasts.

NOBLE, RAY: “It’s a Most Unusual Day”—“Judaline.” Columbia 38206

Ray Noble weaves a beautiful orchestra background for the vocals of Anita Gordon and Al Hendrickson on this pair of songs from film “A Date with Judy.”

PASTOR, TONY: “A Boy from Texas, A Girl from Tennessee”—“Rambling Rose.” Columbia 38207

Good rhythm coupling for dance fans—or for those who just want to listen to Tony and the Cloony sisters.

SHORE, DINAH: “I Get Along Without You Very Well”—“I’ll Be Seeing You.” Columbia 38201

These two standards provide Dinah with excellent vehicles for projecting her own brand of song-styling. Excellent musical listening.

“SIDEWALKS OF NEW YORK,” Guy Lombardo. Decca A-655

Always managing to keep in step with the times, the Lombardo band always finds a wide audience. “Rosie O’Grady,” “The Band Played On,” and album title tune, are songs included.

SINATRA, FRANK: “Nature Boy”—“S’posin.” Columbia 38120

The Jeff Alexander Choir accompanies Sinatra on the “Nature Boy” side. The crooner puts this popular hit across in sweet voice. Flip done in an intimate manner, with trio backing.

SINATRA, FRANK: “It Only Happens When I Dance with You”—“A Fella with an Umbrella.” Columbia 38192

Both tunes are by Irving Berlin, from the film “Easter Parade.” The Sinatra style-technique shines through to the last note on this pairing.

SMITH, JACK: “Tea-Leaves”—“Highways Are Happy Ways.” Capitol 15102

Slow romantic number with good potential “Tea Leaves” side features the singer, with the Clark Sisters.

THE MARLIN SISTERS: “Toolie Oolie Doolie”—“You Can’t Be True Dear.” Columbia 38211

Both tunes have particular “foreign” polka and waltz flavor that seems to be catching on over here. Both sides popular, and in demand.

TORME, MEL: “Little White Lies”—“Gone with the Wind.” Musicraft 558

Popular “Little White Lies,” done in neat, new Torme style.

VOCAL ARTISTS

“LILY PONS IN OPERATIC ARIAS,” orchestra conducted by Andre Kostelanetz. Columbia M-MM-740

The coloratura soprano presents arias from “Barber of Seville,” “Coq d’Or,” “Zemire et Azor,” and from Offenbach. The selections were chosen with an ear to pleasing the Pons fans and followers.

STEVENS, RISE: “Oh Promise Me”—“Because.” Columbia 4515-M

Two beloved songs that bring memories of a wedding to the hearts of every listener.

RCA VICTOR’S “GERMAN REQUIEM”



Shows at the recording session are, l. to r., Robert Shaw, choral conductor, baritone James Pease and Red Seal recording director Richard Gilbert, listening to a playback of the Brahms “Ein Deutsches Requiem,” RCA Victor special release.

Recorded rendition of “Requiem” thrilling listening in domestic version. It is sung in German by the RCA Victor Chorale and orchestra, under Shaw’s direction, with soloists Eleanor Steber and James Pease. The recorded version is available in two editions—a set of nine 12-inch shellac records (DM-1236) to sell for \$12.25, and a DeLuxe plastic edition (DV-20) to sell for \$19.00. Both editions contain printed program notes, with preface by Mr. Shaw and the complete text in German and English.

VERDI: “Drinking Song”—“Come, Dearest,” from “La Traviata.” Luigi Infantino and Adriana Guerrini, orchestra of the Opera House, Rome, conducted by Vincenzo Bellezza. Columbia 72529-D

The recordings on this single are part of the complete “La Traviata” album. Infantino, who occasioned much comment during his recent U.S. appearance, is featured in this coupling of two popular arias from the opera.

WAGNER: “Die Mesitersinger Von Nurnberg, Aria and Quintet,” Polyna Stoska, Herbert Janssen, Torsten Ralf, Herta Glaz. Columbia 72518-D

This single which offers these outstanding artists in the “Quintet,” worth five times the purchase price. The artists do superb singing jobs.



The first floor of M. Doyle Marks & Son impresses the entering customer with its ample record stock and convenient self-service racks.

Music Makes Register Ring

M. Doyle Marks & Son Celebrate Half-Century of Profitable Merchandising in Elmira, N. Y.

• M. Doyle Marks & Son, Inc., Elmira, New York, the "musical department store" where "Everything in Music, Sales and Service" is offered celebrated its fiftieth anniversary this year. During the course of half a century the firm has built up business to a volume of a quarter-million dollars yearly.

Founded in 1898 by Martin Doyle Marks, president, the establishment has been at its present location since 1903. Marks has adhered to the principles of top-grade merchandise, honest representation, and clean-cut sales methods throughout the years. Kenneth W. Marks, the founder's son, is vice-president and treasurer. Charles V. Darrin is the promotion manager.

The store's location at 309 East Water Street, is situated on the "good side" of

what is considered to be the best retail business street in Elmira. 60,000 persons reside within the city limits; 85,000 in the city and the suburban area; 257,000 in the trade district.

The building in which the store is housed is a brick and stone structure with a frontage of 38 feet and 9 inches; a depth of 120 feet, and a height of approximately 60 feet. The entrance is 18 feet wide. One large display window is to the right of the entrance.

First Floor Display

The first floor houses displays of pianos, instruments and other merchandise which can be found in greater quantities on the upper floors; where the extensive record and sheet music

departments are also located. At the rear are the elevator and stairs.

On the second floor, west, are the large radio, phonograph and combination sales room, and the executive office; on the second floor, east, are the band and orchestra instruments sales room, business office, and the promotion department.

On the third floor, west, are piano and organ sales rooms; the third floor, east, houses piano and organ teaching and practice studios, radio-phonograph repair department, record stock room.

The top floor features a new sound-recording studio, with up-to-date recording equipment. The piano reconditioning and repair department, and several stock rooms, are located here.

(Continued on page 46)

NOW...A FINE

WEBSTER-CHICAGO NYLON NEEDLE



**in every price range
for**

- Sales Features
- Customer Satisfaction
- Repeat Sales

**The Complete
Webster-Chicago
Nylon Needle Line**



- NYLON**
- filters needle scratch, even at high frequencies
 - responds fully to the natural musical curve
 - eliminates platter chatter
 - absorbs shock to preserve valuable records
 - reproduces the true diatonic scale

- KNEE ACTION**
- eliminates forward drag and prevents distortion
 - brings out hidden natural tones actually recorded but seldom reproduced

Order today from your nearest
Webster-Chicago Distributor
or wire direct.

5610 W. BLOOMINGDALE AVE.
CHICAGO 39, ILLINOIS

WEBSTER-CHICAGO

Stock up on these Money Makers



Nylon Teardrop Needle —
\$1.75 a new all nylon needle with highly polished "rose jewel" tip which softens scratch without reducing tone brilliance... in a handy flip-top package



Black Nylon with Knee Action Needle —
\$2.50 an improved high fidelity blue-tane needle that traps scratch and improves reproduction, even in old records, with precious osmium alloy tip... in attractive capsule package



Ivory Nylon with Knee Action Needle —
\$3.50 fast becoming America's foremost semi-permanent needle. Reduces surface noise and reproduces the full diatonic scale without distortion... with precious jewel tip in the attractive capsule package



Red Nylon with Knee Action Needle —
\$5.00 for the discriminating record enthusiast. Genuine natural sapphire tip cushioned in Nylon with Webster-Chicago Knee-Action. Preserves records and wears evenly and smoothly... in the capsule package attractively merchandised in jewel-type case

Represented in Canada, except British Columbia, by Canadian Marconi, Montreal, Quebec

REGISTERS RINGS

(Continued from page 44)

The overall store coloring is cream and tan. The various sales and teaching rooms have their distinctive themes, such as the "Spanish Room," "Chinese Room," etc. Fluorescent lighting is used throughout.

The record counter is flanked by self-service display racks, and storage units, the latter accessible only to clerks. David D. Dye is the manager of the record department. The management finds that a combination of self-service, with the personalized selling touch provided by sales people, to be the most effective way to sell records. This combination of sales methods has boosted platter sales to the point where they account for approximately 20% of the total business.

The firm handles many lines of top pianos, all kinds of band and orchestra instruments, sheet music and a full line of accessories and supplies. In addition, they are exclusive agent for Scott, and for General-Electric Musaphonic radio-phonographs.

Management and the sales staff believe that it pays to "go out" after sales. Demonstrations are given not only in homes, churches and business establishments, but also at fairs and local exhibits. Leads are conscientiously followed up. Card files of prospects are scrupulously maintained and kept up-to-date for the use of salesmen.

Active Promotions

In addition, sales promotion is a very vital part of the business operations. Various direct mail pieces are sent out each month promoting records, radio-phonographs, pianos, organs, etc. Special mailings are also made when there is a particular item or service which the company wishes to "push." Mailing lists are kept active. The store does its own addressing machine work.

Newspaper advertising is conducted on a regular basis. Three local papers, one morning, one evening and one Sun-



At the store's "open house" celebrating a half-century in business are, l. to r.: Kenneth W. Marks, Mrs. Kenneth W. Marks, Charles V. Darrin, Mrs. M. Doyle Marks, and M. Doyle Marks, founder and president.

day, plus approximately 35 vicinity papers, are utilized for spreading the "Doylemarx" story. Readers throughout the trading area are familiar with the "Doylemarx" name, reputation, and merchandise.

Advertising Important

The medium of radio is utilized to the fullest possible extent by this retailer to further acquaint listeners with his store. Two local stations are used for presenting the following shows: (1) "Afternoon Audition," a 5-minute program of music, both live and recorded, coupled with musical information. This is a daily feature, and is in its second year under the sponsorship of M. Doyle Marks & Son, Inc. (2) "Tune for Tomorrow," a five-minute show which highlights a contest for an album of records. This ailer goes on once a week. (3) "Masterworks of Music," a full hour program of fine recorded music, which also is heard once a week. In addition to promot-

ing the store, all radio programs devote liberal time to local and neighboring musical activities and events.

Good Reputation

Theatre program advertising is another angle which the management has not neglected in its efforts to reach a wider and more profitable audience.

Much attention is given to window displays, with particular stress laid on seasonal and novelty ideas to attract the customer's attention.

Six men are employed in the store's service department at present. Top-flight maintenance is a strong factor in keeping the customers coming back. Satisfactory service is a Doylemarx strongpoint.

The reputation the firm of M. Doyle Marks & Son has built is an enviable one—built up over 50 years of business in the same city. The company shows every indication of exceeding past glories in a happy future.

Lionel Hampton is shown visiting the record department.



Radio phonograph sales room, second floor.



Sinatra Signs for Fans



Columbia Records artist, Frank Sinatra, makes a personal appearance at the May Co., Los Angeles. Fans surround the crooner, while Joseph Papp, Ray Thomas rep, looks on.

RCA Victor Discs Available Again

Recordings re-instated in the RCA Victor catalog in response to widespread consumer demand include: Beethoven's "Symphony No. 5 in C Minor," played by the Berlin Philharmonic Orchestra, Wilhelm Furtwangler conducting (Album DM-426); Paul Hindemith's "Sonata No. 3 for Viola and Piano," featuring the composer at the viola and Jesus Maria Sanroma, pianist with lute accompaniment by Fritz Worsching (Album MO-495); "Early Choral Music," performed by the Trapp Family Choir (Album MO-535); Hindemith's "Sonata for Viola and Piano," Op. 11, No. 4, played by violinist William Primrose and pianist Jesus Maria Sanroma (Album DM-547); Beethoven's "Consecration of the House Overture" and Paisiello's "Barber of Seville" Overture, performed by Arthur Fiedler and the Boston "Pops" Orchestra (Album DM-618) "Chorales," sung by the Trapp Family Choir (Album MO-713); and Brahms' "Six Intermezzi and Two Rhapsodies," played by pianist Arthur Rubinstein (Album MO-893). Eight single Red Seal records have also been re-instated.

Crosley Dealer Display



A unique needle storage and display rack, to merchandise the Crosley floating jewel, has been announced by Harold Newell, Service Manager, Crosley Division, Avco Manufacturing Corp. Utility of the display is found in the vertical shaft of the stylus. This shaft, which is hollow, holds a supply of two dozen needles from which a dealer may sell.

This is the **NEW Astatic**



MAGNETO INDUCTION PICKUP

they're talking about..

... And small wonder, indeed, that such a radical departure from established engineering precedent is causing universal comment in the field. The Astatic Magneto-Induction Pickup Cartridge, contrary to operating principles of previous magnetic type units, eliminates the need for "air gaps." Revolutionary? Yes, in construction and equally so in terms of performance. Absence of delicately spaced air gaps means no more trouble or diminishing quality of reproduction due to lint and dust collection. No more need for delicate handling. No more costly, troublesome armature balancing problems. Free of such limitations, the Magneto-Induction cartridge provides peak, unchanging fidelity of reproduction, under consistent service or adverse climatic conditions. It is another major contribution to greater listening pleasure by Astatic. Write for complete technical data, prices.

TWO EQUALIZER-AMPLIFIER MODELS AVAILABLE

Model EA-1, compact unit designed for radio sets and audio amplifiers having insufficient gain for operation of Astatic Magneto-Induction Pickup Cartridges. Provides "bass-boost."

Model EA-2 Equalizer-Amplifier, self-powered, provides adjustable "bass-boost" with adjustable treble "roll-off" and selection of "turnover frequency."

Mfd. under Massa Laboratories License

NOW AVAILABLE MODEL MI-2

Mumetal Housing*
*Provides increased shielding effect for maximum reduction of hum.



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

And Now... Introducing Movement With Lights

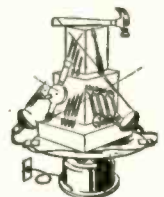
KASSON Model "712"
Roto-Sho
ELECTRIC TURNTABLES

For Sales-Producing Displays!



MODEL "712" ROTO-SHO's two-way, built-in electric outlet permits novel, self-contained lighting effects by use of slip rings, 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

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

Some things stand out in any Company



Copyright 1943, The New Yorker Magazine, Inc.

Take the Rheem "Design For Better Business," for instance.

It's a complete retail sales program for Rheem dealers. Local advertising, store displays and many other features help build up your sales. This order blank lists all of the helps available. You can get your copy by filling in and mailing the coupon on the opposite page.

LIVING ROOM BATTERY	
BA-118	Decorative Case for 22" x 22" x 22" 200
BA-119	Decorative Case for 22" x 22" x 22" 200
BA-120	Decorative Case for 22" x 22" x 22" 200

WATER APPLIANCES	
BA-203	Water Heater
BA-204	Water Heater
BA-205	Water Heater

HEATING APPLIANCES	
BA-206	Heating Appliance
BA-207	Heating Appliance
BA-208	Heating Appliance

COOLING APPLIANCES	
BA-209	Cooling Appliance
BA-210	Cooling Appliance
BA-211	Cooling Appliance

Rheem Manufacturing

HOME COMFORT APPLIANCES

AUTOMATIC WATER HEATERS • SOFT WATER APPLIANCES • HEATING APPLIANCES • COOLING APPLIANCES

... and these Designs stand out in Our Company

THEY ARE PART OF OUR "DESIGN FOR BETTER BUSINESS", TOO

● These are the **NEW** Rheem Automatic Water Heaters, 1948 style

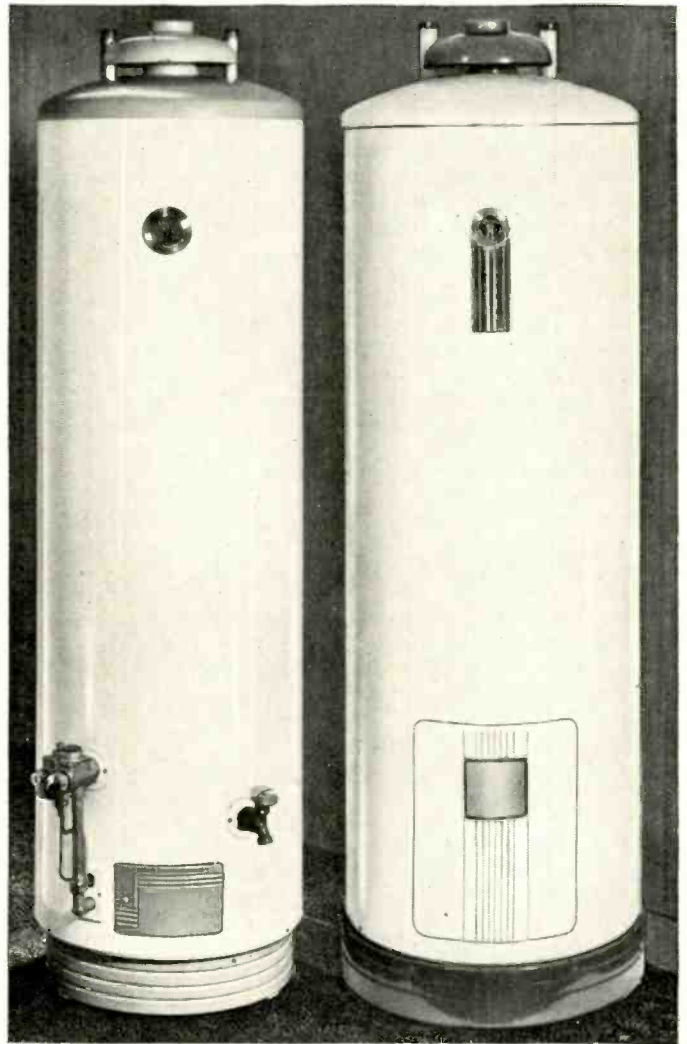
Notice the sleek, streamlined appearance of these new Rheem Automatic Gas Water Heaters. They'd win in any beauty contest. And they'd win on performance too, for each has the Rheem engineering features that mean dependable, trouble-free service.

The Series 30 Deluxe (left) comes in 20, 30 and 40 gallon sizes. Fully automatic, with all the advanced Rheem features.

The Series 40 Royal Deluxe (right) is the last word in streamlined design. All controls and operating parts are easily accessible for servicing. Comes in 20, 30 and 40 gallon sizes.

Both these new models have the Rheem-Processed tank, which guards against corrosion. And the Royal Deluxe also has a Dow Magnesium Anode Rod—a new scientific development which provides a defense against attacks by corrosive elements in water.

The magnesium rod is optional equipment (at additional cost) on all other Rheem models. This is the kind of design and engineering that have made Rheem the world's largest manufacturer of automatic water heaters. Find out about these new models today—and the complete retail selling program to go with them!



NEW RHEEM AUTOMATIC GAS WATER HEATERS

STANDARD ELEC-TRIC — Fully automatic, upright model, with all controls housed in the steel jacket. Sizes 20 to 100 gallons capacity.

TABLE-TOP ELECTRIC — The new look in water heaters. The rectangular cabinet is designed for streamlined kitchen or basement work rooms. 30 & 40 gal. sizes. Fully automatic.

OIL-FIRED WATER HEATER — Fully automatic, with a safety cut-off and Rheem-processed tank. New pot-type burner cuts oil consumption to a new low. 30 and 50 gallon sizes.

9 Plants in U.S.A.—foreign affiliated companies in Brisbane, Melbourne, Sydney, Rio de Janeiro, Singapore, and Hamilton, Canada.

RHEEM MANUFACTURING COMPANY

Dept. RT-7
11 West 42nd Street, New York 18, N. Y.



Please send me free of charge, description, pictures and specifications of the new Rheem Gas Water Heaters—also full details on the Rheem "Design For Better Business".

Name _____
Address _____
City _____ State _____

Company



Electric and Oil-fired are approved by Underwriters' Laboratories



All Gas Appliances are Approved by American Gas Association.

CASH IN ON CLEANERS!

Aggressive Methods Will Keep Vacuums Moving —How to Handle the Trade-Ins—Display Hints

There's still a huge potential market for vacuum cleaners. There are many homes without them, and millions of homes where a replacement vac is sorely needed, and numbers of other homes of the better class where *more than one cleaner* is actually needed, and can be sold if the right sort of sales presentation is made.

Just because competition in cleaners is growing daily in intensity is no reason to sit back and say the market is shot, because it definitely isn't.

The first fever of "take-anything" buying has died down, due to the fact that cleaners have been available in quantity for some time, and those who sought them so desperately at first have had their needs satisfied.

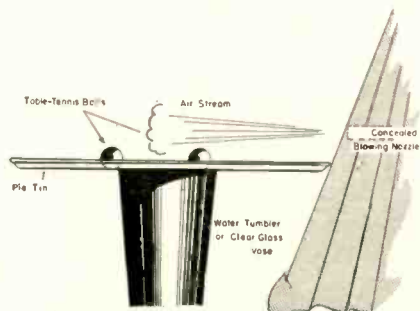
So now we come to an era where we must promote sales—not merely take them. We need to sell the never-owned folk, and we need to dig up more new replacement prospects. We should shoot at selling multi-units to the "carriage trade."

"Snap-up" and "wrap-up" buying has gone by the board. Salesmanship has come into its own—salesmanship, display, and efficient demonstration.

It goes without saying that the store needs to identify itself as headquarters for cleaners. In addition to stressing such information in his advertising, the merchant must keep vacuum cleaners in the public eye. In-store and in-show window set-ups should be constantly and cleverly displayed.

Motion in Windows

Motion in the show window is particularly desirable. At least two inexpensive, yet effective methods are the actual demonstration by a sales person, giving the display the feeling of "life," and the one involving me-



Mount cleaner firmly. Direct air flow so that stream passes immediately above balls, as a direct blast will cause them to leap over edge of pan. When correctly set up, spheres will move rapidly in an irregular path about the tin, bouncing in an erratic and bewildering manner.

chanical movement, of which there are many variations. One of the most novel

of the mechanical eye-getters is the illusion wherein the passer-by sees a pair of ping pong balls mysteriously rolling about in a shallow pie pan, set on top of a vase of clear glass, or a water tumbler.

An accompanying sign reads, "If You Cannot Solve the Riddle of the Restless Ping Pong Balls—Come in and We'll Gladly Explain." This extremely simple attractor is due to nothing more than motion of the table tennis spheres caused by air coming from the concealed "blowing end" nozzle of a hand vac or nozzle of an attachment on a larger cleaner. (See accompanying sketch). Naturally, when the puzzled spectator comes in the salesman has a real opportunity to talk cleaners.

the rug with the greatest of ease, the demonstrator model's suction can be shown to advantage in drawing the soda through the pores of the carpet when the substance is placed under the rug.

Numerous other "gimmicks" are employed in demonstrating in the store and in the home. Included are hair-pins, threads, strings, etc.

One of the most important features in demonstrating a vacuum cleaner is complete knowledge of the product on the part of the salesman. He must make the cleaning chore seem easy, as it actually is, and he must know how to assemble and disassemble the attachments, rapidly, and without conveying the erroneous idea to the customer that

Here's How to Sell MORE Tanks, Uprights, Hand Vacs

- Try to sell more than one cleaner to each customer
- Set up efficient in-store demonstration facilities
- Make home demonstrations convincing, simple, effective
- Employ sparkling window and store display techniques
- Use Manufacturer's sales helps and advertising pieces
- Concentrate on models appealing most to the prospect

How to Display Cleaners

In selling cleaners in the store, there are several very important things to keep in mind. First, where a line of different makes is displayed, they should not be kept on the demonstration carpet, since such practice confuses the prospect, causing his attention to be diverted from one brand to another; one type to another. Furthermore, a carpet covered with models presents a cluttered, disorderly appearance.

Line the cleaners up on the floor along the edge of the carpet, facing the prospect.

Demonstrate cleaners one at a time, or until the customer appears to evince particular interest in a certain one—then concentrate on it.

Demonstration Hints

Bicarbonate of soda, because of its whiteness, is readily seen by the prospective purchaser, and therefore lends itself well as simulated dust. In addition to "picking it up" from the surface of

the chore is a kind of engineering feat.

The trade-in picture is nearly always at hand when selling replacement cleaners. Though the situation isn't as acute today as it was before the war, it is certainly a profit-affecting factor, and probably is more prevalent a practice with cleaners today than with any other appliance.

But the trade-in picture in the vac business has a rosy side. First, in good times and in bad times, there is always a steady market for used cleaners, and second, dealers often obtain valuable, hard-to-get parts from traded-in items which they use to good advantage in repair work.

For those dealers who want to shy away from trade-ins as much as possible, there is often a way out in the suggestion that the customer keep the cleaner as a "spare" to be used elsewhere in the home, or in the garage; or that it be given to some relative or friend.

(Continued on page 77)

MERRY
XMAS



for Graybar Dealers!

Nope—we didn't get our ads mixed. We're taking orders now—from Graybar dealers throughout the nation—for November distribution of our 1948 Christmas Gift Broad-side. Each dealer's copies will come to him already imprinted with his own name and address.

Smartly designed by a talented young lady artist, this modern merchandising mailer is potent in "housewife appeal." Tempting pictures and catchy copy feature the many popular traffic appliances that Graybar distributes. They're sure to pull in those extra sales that make such merry Christmas music on the cash register.

Quantities will be supplied to Graybar dealers at cost (which is next-to-nothing per copy, because we produce them by the million).

Ask your local Graybar Representative for a sample and details.

Getting promotional helps that really sell, like this, is the third reason why so many dealers are glad they're Graybar customers. Of course, the first two reasons are: (1) We distribute popular lines of major appliances, traffic appliances, and radios.

(2) Our national "network" of over 100 warehouses means there's one near-by that can deliver quickly.

NATIONALLY ADVERTISED
APPLIANCES AND RADIOS

recommended by
Graybar

APPLIANCE DEPARTMENT

GRAYBAR ELECTRIC COMPANY, INC.

Executive Offices:

Graybar Building, New York 17, N. Y.

New Electrical

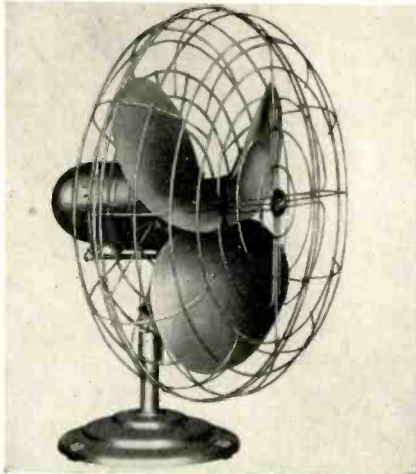
Good Profit-Makers for Retailers in These Electrical Items

GE IRONER

Flatplate ironer, model AF-12D, without cabinet cover, eliminates metal cover and substitutes additional end shelf and washable leatherette slip-on cover. Unit to retail at \$199.75. The flatplate ironer offers 300 square inches of ironing surface, on which up to 400 lbs. of pressure can be applied. Two thermostats provide individual temperature control for each end of the shoe. General Electric Co., 1285 Boston Ave., Bridgeport 2, Conn.—RADIO & TELEVISION RETAILING

Surf AIR CIRCULATOR

24-inch air circulator. In models for wall, floor and counter-top use. Features: smooth-running oscillating mechanism; mechanism has safety feature that prevents fan from tip-



ping; fan driven by 1/4 H.P. motor. Has high, medium and low speeds. Unit consists of motor, fan and chrome-plated fan guard. Floor model air circulator with high stand weighs about 55 lbs.; counter or wall model with low stand weighs about 44 lbs. G-M Laboratories, 4300 North Knox Ave., Chicago, Ill.—RADIO & TELEVISION RETAILING

Duramic APPLIANCES

"Duramic Casserowl," shown, is an electric casserole made of California ceramic. Sealed in heating unit completely encircles cooking chamber. When turned on, it heats to baking, then controls at simmering. Available



in yellow, dusty rose and tan on green. Rock wool insulation keeps food hot, outside cool. Standard model has a 48 oz. capacity, permanently attached cord, lists at \$8.95. Deluxe "Casserowl," holds 64 oz., has detachable cord, lists at \$10.95.

Firm also has introduced a round griddle

with ceramic base to retail at \$14.95. Calctro Products Co., 5469 San Fernando Road, Los Angeles, Calif.—RADIO & TELEVISION RETAILING

Roto-Beam CIRCULATOR

Low-stand model 112, noiseless air circulator incorporates one-piece bakelite blade. Projects two beams of air, a large beam which revolves spirally and a smaller, fast-moving beam



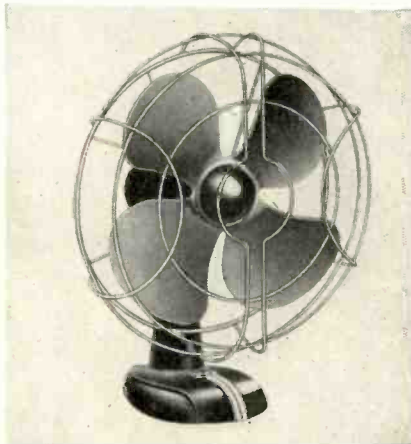
which revolves in a tighter spiral within the larger air mass. Propeller extremely light weight. Specifications: diameter of guard at widest point, 14 inches; propeller length, 10 inches; weight, 10 lbs. Roto-Beam, 1755 N. Keeler Ave., Chicago 39, Ill.—RADIO & TELEVISION RETAILING

Westinghouse REFRIGERATORS

Left-hand door models, available in all sizes. Useful where kitchen layout prevents use of right-hand door model. Westinghouse Electric Co., Appliance Div., Mansfield, O.—RADIO & TELEVISION RETAILING

Fasco FAN

Model 12, ArcticAire 12-inch oscillating fan



designed for desk or wall mounting; the head of this fan tilts backward or forward. Single

speed. Can be operated as an oscillator or straight blow fan. Included in the new Arctic-Aire line are: Standard Ten, Deluxe Ten, Deluxe Twelve, Deluxe Sixteen and Deluxe Pedestal models. All fans are equipped with heavy duty FASCO motors. F. A. Smith Mfg. Co., Inc., Rochester 2, N. Y.—RADIO & TELEVISION RETAILING

Westinghouse FARM DE-ICER

Floating heater to keep livestock drinking tanks free of freezeovers. 10-inch floating de-icer is placed in the tank and the 16 ft. long rubber covered cord plugged into outlet. Accurate temperature control; disconnects when heat is no longer needed. Westinghouse Electric Corp., P.O. Box 868, Pittsburgh, Pa.—RADIO & TELEVISION RETAILING

Homecraft COFFEE MAKER

Coffee maker brews French-drip coffee electrically. Completely automatic lower section can be utilized for serving. Cold water passes



through a jet thermostatic heating element and then through the coffee into this lower unit. No boiling involved. Parts are heavy aluminum; no breakable parts. Priced to sell at under \$20.00. Homecraft Products Co., 1208 S. Kedzie Ave., Chicago 23, Ill.—RADIO & TELEVISION RETAILING

York-Shipley BOILER

Package boiler unit model PB7-R especially for use with radiant heating installations. All-in-one boiler unit provides low-temperature water for radiant heating, high-temperature water for domestic use, and has a built-in air chamber for expansion. Adapted especially for floor-type radiant heating systems. Features: efficient low-temperature operation; tankless hot water coil; built-in expansion tank; factory-packaged except for the burner; insulated to prevent leakage. York-Shipley, Inc., York, Pa.—RADIO & TELEVISION RETAILING

More New Products

Elsewhere

In this Issue

Home Appliances

Manufacturers Offer Dealers New Additions to Lines

FRIGIDAIRE

Two new lines of refrigerators introduced, the Cold-Wall Imperial and De Luxe. Top model, "Cold-Wall Imperial," shown, retails for \$398.75. Unit has 2 cu. ft. freezer capacity, 8 cu. ft. regular storage space. De Luxe line



retails for \$265.75 for 7 cu. ft. model, \$299.00 for the 9 cu. ft., and \$327.50 for the 11 cu. ft.

Seven new models of electric ranges announced, termed the RK line. Prices are from \$142.25 for 21-inch apartment size range to \$322.75 for a De Luxe 40-inch double oven model. Surface cooking on all models performed by three electric Radiant tube units; each model has a large even-heat oven; automatic lighting; signal lights.

Two new large size farm freezers of 18 and 26 cu. ft. capacities also announced, with capacities of 650 lbs. and 900 lbs. of food respectively. Both units have quick freeze compartments.

A new dehumidifier utilizing a refrigeration principle for the condensation of air moisture has been developed by the company. The dehumidifier is priced at \$149.75. Frigid. Div., General Motors Corp., Dayton 1, O.—RADIO & TELEVISION RETAILING

Sew-Rite SEWING MACHINE

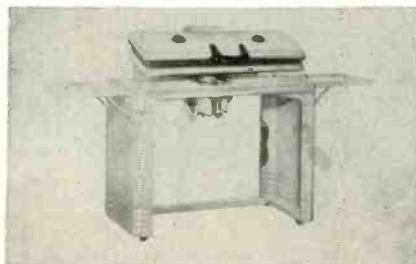
Hoffman Sew-Rite Sewing machine is a lightweight, compact portable sewing machine. Machine can be operated by hand or motor. Hand operated model retails for \$24.95. Motor assembly model 301, contains a Universal



motor, complete with bracket, pulley, switch and long cord. It retails for \$15.00. Motor assembly 302, contains a Westinghouse Motor, Universal type, bracket, pulley and rheostat and long cord, completely assembled. This unit lists at \$24.95. Burke-Mayer Corp., 643 So. Olive St., Los Angeles 14, Calif.—RADIO & TELEVISION RETAILING

Hotpoint IRONER, WASHER

Economy model LFN-1 ironer, shown, re-



tails for \$199.75, is the same as the LF-1, except that the cabinet has been removed and an extension shelf added.

The new washer, LWP-6, retails at \$169.75. Equipped with a wringer which stops when subjected to unusual pressure. Washer has timer control. Hotpoint Inc., 560 W. Taylor St., Chicago, Ill.—RADIO & TELEVISION RETAILING

Premier FLOOR POLISHER

Floor polisher attachment for three Premier upright vacuum cleaners, models 12, 21 and 23. Unit is simple to attach, and simplifies



polishing of hardwood floors and linoleum. Unit has long-fiber bristles firmly set in a durable composition roller. Metal parts are aluminum. Retails for \$7.50. Premier Vacuum Cleaner Div., General Electric Co., 1734 Ivanhoe Rd., Cleveland, O.—RADIO & TELEVISION RETAILING

Princess COMBINATION

Sandwich toaster and waffle iron combination features: aluminum waffle molds which are interchangeable with plates for grilling



foods and toasting sandwiches; top can be opened back to give two cooking surfaces. Complete with both sets of grids. Newark Appliance Corp., Newark 7, N. J.—RADIO & TELEVISION RETAILING

Norge AUTOMATIC WASHER

Completely automatic washer, model W-8407 has a capacity of more than 18 lbs. of laundry; machine may be stopped during any phase of the washing operation, and certain of them



by-passed if desired. Unit pre-washes, washes, triple-rinses, damp dries and fluffs clothes automatically. Cabinet dimensions: 30 inches wide, 25 inches deep, 26½ inches high. All porcelain-enamel construction of cylinder and tub. Norge Division, Borg-Warner Corp., Detroit 26, Mich.—RADIO & TELEVISION RETAILING

Paragon TIMER

"Time-Aid" portable all-electric household appliance and reminder timer. Can be used anywhere in the home; built-in switch automatically shuts off electrical appliances and radios. Can be used as a "signal" to indicate when cooking operation is finished. Lightweight, metal case finished in three color combinations. Lists at \$9.95. Paragon Electric Co., Two Rivers, Wis.—RADIO & TELEVISION RETAILING

Everhot ROASTERETTE

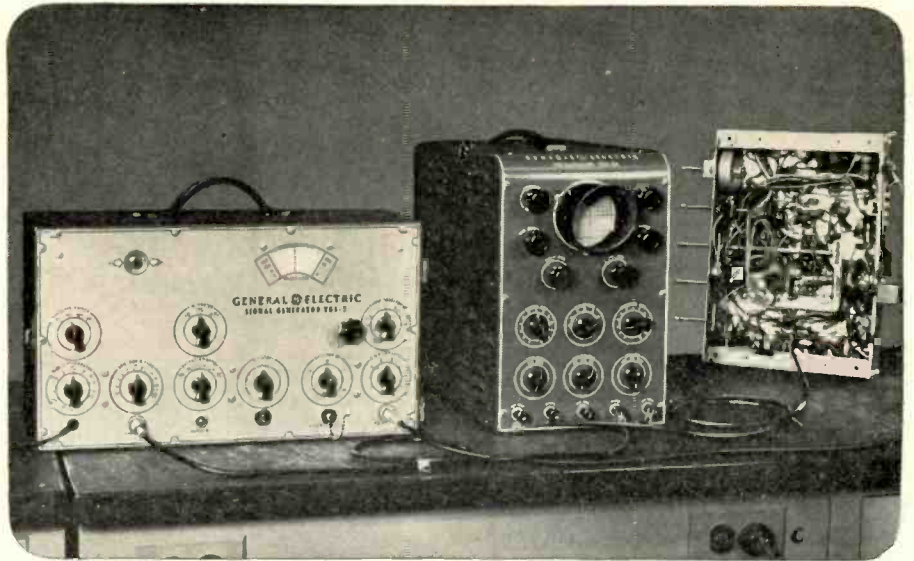
Automatic electric roasterette features: automatic heat control; automatic thermostat controls; removable inset pan, 5 qt. capacity; body of steel and aluminum with glass wool in-



sulation; finished in white heat resistant enamel. Exterior dimensions: 12 inches x 14 inches x 9½ inches high. Knobs and handles of gray-blue plastic. Complete with detachable cord and cook book, unit retails for \$19.95. The Swartzbaugh Mfg. Co., Toledo 6, O.—RADIO & TELEVISION RETAILING



**A
MATCHED
TEAM
for**



Matchless Performance

**IN FM AND AM
SERVICING**

Teamwork means easier work—especially on your service bench. These widely used units have been designed to work together, make your job easier, cut down on the number of equipments you need and keep the jobs moving fast. This combination is especially recommended for visual alignment of AM and FM receivers. Note the features—then make a note to order—now.

For more information on these units and other General Electric Service Test Equipment write: *General Electric Company, Electronics Department, Electronics Park, Syracuse, New York.*

SIGNAL GENERATOR—TYPE YGS-3 OSCILLOSCOPE—TYPE CRO-3A

4 UNITS IN ONE

1. RF Oscillator. 2. FM Oscillator. 3. Crystal calibrator. 4. Variable frequency audio oscillator.

Exceptionally sharp trace—pin-point focus. High brilliancy to permit use in a well-lighted shop.

Both RF and modulation are indicated on a dual purpose indicator tube.

Length of trace can be expanded to several times the tube diameter, giving the same advantage as larger tubes.

High level output into 50 ohm network to minimize standing waves.

Heavy case is an inherently good shield from magnetic fields, provides rugged protection.

Extremely wide sweep deviation to permit study of response curves beyond band pass range.

Normal deflection polarity: vertical is positive up, and horizontal is positive to the right.

Lines up any FM or AM receiver, stage by stage by visual alignment methods.

Due to its sensitivity, it can be used with the YGS-3 Signal Generator for single stage alignment.

Wide frequency range—100 KC to 150 MC on fundamentals for AM output and, up to 200 MC for FM output

Exceptionally low price for this versatile unit of exceptionally high quality.

GENERAL  ELECTRIC

164-G5

SERVICE & SOUND

Section of **RADIO & TELEVISION RETAILING**

TV-FM Sparks Drive to Organize

Roster of Radio-Electronic Technicians' Associations

- Radio Servicemen of America; Aaron A. Baldwin, Secy., 25-27 Sturges St., Binghamton, N. Y.
- Radio Technicians' Guild of Boston; Albert C. W. Saunders, Saunders Radio & Electronic School, 313 Washington St., Newton 53, Mass.
- Monongahela Radio Association, Inc.; E. W. Randolph Pres., Clarksburg, W. Va.
- Dallas Radio Sales & Service Assn., Inc.; P. O. Box 2955, Dallas, Tex.
- Lehigh Valley Radio Service Assn.; Phil Rothstein, Rothy's Radio Service, 108 So. 3rd St., Easton, Pa.
- Radio and Electronic Technicians' Assn.; C. E. Heitkamp, Pres., 206 Isabel St., Greensboro, S. C.
- Harrisburg Radio Service Men's Assn.; George E. Hardy, Secy., 1404 Dery St., Harrisburg, Pa.
- Association of Radio Technicians; Scott Adams, Pres., 617 Adams Ave., Huntington, W. Va.
- Radio Technicians Assn.; Seth E. Lover, Past Secy., Box 733 Kalamazoo, Michigan.
- Long Beach Radio Technicians Assn., Inc.; P. O. Box 4085, Long Beach 4, Calif.
- Radio and Electronics Service Assn., Inc.; Paul E. Heiser, 848 No. Sorrano Place, Los Angeles 27, Calif.
- Philadelphia Radio Servicemen's Assn.; Richard G. Devaney, 631 So. 60th St., Phila. 43, Pa.
- Phoenix Radio and Electronics Club; R. C. Null, Pres., 514 N. Second St., Phoenix, Ariz.
- Rhode Island Radiomen's Business Association, P. O. Box 800, Providence 1, R. I.
- Radio Technicians Guild, Rochester Chapter; George Payne, Rochester Radio Supply Co., 114-113 St. Paul St., Rochester, N. Y.
- Radio and Electronic Technicians Assn. of Indiana, Inc., 528 E. Colfax Ave., South Bend 17, Ind.
- Radio and Electronic Technicians Assn., Box 636, Topeka, Kans.
- Delaware Valley Radio Assn., Inc., Service Men's Division; David Van Nest, Chairman, 114 Concord Ave., Trenton, N. J.
- Tulsa Radio Servicemen's Assn.; E. J. Balcom, Pres., 1223 N. Elwood, Tulsa 6, Okla.
- Detroit Radio Servicemen's Assn.; Mr. Buchart, 12019 Hamilton, Detroit, Mich.
- Assoc. Radio Technicians; Homer L. Davidson, Pres., 1726 Central Ave., Ft. Dodge, Ia.
- The Independent Radiomen's Assn., Inc., P. O. Box 1773, Waterbury, Conn.
- Radio Servicemen's Assn. of Luzerne County; E. L. Manual, Secy., 183 Bradford St., Wilkes-Barre, Pa.
- Federation of Radio Servicemen's Associations of Pa.; A. R. Guild, 1036 W. Third St., Williamsport 19, Pa.
- Associated Radio Service Men of Central Pennsylvania; John Barsophy, Secy., 408 Campbell St., Williamsport, Pa.
- Associated Radio Technicians of B. C., 918 Rogers Bldg., Vancouver, B. C., Canada.
- Associated Radio Servicemen of New York, 545-5th Ave., New York, N. Y.
- Radio Service Assn. of Tucson; Howard Claiss, Pres., 2216 S. 6th Ave., Tucson, Ariz.
- Bridgeport Radio Service Assn., Bridgeport, Conn.; Thos. Cafora, Pres.
- Radio Assn. of Macon County; P. R. Hollingsworth, Pres., 753 N. Water St., Decatur, Ill.
- Radio Service Men's Assoc., Inc.; Victor J. Wolf, Secy.-Treas., 321 E. Iowa St., Evansville 11, Ind.
- Electronic Assn. of Des Moines; R. M. Evans, Secy.-Treas., 845-42 St., Des Moines, Ia.
- The Radio Technicians Assn. of Ottumwa; Fred Swanson, Secy., Cass & W. 2nd St., Ottumwa, Ia.
- Radio Service Assn. of Baltimore, 133 Hartford Ave., Baltimore 2, Md.
- Radio Servicemen's Assn. of Salisbury; Harry Cohen, 219 Highland Ave., Salisbury, Md.
- Radio Service Men of America, Minneapolis Chapter; J. R. Trovall, Pres., c/o Northern States Radio Service, 1010 Second Ave., South, Minneapolis, Minn.
- Assn. of Radio & Television Service, Inc.; 1100 First Natl. Bank Bldg., Minneapolis, Minn.
- New Jersey Radio Appliance Dealers Assn.; Wm. A. Bohn, Pres., 1156-58 Springfield Ave., Irvington, N. J.
- Radio Technicians' Assn., Inc., 657 Broadway, Buffalo 12, N. Y.
- Orangeville District Radio-Electronic Technicians' Assn.; Orangeville, Ontario, Canada.
- Radio Technicians' Guild, Whaling City Chapter; James R. Shepley, Secy., 110 Topham St., New Bedford, Mass.
- Assn. of Radio Service Engineers, Hotel Jamestown, Jamestown, N. Y.; Leo Burt, Pres., 622 E. 2nd St., Jamestown, N. Y.
- Kingston Radio Service Men's Assn., c/o Light Radio Store, Bayard St., Port Ewen, N. Y.
- Catskill Mountain Radio Servicemen's Assn., Poughkeepsie, N. Y.; Pres. Al. Hayes, Radio Service Laboratories, Delhi, N. Y.
- Hudson Valley Radio Service Men's Assn., Poughkeepsie, N. Y.
- Akron Radio Technicians' Assn., 41 South High St., Akron, O.
- Associated Radio Service Dealers of Columbus, 2552 N. High St., Columbus 2, O.
- Oklahoma City Radio Service Assn., 1110 W. Main St., Oklahoma City, Okla.
- Radio Research Club of Portland, Ore.; M. Salines, 326 N. W. 6th, Portland, Ore.
- Radio Service Assn. of Pittsburgh; Bert A. Bregenzer, 910 East St., Pittsburgh, Pa.
- Radio Service Men's Assn. of Scranton, Pa.; Steven Urbansky, Secy., Ernest Ludwig, Chm.; Roland Biesecker, Vice Chm.
- Everett Radio Service Men's Club; M. H. Nunley, Pres., 1120 1st St., Snohomish, Wash.
- Associated Radio Technicians of Alberta; Fred Neil, Pres., 10125-100A St., Edmonton, Alberta, Canada.
- Belleville Radio Electronic Technicians' Assn.; Harry Fletcher, Pres., Picton, Ontario, Canada.

Repairing Switches

Tips on Servicing the Various Types

While there are many types of switches used in radios and radio equipment their failures are similar: either they fail to make contact or they fail to make positive contact. In the case of a simple snap switch the repair is simple; replace. In the case of a multi point, multi-bank wave band switch the cost and labor involved is prohibitive.

Multi-gang switches can often be repaired by simply bathing the entire switch in carbon tet, and scrubbing the various contact surfaces with a stiff brush. Fading caused by switches of this type is especially difficult to locate because of the fact that the fault may not lie with the circuit being used, but with an adjacent coil that is not being shorted when it should.

Poor contact is caused by any one of several factors. Dirt and oil on the wiper and blade, lack of tension against the blade by the wipers, corroded contacts, sprung contacts.

Dirty contacts should be cleaned with a cloth, and never with a piece of sandpaper, unless the contact is of bronze or brass. Silver contacts are merely plated and even fine sand paper will quickly remove the plate and expose the bottom brass.

Heavy leads, such as those from short-wave coils should be unsoldered, and bent to rest naturally, and without tension on the solder lug. These heavy wires sometimes cause the contacts to move out of alignment.

The contacts themselves are fastened in place by means of rivets or by folding in an out of a square hole. The rivets should be squeezed tight with a pair of pliers, and the metal fold should also be pressed close.

Eye-Check for Wipers

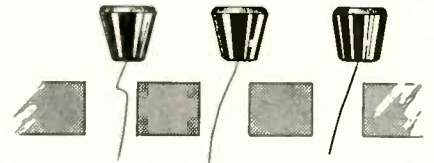
Wipers may be checked by eye for wiping movement by passing the blade through them several times. A movement of a thirty-second of an inch is considered sufficient in the case of close set contacts.

Wipers that have spread apart and fail to make contact may be brought together by means of a pair of long nose pliers. The wipers are bent at their base in such fashion as to swing the entire piece of metal. Pushing down on the wiper where it meets the knife arm, or where it meets the other wiper will not do any good as the metal will spring back to its previous shape.

Check to see that the wipers are in

their proper place, that they have not shifted, and that their faces are parallel to the face of the knife. Check the stop to see that it stops the knife in the center of the wipers and not between them or shorting across them. The ball bearing, or spring that is used to give this action sometimes shifts in relation to the switch decks.

Whenever one of these switches has to be replaced it is safest to make a



In push-button groups, when several are out of alignment, look for a shifting of the chassis.

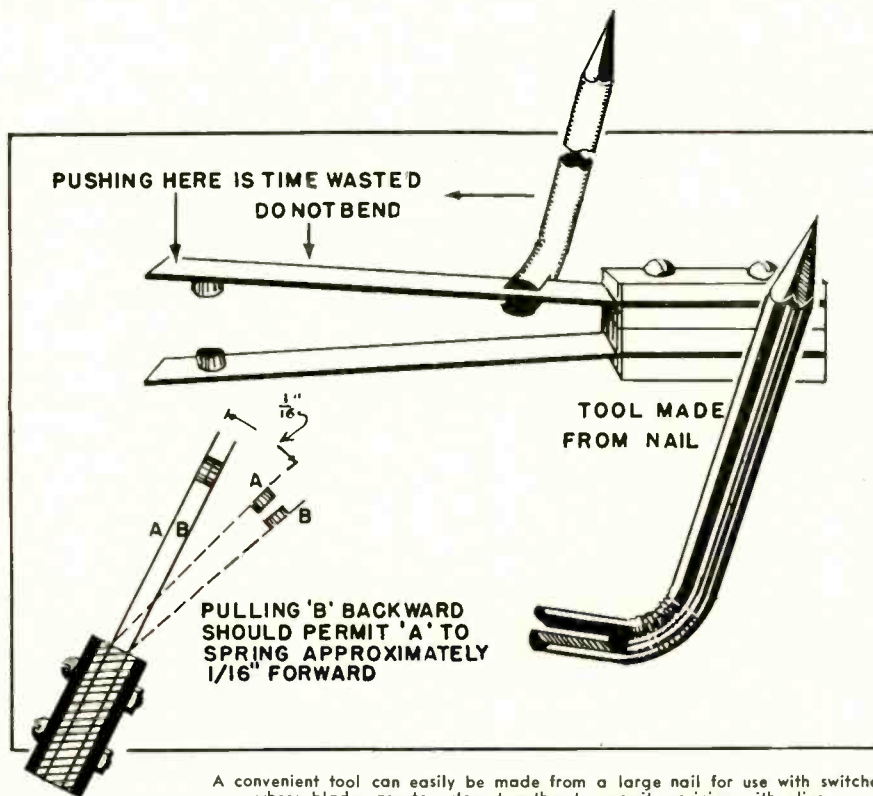
complete chart of the wires. Either by marking each wire with a piece of scotch tape, or by recording each color.

Anti-capacity switches, jacks and push-button switches sometimes fail to make proper contact. The blades of these switches are set too close together to permit the usual pair of long nose pliers to enter. There are special tools made for their adjustment, but in an emergency, one can be fashioned from a large nail which is cut off beneath the head; a half-inch of it being at right angles to the rest. The short piece is put in a vise and slotted with a fine-toothed hack saw. The slot is then put over the blade of the switch and the entire blade bent at its base. It is best not to put too much pressure on the contact points because this will sometimes throw their faces out of parallel, causing the push-button types to jam. Put just enough pressure on the contacts so that when one is moved backwards, the other moves forward about a sixteenth of an inch.

Multiple Switch Problems

Multiple push-button type switches offer the same contact problem the rotary type does with the addition of the button release mechanism. These sometimes fail to release, permitting two circuits to be closed at the same time. Springs often lose their tension, break and slip out of place. More often the fault is due to too vigorous punching of the buttons with the resultant bending of their shafts, causing them to stick to the side of the holes in the cabinet and cover plate. The holes can

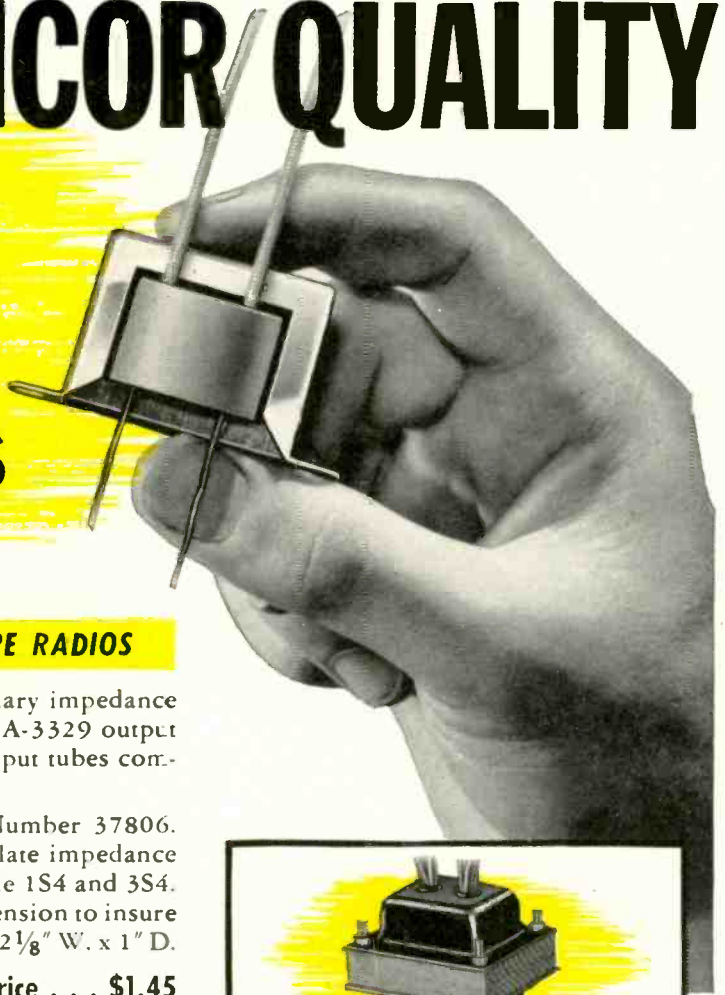
(Continued on page 69)



A convenient tool can easily be made from a large nail for use with switches whose blades are too close together to permit servicing with pliers.

Now Available! **STANCOR QUALITY**

**midget
REPLACEMENT
TRANSFORMERS**



DESIGNED FOR PERSONAL PORTABLE TYPE RADIOS

SINGLE PLATE TO VOICE COIL . . . Two primary impedance ratings are offered in the STANCOR A-3328 and A-3329 output transformers. These will match the majority of output tubes commonly used in personal portable-type radios.

The A-3328 is interchangeable with RCA Part Number 37806. It is designed to match a single tube 4,000 ohm plate impedance to a 3.5 ohm voice coil for use with tubes such as the 1S4 and 3S4. It has 1 3/4" mounting centers and a small depth dimension to insure a fit in all cases. Overall dimensions are 1 3/16" H. x 2 1/8" W. x 1" D.

List Price . . . \$1.45

The A-3329 is similar to the A-3328 in all respects with the exception that it matches a single tube plate impedance of 8,000 ohms to a 3.5 ohm voice coil and is used with such tubes as the 1C5-GT, 1G5-G, 1Q5-GT/G, 1S4 and 3S4.

List Price . . . \$1.45

DESIGNED FOR SPECIALIZED SERVICE APPLICATIONS

HUM-REDUCING TYPE . . . The STANCOR A-3330 is a special output transformer with an extra tap on the primary winding for use in hum-reduction circuits. The primary matches a single 2,000 ohm plate and the secondary is designed for use with a 3.5 ohm voice coil. Maximum allowable primary D.C. is 50 milliamperes. Used with such tubes as the 25B5, 25B6, 25L6, 35A5, 35L6 and 50L6. Maximum audio power is rated at five watts. Overall dimensions are 1 3/8" H. x 2 3/8" W. x 1 3/8" D. Mounting centers are 2".

List Price . . . \$2.10



**Combination Plate and Filament
ULTRA-COMPACT SIZE**

The STANCOR P-6348 is a special, midget size plate and filament transformer for small four- or five-tube receivers using either a type 6X4 or 6X5 rectifier tube. Primary operates from 117 volts, 60 cycles; high voltage winding delivers 480 volts CT at 60 ma.; 6.3 volts center tap winding delivers 2.75 amperes. Mounting area is 2 3/16" x 2 11/16". Mounts in a STANCOR type "M" mounting by two bolts with 1 29/32" between centers. Overall depth is 2 3/4".

List Price . . . \$5.95



FREE! GET STANCOR'S NEW CATALOG TODAY!

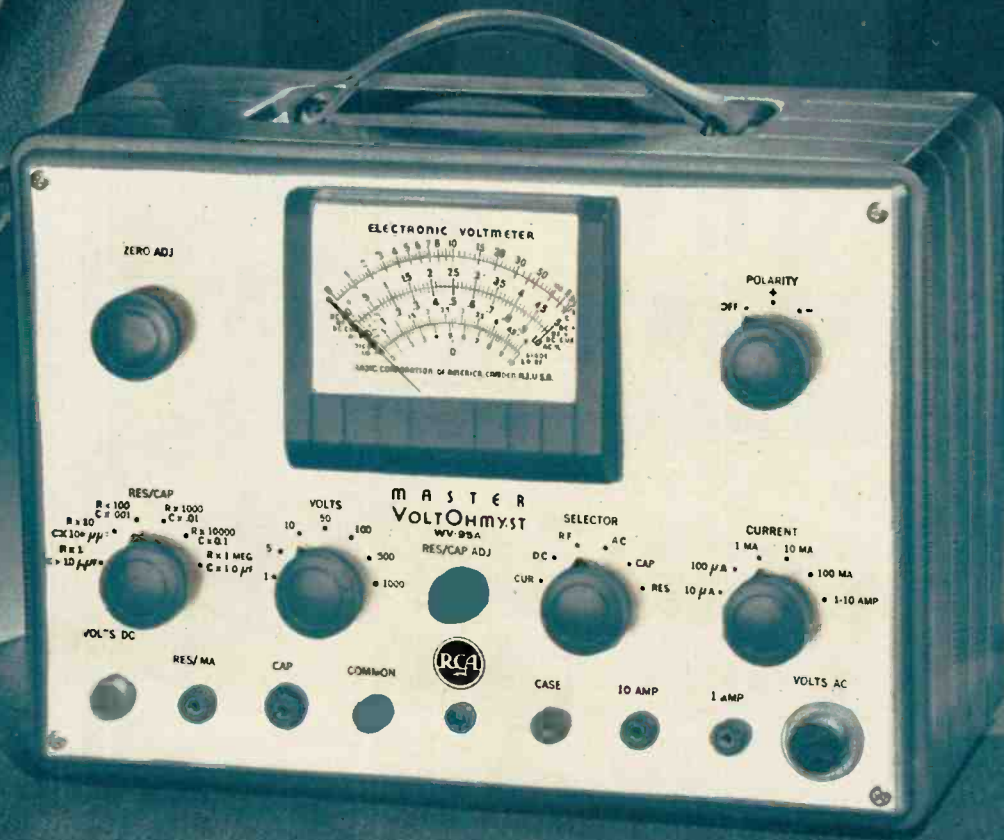
Stancor's new catalog 140H contains important technical data and approximately 400 catalog items. Contact your authorized Stancor distributor or write direct.



standardize on **STANCOR TRANSFORMERS**

STANDARD TRANSFORMER CORPORATION • 3578 ELSTON AVENUE • CHICAGO 18, ILLINOIS

DESIGNED FOR THE BETTER SERVICE SHOP...



RCA's NEW MASTER VOLTOHMYST* ELECTRONIC METER
... fourth unit of a revolutionary new line of test equipment

Measures capacitance, current, voltage, and resistance

OUTSTANDING NEW FEATURES

- Measures Capacitance—from 5 mmfd. to 1000 mfd.
- Measures dc current—from 1 micro-amp to 10 amps
- Has measuring circuits isolated from case
- Accessory crystal probe available—for routine measurements up to 100 Mc.
- Accessory diode probe available—for peak-to-peak measurements up to 250 Mc.
- Provides extra ac sensitivity—1 volt rms, full scale

In addition, the RCA Master Volt-Ohmyst Electronic Meter includes all features of the regular VoltOhmyst Electronic Meter. It's a dc voltmeter ... a dc current meter ... an ohmmeter ... an ac voltmeter ... an af voltmeter ... and an rf voltmeter.

*"VoltOhmyst" is a registered trade mark of the Radio Corporation of America

Use the *Master VoltOhmyst* Electronic Meter to save time and increase profit on every radio or television job. It's the only single instrument capable of so many varied tests and measurements. It will give accurate readings despite line voltage fluctuations. Its million-to-one current range makes it useful as an electronic galvanometer. You can use it with the accessory crystal probe for rms readings to 100 Mc. or with the accessory diode probe for peak-to-peak readings to 250 Mc. The *Master VoltOhmyst* Electronic Meter is the most versatile VTVM available.

A new bulletin containing complete specifications on the Type WV-95A *Master VoltOhmyst* Electronic Meter is yours for the asking. See your RCA Test Equipment Distributor, or write RCA, Commercial Engineering, Section GX57, Harrison, N. J.



Audio Oscillator

Test Oscillator

FM Sweep Generator

Master VoltOhmyst
Electronic Meter

To Be Announced

To Be Announced



RADIO CORPORATION of AMERICA

TEST AND MEASURING EQUIPMENT

HARRISON, N. J.

New Service Products

Crystal Devices TV PREAMPLIFIER

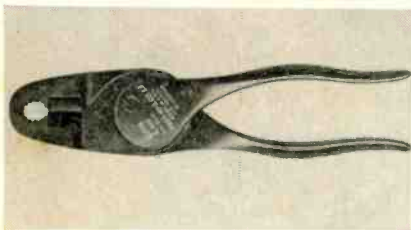
A 13-channel, self-powered 2-stage booster has pre-tuned selector system. Non oscillating



original circuit combination with easy matching for any antenna impedance to any TV set input impedance. Lists at \$30. Crystal Devices Co., 1819 Broadway, New York 23, N. Y.—RADIO & TELEVISION RETAILING

Lock-Line PLIER

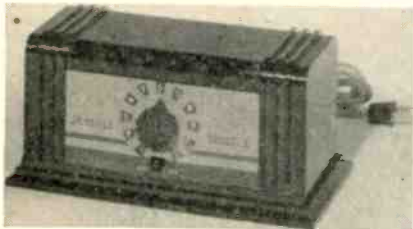
Self-locking plier, designed to lock on 11/16" between the deepest jaw serrations. Engineers do not agree on a precise power ratio, but



estimates vary from 38-1 to an amazing 100-1. Plier will cut 19 strand #1 electric cable, 30 penny spikes and 1/4" annealed bolt stock or rod. List price \$4.50. Ross Mfg. Co., 300 Montgomery St., San Francisco 4, Calif.—RADIO & TELEVISION RETAILING

Jerrold TV BOOSTER

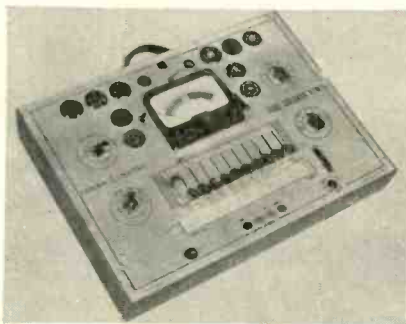
Boosts entire band width of 12 video channels. Through use of a new tuned-grid tuned-plate circuit, there is a minimum boost, ac-



cording to the makers, of 25 db over the entire 6 megacycle width. The new booster extends tv reception in the fringe areas. Lists for \$34.50. Jerrold Electronics Corp., 121 N. Broad St., Phila. 7, Pa.—RADIO & TELEVISION RETAILING

GE TUBE CHECKER

Type YTW-1 features rapid, easy-to-read checking of receiving tubes. A large degree of flexibility is attained in the new device with each tube element having its own individual circuit switch. It tests 4, 5, 6, 7, and 8 pin



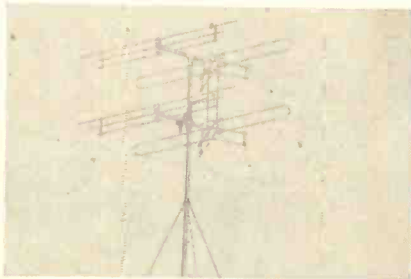
standard, 5 pin small, 7 and 9 pin miniature, and lockin tubes, as well as pilot bulbs and batteries. The new checker tests for filament continuity, heater cathode, open elements, shorted elements, and quality of emission. Weighs only 15 lbs. and operates from standard AC power source. GE Specialty Div., Syracuse, N. Y.—RADIO & TELEVISION RETAILING

Rich GROMMET INSERTING TOOL

Designed to simplify grommet inserting operations. With this new tool, it is claimed, grommets can now be inserted with far greater ease and speed. Merely slip the nose of the tool through the hole which is to receive the grommet, place a grommet into the claw nose, withdraw the tool and the grommet is automatically inserted in position. No preparatory treatment of the grommets is necessary. Snug, perfect fitting is assured because undersize grommets need not be used to make inserting easier. Damage to grommets ordinarily caused by forcing and jamming methods is eliminated when using this new device. Available in 4 standard sizes. D. B. Rich Mfg. Co., 6217 N. Melvina Ave., Chicago 30, Ill.—RADIO & TELEVISION RETAILING

Lyte SUPERGAIN ANTENNA

Stacked array for all 13 channels, all FM bands. Fully insulated with plastic for better results, ready for installation, it comes com-



plete with all necessary parts and hardware. Available in 3 heights: model LTD-5, with 5 ft. mast; LTD-18, with 18 ft. telescoping mast, and model LTD-35, with 35 ft. telescoping mast. Lyte Parts Co., Plainfield, N. J.—RADIO & TELEVISION RETAILING

RCA SOUND CONSOLETTTE

New control consolette for medium-size sound systems, designed to permit switching of radio or recorded programs to loudspeakers in as many as 40 locations in schools, hospitals, hotels, etc. Has facilities for mixing and controlling 3 mike inputs, or two mike inputs and one high-impedance, high-gain phono input. Cabinet of metal. Full information available from RCA Engineering Products Dept., Camden, N. J.—RADIO & TELEVISION RETAILING

International RECTIFIER

Type H selenium rectifier, features long life, reverse voltage of 24 V rms maximum.



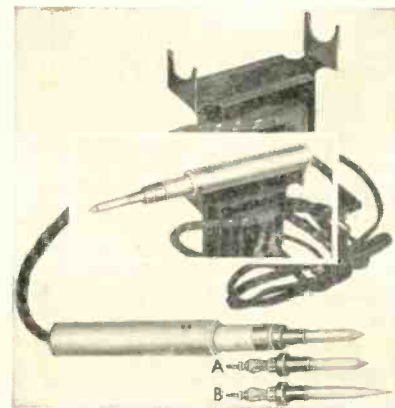
Circuit	Current Rating* Amp.
Half wave single phase.....	6
Center tap single phase.....	12
Bridge single phase.....	12
Half wave three phase.....	15
Center tap three phase.....	20
Bridge three phase.....	17

*Above ratings are applicable to self cooled rectifiers. At air velocities of the order of 800 linear feet per minute these ratings can be exceeded by a factor of 2 1/2.

International Rectifier Corp., 6809 So. Victoria Ave., Los Angeles 43, Calif.—RADIO & TELEVISION RETAILING

Transvision SOLDERING IRON

Featherweight model, "Solderton," weighs 3 ounces, and features interchangeable tip-heads, fingertip control, low current drain. Iron heats in about 20 seconds from cold start; cools upon release of button. Has cool-grip



bakelite handle. Choice of 3 tip-heads, long, stubby or medium. Transvision, Inc., New Rochelle, N. Y.—RADIO & TELEVISION RETAILING



MORE HOURS OF SERVICE

**MICROPHONE
CABLES**



8411



8401



8422



8410



8412



8423

Belden
Radio WIRE

AM, FM, TV, PA Service Aids

Precision Co. TESTER

Built into a custom-molded bakelite carrying case, has dimensions of only $3\frac{3}{4}$ " x $6\frac{1}{4}$ " x $2\frac{1}{2}$ ", yet offers every advanced design feature and full-bodied components as are regularly incorporated in "Precision's" larger multi-range test sets. The unit affords 31 AC-DC ranges to 6,000 volts, 600 MA, ± 70 DB and 5 megohms. It is entirely self-contained and ready to operate. No external batteries or multipliers are required. The meter is a full-sized 3" rectangular cased instrument of 400 microamperes sensi-



tivity. Rotary range selection permits only two pin jacks to serve all standard functions and a special recessed safety jack provides for the 6,000 volt circuit. All multiplier and shunt resistors are accurate to 1%. The unit is supplied complete with ohmmeter batteries and test leads. This compact, portable, rugged test set has the following range "specs": 6 AC-DC and output voltage ranges: all at 1000 ohms per volt: 0-3-12-60-300-1200-6000 v. 4 DC Current ranges: 0-, 6-6-60-600 MA. 3 resistance ranges: with self-contained batteries. 0-5000-500,000 and 0-5 megohms 6 Decibel Ranges from -22 to $+70$ DB. Precision Apparatus Co., Inc., 92-27 Horace Harding Blvd., Elmhurst, N. Y.—RADIO & TELEVISION RETAILING.

Stephens MICROPHONE

Employing the principle of carrier frequency phase modulation, this new microphone is said to eliminate every operating and performance difficulty heretofore encountered in conventional microphones. The pick-up assembly is ovoid in shape and only 1 " x $1\frac{1}{4}$ " in size. Other features of the microphone are: True and absolute linearity of response by any measurement, low response is linear to one-



half cycle in 24 hours; no distortion can be read or detected; no arc-over or breakdown; pressure-operated at all frequencies. Polar pattern at all frequencies. Almost completely one-half sphere—down 5 db at 90° off the axis. Pick-up unit contains only the acoustic valve and carrier-matching coil. Valve assembly can be thrown on floor without damage. Descriptive literature and prices available. Stephens Mfg. Corp., 10416 National Blvd., Los Angeles 34, Calif.—RADIO & TELEVISION RETAILING

Turner MICROPHONES

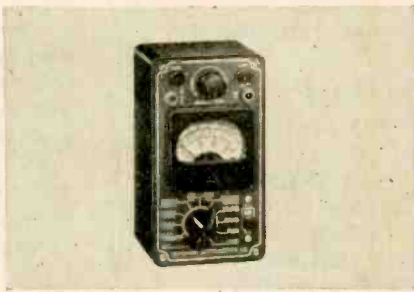
Model 87, illustrated (incorrectly designated as model 77 in a previous issue) is a new bi-directional velocity type. Model 77, not shown, features a wide-range pick-up at the front; a sharply attenuated output at the rear. Discrimination between front and rear is about 15 db



at all frequencies. Literature and complete details on both the model 77 cardoid type, and the velocity model 87 are available on request made to the manufacturer. The Turner Co., Cedar Rapids, Iowa—RADIO & TELEVISION RETAILING

Superior TESTER

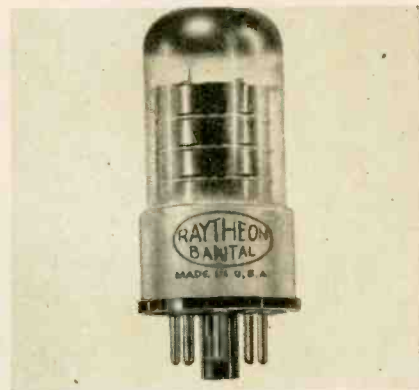
The demand for a battery all-purpose pocket-size tester for the radio serviceman and electrical appliance serviceman inspired Superior engineers to design a unit to fulfill this demand. It is the Model 770, pocket-size volt-ohm-milliammeter. Uses a rugged 2% accurate, 1 Mil. meter. It accurately measures AC and DC voltage, current and resistance on radios, electrical appliances, motors etc. Its sensitiv-



ity is 1000 Ohms per volt. Extremely compact, measuring only $3\frac{1}{4}$ " x $5\frac{7}{8}$ " x $2\frac{1}{4}$ ". Available complete with self-contained batteries, test leads and all operating instructions. Specifications: Six AC Voltage ranges: 0 - 15/30/150/300/1500/3000 volts. Six DC Voltage ranges: 0 - $7\frac{1}{2}$ /15/75/150/750/1500 volts. Four DC Current ranges: 0 - $1\frac{1}{2}$ /15/150 Ma. 0 - $1\frac{1}{2}$ Amps. Two Resistance ranges: 0 - 500 ohms. 0 - 1 Megohm. Superior Instruments Co., 227 Fulton St., New York 7.—RADIO & TELEVISION RETAILING

Raytheon BANTAL TUBES

New tubes available in following popular types: 6SA7GT; 6SJ7GT; 6SK7GT; 6SQ7GT; 12SA7GT; 12SA7GT; 12SJ7GT; 12SK7GT, 12SQ7GT. Tubes are of rugged 8-pillar construc-



tion, and are fully shielded internally. Strong non-flexible leads, wide lead spacing, and a number of other features. No increase in price. Raytheon Mfg. Co., Newton, Mass.—RADIO & TELEVISION RETAILING.

Scott AMPLIFIER

This unit is supplied with a matched variable reluctance pickup cartridge provides a complete phonograph system except for turntable or record changer and loudspeaker. The amplifier provides 20 watts output with less than 2% distortion, and below 8 watts, the distortion is under $\frac{1}{2}$ %. The output transformer is arranged to match speaker impedances between 2 and 500 ohms. The maximum frequency range of the amplifier exceeds 20,-



000 cycles—with the Dynamic Noise Suppressor the response is flat to 10,000 cycles and extends to 16,000 cycles. Independent tone controls allow boost or attenuation at either end of the frequency range. A whistle filter is provided for AM reception. In addition to reproducing phonograph records, the amplifier may be used with any standard tuner. This amplifier was designed to provide the best possible reproduction of phonograph records, FM or AM. Hermon Hosmer Scott, Inc., 385 Putnam Ave., Cambridge, Mass.—RADIO & TELEVISION RETAILING

Visibeam INDOOR TV ANTENNA

Compact, attractive lamp shape size. Retail price \$16.95. Burnett Service Co., 178 W. 168 St., New York 52, N. Y.—RADIO & TELEVISION RETAILING.

More New Products Elsewhere in this Issue



"We Couldn't Do Without Them"

Says: **K. E. KRENZLER**
of Krenzler Radio Service, Houston, Texas.

RIDER MANUALS GIVE Coverage!

During our "Eighteen Years of Continuing Service To The Servicing Industry" we have learned your needs. We have built—will continue to maintain Rider Manuals as—The World's Greatest Compilation of radio servicing data. No other source gives you so much! In the 17 volumes of Rider Manuals there are 23,800 pages, covering 13,120 chassis and 25,495 models!

Here is a further example of the Coverage provided by Rider Manuals:

SINCE THE END OF THE WAR, IN VOLS. XV, XVI AND XVII (3 VOLUMES ONLY), YOU WILL FIND:

- | | |
|------------------------|-------------------------------|
| 1415— ONE BAND MODELS | 15 —SEVEN BAND MODELS |
| 387 — TWO BAND MODELS | Plus—approximately 1000 |
| 172 —THREE BAND MODELS | "clarified schematics" of the |
| 41 — FOUR BAND MODELS | multi-band receivers. |
| 61 — FIVE BAND MODELS | 71 —RECORD CHANGERS |
| 27 — SIX BAND MODELS | 81 —FM RECEIVERS |

KRENZLER HAS ALL 17 VOLUMES

Give Your Shop the Sign of Successful Servicing—
All 17 Rider Manuals

Volume XVII	\$15.00	Abridged Manuals I to V	
Volume XVI	8.40	(one vol.)	\$17.50
Volume XV	18.00	Record Changers and	
Volume XIV to VII		Recorders	9.00
(ea. Vol.)	15.00	Master Index, covering	
Volume VI	11.00	Manuals, Vols. I to XV	1.50

"The specialized radio servicing background of the Rider organization shows in their publications, which are built to meet the exact needs of the serviceman.

"They are practical, money-making—and offered at a reasonable investment. We couldn't do without them."

RIDER ANTICIPATES YOUR NEEDS

Not content to merely supply those radio servicing data upon which you have come to depend, Rider is constantly alert *anticipating* your needs, enabling you to cash-in at the earliest date, on new and profitable servicing opportunities.

This month, we add to the list of Rider "firsts" with the publication of Volume 1—Rider Television Manual.

We also announce another Rider first which will be out soon, the Rider PA Manual. (Publication date this summer.)

Thus, Rider provides not only the most complete Coverage of American-made receivers, but the most comprehensive and up-to-date compilation of all kinds of circuit data available from any single source.

RIDER

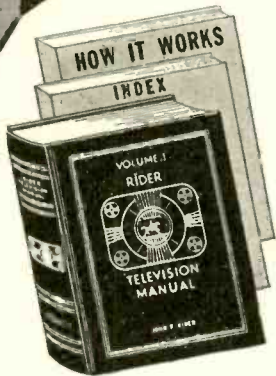
JOHN F. RIDER PUBLISHER, Inc.,

JUST OUT

RIDER

Television MANUAL

VOL. I



The Manual provides television servicing data based upon each *Manufacturer's Recommended Procedures* for his own sets. Circuit descriptions, adjustment of various trimmers, traps, transformers, etc.—voltage and resistance readings, complete alignment instructions, parts lists—schematics, patterns, chassis views, wave forms—everything to simplify your work.

Due to the many component parts in some of the receivers, more than 35 schematics are reproduced on new Rider GIANT pages of 440 square inches! These and 55 Double Spreads assure clear, easily read schematics.

THE TELEVISION "HOW IT WORKS" BOOK Gives You the Underlying Theories You Need!

Gives a clear overall picture of television transmission and reception. Deals with frequency standards and antennas. Describes various portions of a television receiver, the r-f, oscillator, converter circuits in the front end, the sound channel, the video i-f system and detector, the video amplifier and d-c restorer, the sync and sweep circuits, picture tubes, power supplies. The conclusion covers alignment and servicing problems. Shows when you do something, why you are doing it.

Index covers every particular portion of each model.

OVER 1400 PAGES
(approximating 2000 Regular Pages)
Plus 200 PAGE
"HOW IT WORKS"
and Separate Index
Complete .. \$15.00

Covers complete receivers as well as kits, on 1946-1947 television production of 34 manufacturers.

TELEVISION "HOW IT WORKS"

Available Separately

Even if television is not yet in your area, it will be in the near future. Start learning now what is in television receivers, and how each part works. This book covers the essential underlying theory you should be familiar with. **\$270**

OUT SOON

(Summer Publication)

ANOTHER
RIDER
"FIRST"

... AND
STILL
ANOTHER!

"Do you want a Rider PA Manual?" was the essence of our questionnaire in a survey just completed.

"Yes" came the replies—5 to 1 in favor of it.

So, this latest addition to the great Rider Manual library of circuit data is now in production; its publication date will be announced next month.

It will contain the amplifier production of all the American manufacturers starting with 1938, to date.

Following our usual system, an accompanying "How It Works" book will explain the theory of the various designs employed in different types of amplifier systems. The various types of mixing, degenerative feed back circuits, systems of sound distribution, impedance matching, etc. The servicing of PA systems using sine wave and square wave means of checking, the methods of rapidly locating faults—in general all the things you want to know about such equipment.

Order it from your jobber today.

Place Your Order With Your Jobber Today!

RIDER PA MANUAL

APPROX. 2000 PAGES

(Regular Rider Manual Binding)

SEPARATE "HOW IT WORKS" BOOK AND INDEX... COMPLETE \$18.00

If You Install and Service PA Systems You Will Find This New Rider Manual Profitable!

MANUALS *Mean* SUCCESSFUL SERVICING

404 Fourth Avenue, New York 16, N. Y.

Export Agent: Rocke 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.

RADIO & TELEVISION RETAILING • July, 1948

Technical New Products

Aerovox NEW CAPACITORS

Aerovox announces the extension of its type 89 oil capacitor line to 6,000 volts D.C.W. Previously, the maximum voltage rating available was 3,500 volts D.C.W. Capacitance value as high as .1 mfd. are listed for voltages up to 5,000 volts D.C.W. and 0.05 mfd at 6,000 volts D.C.W. In addition to television and os-



cillographic uses, these higher voltage tubular capacitors are recommended for coupling and bypass functions in transmitters, high voltage amplifiers, interference eliminators for motors and generators, and in test equipment. Aerovox Corp., New Bedford, Mass.—RADIO & TELEVISION RETAILING.

American Beauty SOLDERING IRONS

Sturdily built for hard usage, the irons have plug-type tips and are constructed on the unit system, with each part easily removable and replaceable. They come in 5 sizes, from 50 to 550 watts. The firm also makes a temperature regulating stand. Descriptive literature is available. American Electrical Heater Co., Detroit 2, Mich.—RADIO & TELEVISION RETAILING.

Astatic PICKUP

Pickup cartridge features no air gaps, longer-lived performance without distortion or change; velocity response flat to 12,000 cycles. Output is 100 millivolts, needle pressure 1 ounce. Impedance 7,500 ohms at 1,000 c.p.s.—110,000 ohms at 10,000 c.p.s. Model MI-1, comes in standard housing; model MI-2 in Mumetal housing which provides increased shielding effect for maximum reduction of hum. The Astatic Corp., Conneaut, Ohio.—RADIO & TELEVISION RETAILING.

Shure DYNAMIC MICROPHONE

The new "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 frequency response (up to 10,000 c.p.s.) and semi-directional pickup. List price, \$37.50. Shure Brothers, Inc., 225 W. Huron St., Chicago 10, Ill.—RADIO & TELEVISION RETAILING.

Telrex TV ANTENNAS

Broad band conical antennas have an unvarying 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 model. Model 4X-TV lists at \$41.00, without mast; model 2X-TV at \$20.50, without mast. Telrex, Inc., 26 Neptune Highway, Asbury Park, N. J.—RADIO & TELEVISION RETAILING.

Hickok TV ALIGNMENT GENERATOR

With the new television testing unit, operator can visually align television receivers to any of the 13 present TV channels from 44 mc. to 216 mc., visually align IF stages of an TV receiver including old and current bands, align all traps with a calibrated signal—modulated or unmodulated, and insert an accurate marker at any point along the IF response curve. Self contained marker frequencies are directly calibrated on a large $9\frac{1}{2}$ " dial. Other



outstanding characteristics include facilities for aligning IF or RF Sections by single stage method with high output, aligning of TV receiver independent of any local TV station, and aligning of channels 5 through 13 directly by the calibrated FM oscillator without necessity of heterodyning the oscillator against a fixed oscillator when this might cause spurious response curves. The new instrument also makes possible a crystal controlled frequency, modulated or unmodulated, for any frequency as low as 1 mc. to the upper television channel No. 13 at 216 mc. Hickok Electrical Instrument Company, 10523 Dupont Avenue, Cleveland 8, Ohio.—RADIO & TELEVISION RETAILING.

Clippard SIGNALLETTE

Multi-frequency generator. Plugs in any AC or DC line. Generates RF, IF and audio frequencies, 2500 cycles to 20 megacycles. Also used for checks on sensitivity, gain, peaking, shielding and tube testing. Weighs 13 ounces; fits pocket or tool kit. Price, \$9.95. Clippard Instrument Laboratory, Inc., Cincinnati 14, Ohio.—RADIO & TELEVISION RETAILING.

Accwire FLEXIBLE CORDS AND CORD SETS

Firm features a complete line of cord assemblies for all types of radios and electrical appliances; cotton and rayon braided wire for general flexible cord applications, special cables and portable cords, and rubber and synthetic cords. Sample card free on request. The accurate Insulated Wire Corp., 30 Fox St., New Haven, Conn.—RADIO & TELEVISION RETAILING.

General Cement TOOLS, SUPPLIES

Static chaser injector and powder. Injector lists at \$1.50; static powder packet for 5 tires, \$1., kit, one powder packet and 1 injector, \$2.50. Phono turntable stand to be used in repair work. Easily adjusted, sturdy steel construction, lists at \$6.65. New G-C tube puller for miniature tubes, lists at \$1.65. New illustrated catalog available. General Cement Mfg. Co., Rockford, Ill.—RADIO & TELEVISION RETAILING.

Spencer RECORDING WIRE

Two types of recording wire. Blue Stripe is high-fidelity for finest possible reproduction. Standard features easy erasure combined with normal reproduction quality. Spools are RMA standard, and come with plastic leaders if desired. Available in $\frac{1}{4}$ hour, $\frac{1}{2}$ hour and 1 hour spools. Spencer Wire Co., West Brookfield, Mass.—RADIO & TELEVISION RETAILING.

Bogen SOUND SYSTEMS

Completely new series of Communo-Phones. Model 11X, AC power transformer amplifier, in hand-rubbed wood cabinet. Features exclusive busy signal plug-in type connection to line; plug-in handset for privacy; balanced 45 ohm output. Masters and remotes can be mixed. List price, \$90, east of the Rockies. Model 11U, same as 11X but AC-DC amplifier, and no busy signal. Price \$75, east of Rockies. Model 11D, same as 11U but single ended output and used in systems of one master and remotes or all masters only. Lists at \$61.25, east of Rockies. David Bogen Co., Inc., 663 Broadway, New York 12, N. Y.—RADIO & TELEVISION RETAILING.

Liquid WIRE STRIPPER

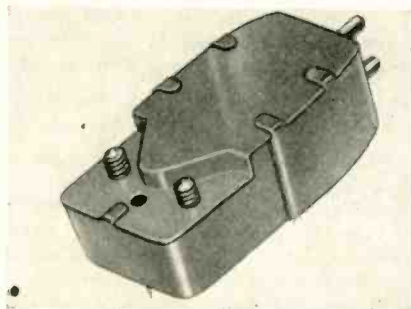
Stripping of electrical wires is speeded by the use of "Formula 21", newly developed for removing "Formex", "Formavar", enamel and similar wire insulating coatings. Merely dip wire in liquid and wipe off with rag. According to manufacturer, new product is non-corrosive, non-inflammable, and will not harm fabrics, wood or metal. Catalog on request. Aircraft-Marine products, Inc., 1337 N. 4 St., Harrisburg, Pa.—RADIO & TELEVISION RETAILING.

General Electric CALROD SOLDERING IRONS

Long life irons feature cool, easy-grip plastic handles, low heat loss insured by dead-air space; rugged cord-strain insulators; stainless steel corrosion-resistant shells; GE long lasting cartridge-type Calrod heaters; durable chisel-shape Calorized or Ironclad copper type. Tips are easily removed. Booklet, "Hot Tips" available. General Electric Co., Syracuse, N. Y.—RADIO & TELEVISION RETAILING.

Webster MAGNETIC CARTRIDGE

A new magnetic cartridge, the "Featheride Magnetic," is offered both for original equipment and with pre-amplifier for the replacement trade. Supplied with a retractable osmium-tipped needle, the cartridge exerts a tracking pressure of one ounce, giving .1 volt output (uncompensated) at 1000 cps. Weighing



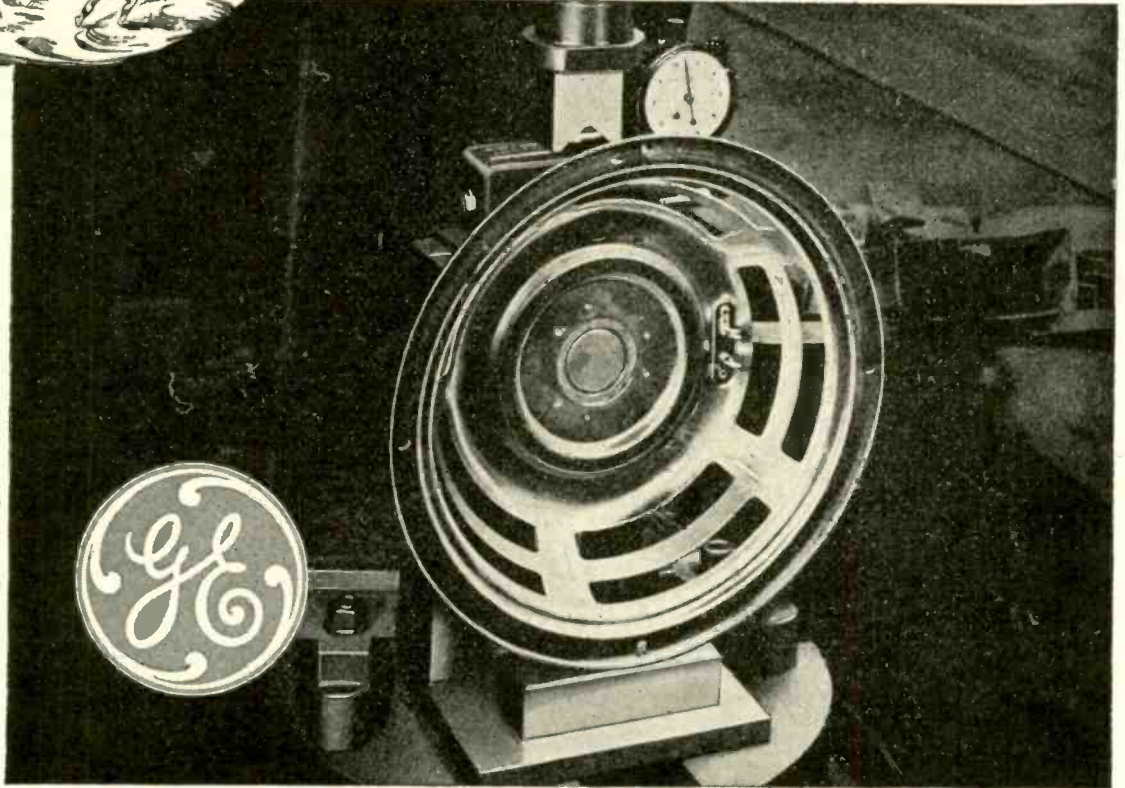
but 25 grams, it requires no counterbalance in normal replacement use. The new cartridge is ruggedly constructed and is magnetically shielded. Frequency response, with cut-off starting at 6000 cps, has been engineered for best all-around performance with home recording equipment. Webster Electric Co., Racine, Wis.—RADIO & TELEVISION RETAILING.

More New Products
elsewhere in
this issue



SURVIVAL OF THE FITTEST

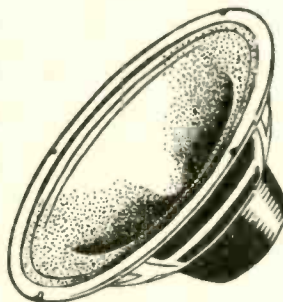
PUSHOUT: No push-over for speakers is this magnet test which checks the strength of the combination of seal and cement up to 1500 pounds.



MEANS FINER SPEAKERS FOR YOU

ONLY the fit survive the stern tests our G-E speakers meet on the production lines. At frequent intervals speakers are picked from the lines and subjected to rigid tests to assure the maintenance of high standards in the manufacturing process.

Test after test is applied



to single elements, combinations of elements and to the final, completed units. The test shown here is only one of the many that General Electric speakers face as they roll down the production lines. This unceasing care in building speakers of quality builds confidence and customer satisfaction.

Write today for information on General Electric quality speakers to:
General Electric Company, Electronics Park, Syracuse, N. Y.

GENERAL  **ELECTRIC**

169-G6

Technical End of the PA Business

Facts and Rules for Selling & Installing Industrial and Institutional Sound

Practically everybody fears the unknown to some extent. Radio dealers are no exception. And since so few servicers have ever attempted to make an installation of a PA system in an institution, and so little has ever appeared in print in the way of practical technical advice on the subject, the "unknown" problems of that field have traditionally scared off all but a relative handful of go-getting sound men.

Nevertheless, the fact remains that today, a sound installation is as much a part of the modern factory or institution as the timeclock and telephone switchboard—and something like a million such organizations are prospective buyers for PA equipment. In this tremendous market there is work for any radio dealer and servicer worthy of the name.

The first step toward getting that work is to realize that there is no mystery to sound. This series of articles will attempt to reveal the very simple and practical basics of the PA business, especially with respect to technical requirements. The factors involved in planning a PA system, choosing the components and making the installation will be covered sufficiently to start the would-be sound dealer off. Relatively advanced theory will be left to the individual to acquire through standard texts and courses, as he encounters concrete problems in the course of practical work.

The most important questions, which must be answered in the first stage of the planning of a system, concern the matters of "what will the PA system do" and "how much will it cost". The question of what the installation is to accomplish is the more important of the two, for even if the desired system should be too expensive as an initial investment, commercial credits can be arranged on a long-term basis, or a plan of gradual expansion can be

THIS IS THE FIRST

of a series of articles on "Sound," designed as a refresher course for those presently in the business, and for the dealer who desires to engage in the sales, rental and maintenance of public address systems.

worked out, to fit present absolute requirements and future desirabilities.

An imposing and practical list of the things a sound system can be designed to do can be worked up for any given type of industrial or institutional organization. In actual work, of course, the most important and obvious purposes are suggested and discussed first. While generally both prospective buyer and salesman will be aware of these important purposes, quite frequently the sound salesman can draw from his own experience or imagination to suggest a radically new time saving or "merchandising" idea of which the buyer hasn't thought.

Having agreed on the basic purposes to be served by the system, the "plus value" functions should be brought up one at a time. This takes a great deal of careful calculating, however. It is bad policy to oversell extra equipment to the point where it approaches the cost of the basic equipment itself. Think rather in terms of minor additions which will be outstandingly worthwhile as additional or auxiliary parts of the main system.

Obviously, a big part of the planning is the matter of cost. The dealer must

approach this matter with a clear understanding of the problems of his customer, as well as with the conviction that poor quality, overloaded and unsuitable equipment is always the most expensive in the long run.

Having fixed upon the purpose to be served by the system, both immediately and in the future, a set of skeleton specifications should be worked out. The starting point is the fact that every system consists of four parts: the pickup, the amplifier, the control point, and the loudspeakers. Most often, however, the amplifier and the control point are together in one unit, so that generally only three parts are in evidence.

Varying Equipment

Pickup devices may consist of microphones, record turntables, radios, electronic chimes or organs, vibration-sensitive "contact" mikes, or wire or tape players. Amplifiers may consist of power amplifiers, pre-amplifiers or boosters. Controls may consist of anything from a few knobs on the amplifier itself, to a console table with elaborate mixers and switches or pushbuttons, while loudspeakers may be cones, horns or compressed-air types, "boomers", "tweeters" or wide-range, concealed or exposed, elaborately baffled or simply housed, weatherproofed, dust-proofed, etc. Factors influencing the choice between all of these types will be discussed one at a time.

Microphones for sound installation generally are of the dynamic, crystal or velocity type or combinations. Condenser and carbon varieties are used in several very special applications. The microphone plays an important part in every installation, and should be selected carefully, used properly and

(Continued on page 55)

TABLE I

MICROPHONE SELECTION CHART

TYPE	WHERE USED	ADVANTAGES	DISADVANTAGES
Crystal	Outdoor, indoor	Sturdy, stable; stands up under high and low temperatures, humidity and wind; low impedance (30-500 ohms), can be used at distance from amplifier. Also available in high impedance.	Magnetic structure attracts iron dust; susceptible to hum pickup.
Velocity	Indoor	Excellent fidelity; non-directional; high output; small, light; fair for close-talking use.	Usually available in high impedance only, for use close to amplifier; may go bad at high temperatures or humidity.
Dynamic	Indoor	Excellent fidelity; bi-directional; available in both low and high impedance.	Delicote; poor for close work; magnet structure attracts iron dust.

New GE Sales Posts

Paul L. Chamberlain and Walter M. Skillman were named to new sales posts in the General Electric Company's Electronics Department with headquarters at Electronics Park, Syracuse, N. Y.

Mr. Chamberlain was appointed manager of sales in the transmitter division, succeeding Philip G. Caldwell.

Garod Brings Out Three New Video Receivers

Three new television receivers including the 12" direct view table model with AM and FM reception, a 10" direct view table model with AM and FM, and a five-in-one console combination with a 12" direct view tube have been announced by Garod Electronics Corporation.

The 12" table model LA-1000TV has a 75 square-inch screen, standard broadcast and FM reception, and phono connection, and will retail at \$425.00 plus installation and federal tax. The LA-1001TVP includes the 12" table receiver, plus a specially designed lower cabinet. Both units are matched so well that they have the appearance of a single unit. Incorporated in this special table are an automatic record changer and 10" speaker, making this a complete home entertainment unit retailing at \$525.00 plus tax and installation.

The 10" table model 900TV offers a 54 square-inch screen, standard broadcast and FM reception, and phono connection, and will retail at \$375.00 plus installation and tax. The 901TVP includes the 10" table receiver, plus the same specially designed table as outlined in model LA-1001TVP, and will retail at \$475.00, plus tax and installation.

The 12" console model 3915TVFHP is an improved version of the former model 3912TVFMP, offering a 75 square-inch screen, standard broadcast, FM reception, automatic record changer, and a record album compartment, all housed in an 18th century mahogany cabinet and retailing at \$795.00 plus tax and installation.

New Zenith Antenna

A non-directional FM antenna, designed especially to provide reception from all points of the compass in areas of secondary signal strength, has been added to the Zenith Radio Corporation's line.

New Bendix Plan

Bendix Radio will for the first time reveal details of its new factory-to-dealer merchandising program and unveil its complete D49 line, including television, radios and phonograph combinations in Chicago on July 5th.

Samuels Resigns from Vim

Milton Samuels has resigned as advertising manager of Vim Radio & Sporting Goods Stores, Inc., New York, and has set up offices at 2 So. Pinehurst Ave., New York 33, where he will specialize in preparing retail promotions for radio, TV, and appliance manufacturers.

set up AN EXCLUSIVE DEPARTMENT in your store for MORE PLUS SALES!

THE NEW
Webster-Chicago
MERCHANDISING DISPLAY
IS AVAILABLE
NOW!



- DISPLAY is the Number One Sales Builder in any store—Don't Miss This Opportunity!
- Build Your Profitable Webster-Chicago Business... Help your other lines too with this attractive display that shows you are on your toes!

Contact your authorized Webster-Chicago Wire Recorder Distributor for details



WEBSTER-CHICAGO

5610 West Bloomingdale Avenue
Chicago 39, Illinois

Andrea Sees Great Future for Television

Frank A. D. Andrea, television and radio pioneer and president of Andrea Radio Corp., has announced that his firm is increasing its production facilities, adding another complete floor of 52,000 sq. ft. to its already expanding plant, in Long Island, N. Y. This will mean an actual production increase in television receivers of four to five times the present volume for the heavy Fall buying season.

Andrea will continue to feature the large picture tube and the exceptional clarity of image due to Frank A. D. Andrea's engineering developments as well as the complete 28-tube plus 3-rectifier tube chassis, Andrea exclusive "Picture-Lock", and special 13-channel turret. Up to now, Andrea television facilities have been devoted exclusively to filling the heavy demand for Andrea television sets in the Metropolitan and Northern New Jersey areas. Now, with increased production possible, Frank A. D. Andrea plans distribution in other television cities. Looking back over his 29 years of experience, Mr. Andrea says, "We haven't scratched the surface yet. I have lived with television for more than 10 years, and its growth as an educational and entertainment medium is going to surprise even many of us old timers."

Rep's New Address

The Burlington Instrument Co., Burlington, Iowa, announces the following change in address of its Pittsburgh representative Sam J. Shaw, 207 Empire Building, Pittsburgh 22. His new address is Avalon Bank Building, 604 California Ave., Pittsburgh 2, Pa.

Name Old Dominion

The appointment of the Old Dominion Distributors, Inc., as wholesalers for United States Television Mfg. Corp. in Richmond, Va., and many other sections of Virginia has been announced by Francis Hoge, Jr., vice-president of UST. The new UST distributor is located at 1335 West Broad St., Richmond, and is managed by George M. Eckman.

Directs Sales Program



Ben H. Rice, sales manager of the TeleKing Television Corp., 601 W. 26 St., New York, advises that his firm is offering exclusive distributorships throughout the nation. Retailing, at \$595, the firm is successfully merchandising its specially designed 15-inch direct-view model. The company plans a line of home receivers in 10, 12 and 15-inch direct viewers.

Industry News

Assistant Sales Manager GE Home Receivers

The appointment of D. E. Weston as assistant sales manager, standard line receivers, in General Electric's Receiver Division at Electronics Park, Syracuse, N. Y., has been announced by W. M. Skillman, sales manager.

A graduate of Columbia University, Mr. Weston joined GE in 1937 in the Appliance and Merchandise Department at Bridgeport, Conn. He was assigned to the World's Fair in 1939, and then became advertising and sales promotion manager of the GE Supply Corporation at Nashville, Tenn.

ITI Names Jobbers

Completion of a coast-to-coast link of distributors is announced by Industrial Television, Inc. of 359 Lexington Avenue, Clifton, N. J. Edwin B. Hinck, ITI sales and promotional director, said that C. D. Draucker, Inc. of 2707 San Fernando Road, Los Angeles, has been named distributor for "Teleceivers" manufactured by the company in eleven western states.

Hinck said that, in addition to California, the territory for which the Draucker concern will be distributor will cover ten other states, including Oregon, Washington, Idaho, Montana, Wyoming, Utah, Arizona, New Mexico, Colorado and Nevada.

In St. Louis, National Radio Laboratories of 3149 Locust Blvd., of which Frank Cohen is president, has been named the firm's sales representative in that area.

Advertising Supervisor

Roger H. Bolin, manager of the advertising department of the Westinghouse Electric Appliance Division, Mansfield, Ohio, has announced the appointment of R. D. Lindsay, former Ohio newspaper man, as advertising supervisor for the water heater and kitchen utilities department.

Promotional Package on Pickups and Preamplifiers

A complete package of promotional material on the General Electric variable reluctance pickup and preamplifier, is now available to all franchised distributors from the GE Receiver Division at Electronics Park, Syracuse, New York, according to R. S. Fenton, in charge of the sale of component and universal parts for the division.

The package includes a window streamer on the pickup, a show case sticker, an envelope stuffer in layman's language, and a six-color counter card. There is also included a catalog page on the new diamond stylus pickup, designed for professional and broadcast use.

Reps Elect New Officers

The Representatives of Radio Parts Manufacturers, Inc., which numbers about 350, and includes sales representatives for more than 2,000 manufacturers in the radio and electronic industry, has elected the following new officers:

Henry S. W. Burwell, Atlanta, Ga., president; William E. McFadden, Columbus, O., vice-president; and L. C. McCarthy, Chicago, Ill., secretary-treasurer.

Members of the new board of governors of The Representatives are: Fred R. Ellinger, Chicago, Ill.; Irvin Aaron, Milwaukee, Wis.; Dan R. Bittan, New York, N. Y.; S. K. MacDonald, Philadelphia, Pa.; Perry Saffler, New York, N. Y.; J. T. Hill, Los Angeles, Calif.; and R. W. Farris, Kansas City, Mo.

Committee members for the coming year are:

Industry relations—S. K. MacDonald, Fred Hill, J. Y. Schoonmaker, Earl Dietrich, Paul Sturgeon and Ralph Brengle.

Membership—Dan Bittan, S. W. Simberkoff, Fred Stevens and John Olsen.

Nominating—Dave Marshank, Les Logan, Bill Purdy, Bruce Cumming, Morris Taylor and Fred Somers.

Publicity—Ray Perron, B. L. MacPherson, Ben Joseph, Leslie M. DeVoe and Harry Lasure.

Name Paul Meissner

Paul Meissner has been appointed production manager of Marion Electrical Instrument Co., Manchester, N. H. Mr. Meissner, who bears a name already widely known in radio circles, came to Marion from the National Company, Inc., where he served in various capacities.

Heads Graybar Branch



Appointment of Graybar Electric Company as exclusive Crosley distributor in Denver was announced by Corley W. Kirby, domestic sales manager, Crosley Division, Avco Manufacturing Corporation. Sam B. Hardin, shown, will head the Denver organization and will be associated with C. M. (Mel) Pierson, appliance sales manager. L. C. Bray is district sales manager, headquartered in Kansas City, Missouri. Hardin has recently completed thirty years of service with the Graybar Electric Company, having spent the last twelve as manager of the Denver branch.

Magnavox TV Sets

The Magnavox Co., Ft. Wayne, Ind., has introduced a line of four television receivers that can be used in conjunction with the present line of Magnavox radio-phonographs. The four models are all large screen (approximately 80 square inches) direct view picture receivers. Retail prices range from \$495 to \$795.

Model MV10 is styled in the modern manner, can be used atop a table, or modern combination; model MV12, with sleek styling, is suggested for use alongside modern styled Magnavox, and provides extra record storage space; model MV14 is a traditionally styled piece designed as a Chinese Chippendale celarette which can be placed atop a table or used in conjunction with the radio. A bookcase model television receiver has been designed to be placed atop the Windsor Imperial radio-phonograph.

GE Portable

The General Electric Co., Syracuse, N. Y., has introduced a new lightweight plastic portable radio, model 150, in its line. The set will operate on either AC or DC as well as batteries. Eastern list price is \$39.95. The set weighs 11 lbs. with the complete battery pack installed.

Hotpoint Range Shown

A new automatic electric range with lighted pushbutton unit controls identifying heats for different cooking operations on range-surface and in the oven is being produced by Hotpoint Inc., Chicago. Round oven-interior corners with the heating unit sealed in the walls, automatic reset oven timer, four surface units and one adjustable for deep-well cooker, and a warmer unit with pushbutton switch are other developments incorporated in the new range.

Repairing Switches

(Continued from page 56)

be enlarged, but it is easier to reduce the size of the buttons, after the shafts have been straightened. Use a file, and finish up with some fine sandpaper to replace the shine on the plastic.

Broken springs can be replaced with carburetor springs when exact replacements are unavailable. The levers should be washed clean when they stick, and regreased with vaseline or other light grease. Do not use an excessive amount.

The bars, and levers often wear and increase in slip friction. These surfaces can be polished up with 00 sandpaper and returned to service. Ageing of the rubbers that support the chassis will sometimes lower the push-button assembly so that the buttons stick against the lower edges of the holes. When more than one button sticks, some general flaw, not in the button itself, should be looked for.

CURRENT CONVERSION

ATR "A" BATTERY ELIMINATORS



for DEMONSTRATING AND TESTING AUTO RADIOS

New Models . . . Designed for Testing and Operating Auto Radios and D. C. Electrical Apparatus from 110 Volt A. C. Lines. Equipped with Meter, Voltage Control, and Selenium Rectifier, Assuring Noiseless, Interference-Free Operation, and Extreme Long Life and Reliability.

ATR New Models

AUTO RADIO VIBRATORS

A Complete Line of Vibrators . . .
Designed for Use in Standard Vibrator-Operated Auto Radio Receivers. Built with Precision Construction, featuring Ceramic Stock Spacers for Longer Lasting Life.

Now 36 page VIBRATOR GUIDE FREE

ATR VIBRATOR GUIDE
a complete line

ATR New Models

STANDARD AND HEAVY DUTY INVERTERS

For Inverting D. C. to A. C. . . .
Specially Designed for operating A. C. Radios, Television Sets, Amplifiers, Address Systems, and Radio Test Equipment from D. C. Voltages in Vehicles, Ships, Trains, Planes and in D.C. Districts.

NEW MODELS
NEW DESIGNS
NEW LITERATURE
See your jobber or write factory

AMERICAN TELEVISION & RADIO Co.
Quality Products Since 1931
SAINT PAUL 1, MINNESOTA-U.S.A.

Westinghouse Appointment

F. M. Sloan, manager, Home Radio Division, Westinghouse Electric Corporation has announced the appointment of J. F. Walsh as manager of the Northwestern district succeeding J. Benton Minnick who has resigned.

Mr. Walsh comes to his new position from the northern district of the Westinghouse Electric Supply Company where he served as district radio manager since August 1, 1945. For the past two years he has also been a member of the Westinghouse Agent Distributors Association Committee on Radio.

Morgan Rejoins Norge

John P. Morgan, who first became associated with the Detroit Vapor Stove division of Borg-Warner Corp. in 1930, has rejoined the company as regional sales manager, after a short absence, it has been announced by W. M. Davis, D. V. S. sales manager.

Morgan will be in charge of the south and southwest region, with headquarters in St. Louis.

He has held a number of positions with D. V. S. and the Norge division of Borg-Warner. In 1941, he transferred from the former to the Norge purchasing department as an expeditor, but in 1945 returned to D. V. S. as regional manager in the territory for which he will again be responsible.

In Rheem Sales Post

The appointment of Joseph V. Donohue, Jr. as eastern regional sales manager for Rheem Manufacturing Co., was announced by C. V. Coons, general sales manager. He will make his headquarters in New York.

For many years connected with J. J. Pocock Inc. of Philadelphia, Mr. Donohue most recently was associated with Schick Inc. He is a member of the U. S. Naval Reserve.

New England Wholesalers for Tracy Kitchens

Tracy Manufacturing Company has appointed a New England distributor for its new line of Tracy "Customized Kitchens" featuring Tracy kitchen sinks in lifetime stainless steel.

T. E. Dela Court, Tracy president, announced that Nelson & Small, Inc., 68 Union St., Portland, Maine, are the exclusive wholesale distributors in Maine and northern New Hampshire. Donald J. Nelson will head the Tracy merchandising program for Nelson & Small.

The new Tracy line includes a complete variety of wall cabinets, base cabinets, broom and linen cabinets, and offers a choice of six different basic kitchen centers, each consisting of a Tracy stainless steel kitchen sink complete with undersink cabinet and matching wall cabinets.

Arvin Making Sets in Newly Built Factory

"As modern a radio manufacturing plant as there is in America"—a giant "screen room" of 336,000 cubic feet—went into full production at Columbus, Indiana, when Noblitt-Sparks Industries began use of its new 22,400 square-foot glass and steel building.

Nine parallel assembly lines, where components enter at one end and emerge 160 feet later as finished radio sets—tested, packed and ready for shipment—are now working full time turning out nine different Arvin models.

Ohio Distributor Gets Enlarged Territory

Expansion of the territory of the Miami Valley Distributing Company to include twenty-four additional counties in the Columbus, Ohio, area has been announced by Corley W. Kirby, domestic sales manager, Crosley Division, Avco Manufacturing Corporation.

Guy Haley, a veteran in the radio and appliance fields, and a former Cincinnati resident, will be Columbus branch manager, George E. Schumacher, president of Miami Distributing, announced.

Edward F. Smith, vice-president and general manager of Miami Valley Distributing, will have direct supervision over the new Columbus office, as well as the firm's Dayton headquarters, at 123 North Patterson Boulevard, Dayton, Ohio.

Ohio counties to be covered in the new franchises are Athens, Coshocton, Delaware, Fairfield, Fayette, Franklin, Guernsey, Hocking, Knox, Licking, Madison, Marion, Monroe, Morgan, Morrow, Muskingum, Noble, Perry, Pickaway, Ross, Union, Vinton, Washington, and Pike.

Mills-Morris Completes Air-Conditioning Building

With the completion of the air-conditioning of its 4,000 square feet of sales and display space, Mills-Morris Company of Memphis, is ready to offer this added convenience to its customers.

Four 5-ton Chrysler "packaged" air-conditioning units were installed in the 220 front feet merchandise display building.

RCA Victor Tele Receiver



Model 8PCS41 television "lowboy" model which has a 15 x 20 inch retractable screen. Features the new 5-inch RCA picture tube with a silica face. Suggested list price is \$895 in walnut or mahogany finish.

Appointed by Gibson



G. V. Drumm is the new advertising and sales promotion manager of the Gibson Refrigerator Co.

Fritz in New Post With Roberts & Mander

Roberts & Mander Corporation, Hatboro, Pa., makers of Quality appliances, has announced the appointment of Herbert E. Fritz as sales promotion manager.

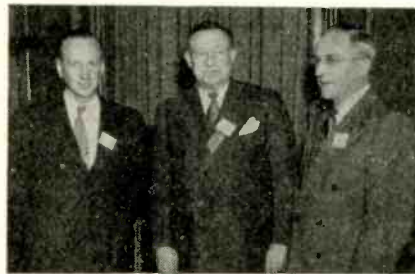
Although he will make his headquarters in the home office of the company, Mr. Fritz will spend the major portion of his time in the field conducting dealer meetings and demonstrations, and arranging for trade and consumer shows and other promotional activities.

Mr. Fritz has been connected with Roberts & Mander Corporation since 1938, and has served successively as credit manager, service manager and sales representative. Prior to his association with Roberts & Mander, Mr. Fritz served from 1929 to 1939 as cashier and credit manager of the Barber Asphalt Corp.

Metro Names Goldman

Metro Distributors, Inc., 884 Commonwealth Ave., Boston Mass., has announced the appointment of David F. Goldman as general manager of all operations. He has also been elected president of the corporation and he is purchasing a substantial stock interest in the company.

NEWA New Officials



E. B. Ingraham, center, president, Times Appliance Co., New York, was re-elected president of the National Electrical Wholesalers' Association at the 40th Anniversary Convention held here at the Hotel Statler, Buffalo, N. Y. Shown with him, left, are W. G. Peirce, Jr., president, Peirce-Phelps, Inc., Philadelphia, newly elected vice-president of the association and chairman of the appliance division, and D. M. Salsbury, president, Westinghouse Electric Supply Co., New York, re-elected vice-president and chairman of the apparatus and supply division.

Pilot "Candid T-V"



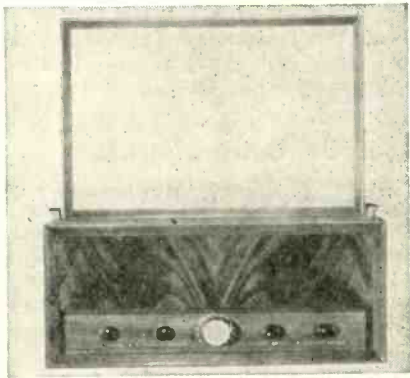
Compact, lightweight television set, weighs less than 15 pounds, manufactured by the Pilot Radio Corp., N. Y. The set retails for \$99.50, and has a 3-inch tube.

PA is Free Speech!

Great interest in the Supreme Court's ruling on "sound." Those in the industry feel that far-reaching favorable results will follow, now that the use of PA systems has been ruled to come under the right of free speech.

New Scott Television

Scott Radio Laboratories, Chicago, Ill., is showing a projection type television set, employing an optical system and 2½ inch cathode ray tube manufac-



tured by the North American Philips Company of New York. The cabinet is approximately 25 inches in width, 22¼ inches deep, and 14 inches high. The picture is approximately 12 inches by 16 inches, or 192 square inches. The receiver will sell for about \$600.

New Admiral Address

Admiral Corporation, New York Distributing Division, Inc., distributors in the metropolitan area of Admiral television, radios, and refrigerators has removed its place of business from 40 East 32nd St., New York City to 621 West 54th St., according to an announcement by E. W. Clauber, sales manager.

Transvision Brochure

Transvision, Inc., New Rochelle, N. Y., manufacturers of video kits has issued an attractive and informative booklet entitled, "Television, Interesting Facts About This Fascinating Field." It is available for dealers, and has a space for imprinting firm name.

RADIO RETAILERS MAKE MORE SALES With Noise-Free Show Room Reception

PURATONE Signal Booster assures noise-free demonstration that wins instant customer approval

How about it, Wonne



Demonstrate top-quality tone and performance, and you attract more prospects, sell more customers . . . and keep them sold!

The Puratone Signal Booster System brings home-like reception to any AM or FM set in a showroom, by minimizing all interference and disturbing pick-up noises due to electrical apparatus in the building, or electric trains and trolleys outside.

On the Roof — an easily installed aluminum mast with cross dipole antenna.

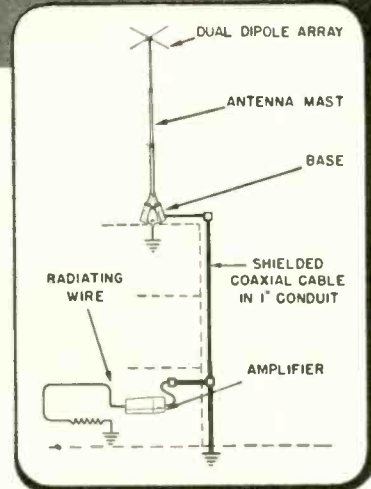
In the Showroom — an easily-concealed wide band dual type amplifier, from which a radiating wire is placed inconspicuously around the display area.

Roof to Showroom — connection obtained with a shielded, balanced, coaxial cable, running directly from mast to amplifier.

RESULT — Each set in your display picks up strong, clear signals from the radiating wire — without being directly connected to it — and gives HOME-LIKE RECEPTION ON YOUR DISPLAY FLOOR.

You can demonstrate as many radios, on as many stations, as you wish . . . one Puratone system will serve them all. And every set will give full-bodied, virtually noise-free reception that's a joy to listen to! — for dual wave traps in the Puratone amplifier bring in all stations at an average tone-level, with 30-40 db. gain on FM and 40-60 db. gain on AM.

WRITE FOR FULL INFORMATION TODAY

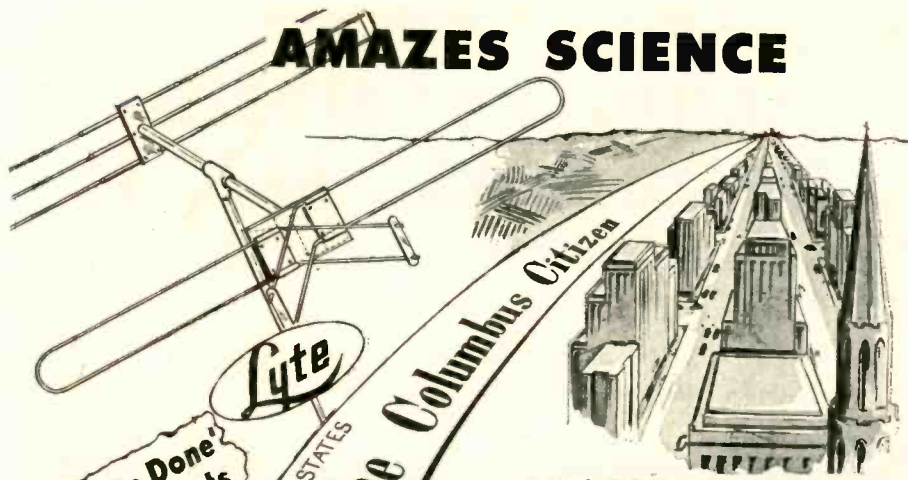


L. S. BRACH MFG. CORP.

200 CENTRAL AVE., NEWARK 4, N. J.

WORLD'S OLDEST AND LARGEST MANUFACTURERS OF RADIO ANTENNAS AND ACCESSORIES

AMAZES SCIENCE



**It Can't Be Done!
Vision Broadcasts
Received Here**

Harold F. Jordan, 1263 Canal
bridge, in the center of a small
city, has been receiving WJW-TV
broadcasts from Cleveland.
WJW-TV station in Cleveland,
Ohio, says it can't believe
the feat is a technical impos-
sibility since the curvature of the
earth would prevent the signal
from reaching him. Jordan says
WJW-TV has never expected re-
ception beyond a 40-mile radius.
"It all belongs to my son, Har-
old Jr.," he said. "I'm not tech-
nical-minded at all."
Young Jordan used a dipole
antenna with a transformer. En-
gineers of the television sta-
tion have been informed of the
feat, reception and are expected
to come here to investigate.
Television in Columbus is solving
through a period of great activity

SO STATES
The Columbus Citizen

**A High Fidelity, High Performance
Antenna, proved in the laboratory
and in the field, and at a low cost to you...**

● This new LYTE antenna, engineered to produce maximum results for AM, FM and TV receivers, designed for 72 ohm to 300 ohm service, covers all 13 television channels and guarantees outstanding signal strength.

● If you receive a dull picture try the new LYTE for yourself—you'll be amazed and will agree that the LYTE antenna is the most efficient on the market today.

● Also available, the LYTE model LTM 35 telescoping mast. Adjustable from 6 ft. to 35 ft. Supplied complete with all necessary parts and hardware. Quick and easy to install. Your inquiries invited.



LYTE PARTS CO.

11 WASHINGTON AVE., PLAINFIELD, N. J.

RMA Annual Convention

The 24th annual RM convention was held June 14 to 17, at the Stevens Hotel, Chicago. The following activities took place:

Monday, June 14—Parts Division section meetings.

Tuesday, June 15—Committees and Parts Section meetings.

Wednesday, June 16—Division executive and committee meetings, board of directors, and informal luncheon.

Thursday, June 17.—RMA membership meetings, of all divisions, and annual membership luncheon meeting, election of officers, etc. Max F. Balcom was re-elected president.

Friday, June 18—Annual RMA golf tournament, Calumet Country Club.

Emerson Lowers Prices

In a special trade message to all its distributors and dealers throughout the country, the Emerson Radio and Phonograph Corporation announced a retail price reduction of twenty-five percent on the leader model 560 in its 1948-49 portable radio line. According to Benjamin Abrams, president of the company, the price reduction from the former list of \$19.95 to \$14.95 has been made possible mainly by economies incidental to the production of more than two hundred thousand of the model 560.

Voltage Control Unit

Announcement is made by Andrew Technical Service, 111 E. Delaware Place, Chicago 11, of a new voltage control unit, completely self-contained, measuring only 9 x 8 x 7" high, containing a 405 watt variable auto-transformer and a 0-150 voltmeter, for accurate control of output voltages.

Input rating is 115 volts, 50-60 cycles, single phase. Output is variable from 0 to 135 volts. Maximum current capacity is 3.0 amperes.

New England TV

INTERFERENCE ELIMINATOR

Television interference eliminator is dual wave trap, absorption type, with continuously variable high Q circuits covering all 13 channels. Effective in eliminating or reducing in-



terference due to FM and adjacent channel signals; also phase shift, standing waves and ghosts due to antenna mismatch. No effect on reflected ghosts, auto ignition or inherent faults of set. Packed 12 to a carton with two display cards, instructions and literature. List, \$10. New England Television Co., 544 E. 6th St., New York 9, N. Y.—RADIO & TELEVISION RETAILING

Sweeping the Country!

"TELE-
Model TVX
Channels 2-13



BOOSTER"

A Pre-amplifier for
Better
Television Reception

From Coast to Coast

— FEATURES —

- Simple to install and operate.
- Efficient operation on all TV Channels.
- Exclusive "switch-through" circuit which allows normal antenna operation when booster is turned off.
- Excellent adjacent channel rejection, with sufficient bandwidth to preserve normal picture resolution.

\$37.50 LIST

Slightly Higher on
West Coast

For Further
Information
Write To:



SOLD THROUGH LEADING JOBBERS
IN ALL PRESENT TELEVISION AREAS

VISION RESEARCH LABORATORIES
Kew Gardens 15, N. Y.

1700 Technicians Meet; Give Plaque to Rider

During a recent regular meeting at Manhattan Center, New York City, John F. Rider, publisher, was presented with a silver plaque by Max Liebowitz, president of the Associated Radio Servicemen of New York.

The hall, accommodating 1,700, was packed to capacity for the occasion.



John F. Rider, right, accepts plaque from Max Liebowitz, president Associated Radio Servicemen of New York.

Before handing Mr. Rider the plaque, Mr. Liebowitz read the inscription to the assemblage, "Associated Radio Servicemen of New York, Inc. . . . Awarded to JOHN F. RIDER in grateful appreciation of his meritorious achievements in behalf of the radio service industry 1921-1948".

Mr. Rider, in accepting the testimonial, took advantage of the opportunity to congratulate the recently organized Association on its progress, and the acceptance it has received from the public, the press and the judiciary. He envisioned a big future for it. He also expressed the belief that it would serve as a model for servicemen in other localities who could similarly enjoy the benefits flowing from a well-organized local group equipped to further the interests of the individual serviceman and protect the industry as a whole from the damage of unfair practices and discriminatory legislation.

Show New Columbia "LP" Disc; Philco Player

A new type record, known as the Columbia LP (Long Playing) Microgroove, has been introduced by Columbia Records, Inc. The phonograph record plays 45 minutes on one 12-inch non-breakable double-faced record. It is also available in the 10-inch size, with playing time of 27 minutes. A wide variety of classical and popular numbers are immediately available on LP Microgroove records.

Philco Corp. has developed a simple low-priced record player which is easily attached to existing radios, or radio-phonographs for use with the new type records. The players, which turn at 33 1/3 revolutions per minute, will be marketed by both Columbia and Philco dealers, for a retail price of \$29.95.

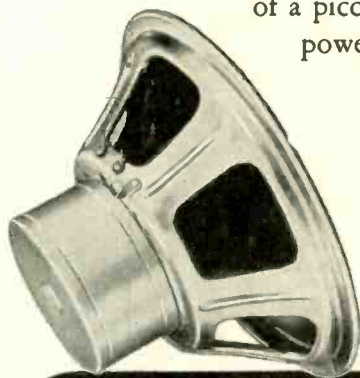
The records will sell at \$4.85 for a 12-inch, and \$3.85 for a 10-inch Masterworks record. Popular music 10-inch discs will cost \$2.85. More details of this development will appear in the next issue of this magazine.

Did You Know...



THAT IN 8 HOURS
AN AVERAGE RADIO
SPEAKER EXERTS
ENOUGH ENERGY TO
MOVE AN AVERAGE
HOUSE 4½ FEET ?

The way some people use a speaker will shake a house . . . but, it's true that the amount of energy an average radio speaker exerts in 8 hours is sufficient to move an average house 4½ 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

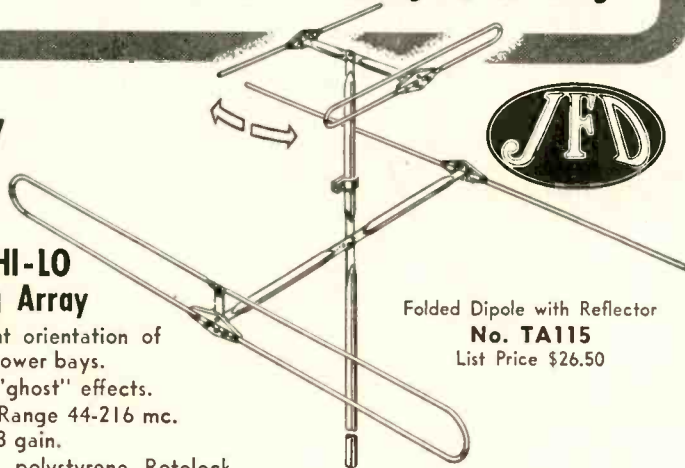
OPERADIO MFG. COMPANY • St. Charles, Illinois

FULL 13 CHANNEL TV-FM COVERAGE!

New!

JFD Super-Beam HI-LO Duo Orienting Array

- ★ Independent orientation of upper and lower bays.
- ★ Minimized "ghost" effects.
- ★ Frequency Range 44-216 mc. — +4.2 DB gain.
- ★ All-weather polystyrene Rotolock insulator insures high frequency insulation — permits tilting of antenna.
- ★ Precision-designed element-spacing for optimum gain.



Folded Dipole with Reflector
No. TA115
List Price \$26.50

- ★ Shipped complete with special JFD Mount Master — unique All-Angle Mounting Bracket.
- ★ Lightning-fast assembly time — no hardware bag.

Write for JFD 16-page Super-Beam Catalog.

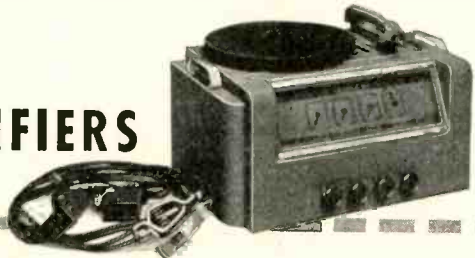


MANUFACTURING CO. Inc.

4119 Ft. Hamilton Parkway

Brooklyn 19, N. Y.

Get "Election Year" Profits with **BELL** MOBILE AMPLIFIERS



Political campaigning activity in the next few months sets up for you a full slate of choice "candidates" for these compact, high-fidelity Bell Mobile Amplifiers . . . sizes for every need. Model 3723-M is a lightweight, easy-to-handle, 25-watt, mike-phonograph unit for general use. Individual volume controls for microphone and built-in phono. Bass or treble separately selected or adjusted by tone control. Power-saver switch boosts battery life and cuts operating cost. Powered either by 6-v. DC storage battery or 117-v. 60-cyc. AC line current. Neat, modernly designed Bell cabinet of rugged steel construction has sloping, lighted control panel. Unit is only 11½" deep, 10" high, 16½" wide. Ask for full details on this best seller.

BELL 6-WATT MOBILE AMPLIFIER Model 3706-M. Here is a self-contained, low-wattage Mobile Amplifier for use with any high impedance "mike" or phono. Especially designed for police and fire department uses, in traffic and safety control; and for outdoor audible advertising. Fits under most dashboards. Chassis is removable for easy servicing. Size 10" x 6½" x 5½".



BELL 30-WATT MOBILE "Moto-Master" Model 3728-M. Capacity more than ample for most needs. Inputs for two mikes and one phono. Plays 12" and smaller records. New type phono pickup stays "in the groove."



BELL SOUND SYSTEMS, INC.

552 MARION RD.,

COLUMBUS 7, OHIO

EXPORT OFFICE: 4900 EUCLID AVE., CLEVELAND 3, OHIO

Bonia Heads Bendix Radio and TV Sales

The appointment of E. C. Bonia as general sales manager for radio and television has been announced by W. P. Hilliard, general manager, Bendix Radio Division of Bendix Aviation Corporation.

Mr. Bonia has distinguished himself in the field of radio distribution and is one of the widest known personalities in the trade today. He began his career as an automobile salesman in New England, switching to a radio and appliance distributorship which he headed before entering the manufacturing field as a sales executive.

Gift to Stassen



John M. Otter, left, Philco general sales manager, presents a new Philco portable to Harold E. Stassen as the latter boards his special United airliner at Philadelphia.

L. S. McLeod New Manager

The appointment of L. S. McLeod as manager of antenna, battery, and replacement tube sales for the Westinghouse Home Radio Division, Sunbury, Pa., has been announced by Edgar G. Herrman, sales manager for the Division.

Veteran of more than 25 years in the radio and electrical appliance merchandising fields. Mr. McLeod joined the Division in 1945 as central district manager with headquarters in Pittsburgh and came to Sunbury a year ago as manager of sales education.

New Sprague Capacitors

New smaller physical sizes affecting many of the most popular type Sprague Atoms (Sprague's dry electrolytic capacitors) were recently announced by Harry Kalker, salesmanager of Sprague Products Company, North Adams, Mass. Many of the Atoms have been reduced a full half inch in length, from 1 13/16" long to 1 5/16".

Correction

In our May, 1948 issue it was stated that the walkie-talkie equipment announced by the Citizens Radio Corp., Cleveland, Ohio, was expected to sell for "less than \$50." This is incorrect. The firm advises that it is now working on a list price, and that, in the meantime, the sets are expected to sell somewhere in the neighborhood of \$200 a pair.

Heads WCEMA Group



James L. Fouch, general manager of the Universal Microphone Co., is congratulated by Wallace Walgreen, retiring president of the West Coast Electronic Manufacturers Assn., as Mr. Fouch assumes duties as head of the organization. WCEMA is readying its big Pacific Electronic Exhibit, in the Hotel Biltmore, Los Angeles, Sept. 30, October 1-2.

Arvin District Manager

Galen ("Dutch") Freise has been appointed assistant district manager under W. E. Skinner in the Texas and southwest territory for Noblitt-Sparks Industries, Gordon T. Ritter, director of sales, Arvin division has announced.

Since his graduation from Wabash College in August, 1947, Mr. Freise has been connected with Arvin's advertising department and has done special sales assignments in northern Indiana.

Mr. Freise enlisted in the Navy in December, 1942 and was discharged in mid-1946 to complete his education. He was an ensign in the Air Communications office and served for three years in the Aleutian Islands.

Buys Gulow Company

John C. Hindle, who has been associated with the electrical and electronic field for many years, has acquired all of the outstanding stock of the Gulow Corporation. At a recent meeting of the board of directors, the firm's name has been changed to Eastern Transformer Co., Inc., with offices at 147 W. 22nd St., New York 11, N. Y.

New Capacitor Firm

The formation of Crown Capacitor Corporation at 316 Stuart Street, Boston, Mass., to produce a line of fixed paper capacitors has been announced. This organization is making special sized units to conform to limited space requirements as well as production runs of the standard units long known to the industry. Tolerances on capacitance can be held within plus or minus 5%.

J. H. McCulloch, Captain Royal Canadian Signals (retired) and previously with the Canadian Marconi Company is chief engineer. Joseph D. Blumenthal is general manager.

Sanford Levey Promoted

Sanford H. Levey has been appointed sales manager of Allied Radio Corporation, Chicago, national distributors of radio and electronic equipment. "Sandy" Levey, well known in the trade, has been associated with Allied Radio in various merchandising and sales positions since 1933. Walter F. March, formerly sales manager, leaves Allied to join the Leroy W. Beier Company.



as convenient to use as
a fountain-pen desk-set

TURNER MODEL 35X

Fireball

CRYSTAL DESK MICROPHONE
WITH INSTANTLY DETACHABLE BASE

HANDSOME and handy . . . and low priced too! It's a desk mike, it's a hand mike. The Turner Model 35X brings high convenience to amateur communications, home recording, paging and call systems. A quarter-turn releases handle from base or locks it securely. Turner precision engineering assures smooth response to both voice and music pickups. Complete unit includes microphone with handle, base, and 7 ft. cable. Ask for Bulletin. Sent on request.

THE TURNER COMPANY

903 17th Street N.E.

Cedar Rapids, Iowa

SPECIFICATIONS

- Response — 70 to 7000 c.p.s.
- Level — 52 db below 1 volt/dyne/sq. cm.
- Moisture proof crystal
- Semi-directional
- Corrosive-resistant dural diaphragm
- Blast and mechanical shock proofed
- Weighs 1½ pounds complete

List \$13.25



Licensed under patents of the
Brush Development Company

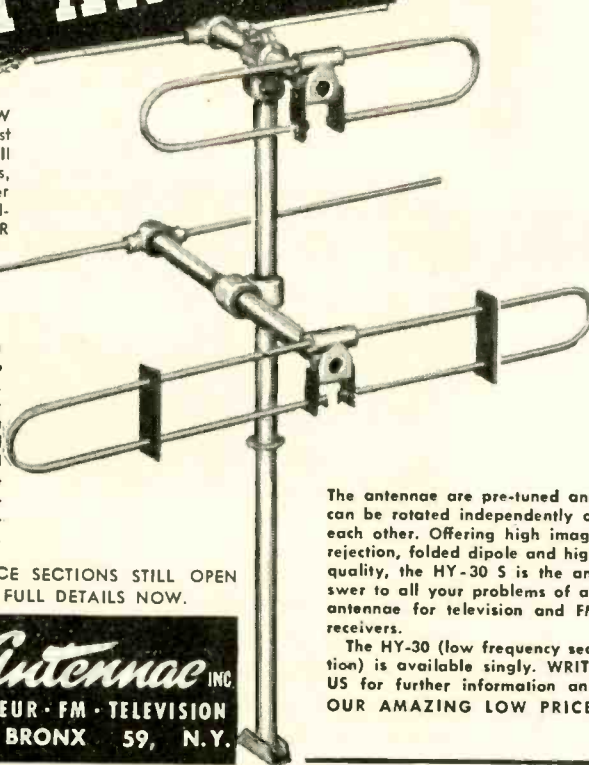
TELEVISION FM ANTENNAE

DEALERS: HERE IT IS! THE NEW HY-30 S ready for your most exacting customers. Built of all aluminum tubing and castings, the HY-30 S is designed to cover all frequencies with simple adjustments. SEE YOUR JOBBER OR WRITE US DIRECT.

The elements are of 3/8 inch tubing and the crossarms and 6 foot mast are of 1 inch tubing. A guy ring is provided on the mast and a swivel base offers a simple solution to individual mounting problems. The total weight of this all-metal antennae is only 5 1/2 pounds. It is all-weather resistant and easily assembled in only about 5 minutes.

JOBBERS: MANY CHOICE SECTIONS STILL OPEN
— WRITE US FOR FULL DETAILS NOW.

HY-LITE Antennae INC.
Makers of Fine Antennas for AMATEUR - FM - TELEVISION
528 TIFFANY ST., BRONX 59, N.Y.



The antennae are pre-tuned and can be rotated independently of each other. Offering high image rejection, folded dipole and high quality, the HY-30 S is the answer to all your problems of an antennae for television and FM receivers.

The HY-30 (low frequency section) is available singly. WRITE US for further information and OUR AMAZING LOW PRICE.

Polaroid Names Jobbers

Pioneer Scientific Corp., 295 Lafayette Street, New York, makers of Polaroid television filters announces the appointment of the following distributors: Bruno-New York for the metropolitan New York area; Raymond Rosen, Inc., Philadelphia, for the Philadelphia area; Eastern Co., Cambridge Mass., for the Boston area; and RCA Victor Distributing Corp., Chicago, for the Chicago area.

Los Angeles Reps Visit Air Missile Test Center

Members of the Los Angeles Chapter of the Representatives of Radio Parts Manufacturers were the recent guests of the Naval Air Missile Test Center at Point Mugu, to inspect the unclassified portions of the installation, and to watch test firing of guided missiles. The visiting representatives were first shown tests of radio controlled planes, after which they were given the opportunity to watch firing of one of the more recent developments in guided missiles, which took off in fine style and disappeared over the horizon out into the Pacific Ocean. The missile carried telemetering equipment, telegraphing down to the ground all the pertinent data in which the engineers are interested.

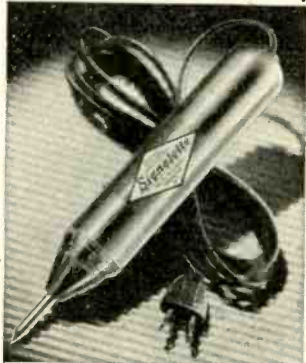
The Reps were then guests at the Officers Club for lunch, and immediately after the launching of the second missile took place. This firing was of a more or less standard reso-jet, essentially the same as the German V-1 Rocket.

During this wait the visiting representatives were privileged to see the missiles control center from which these rockets were fired, and also viewed some cutaway models of the missiles and had a short lecture on the operation of the reso-jet motors. After that, they went into the flight test control center, where they have the radar plotting, etc.

Members of the Los Angeles Chapter who attended included Norman Marshank, Robert Morgan, Carl Stone, Jerry Hill, John Hill, Burgess Dempster, Don Wallace, William Wallace, Harold Kittleson, Paul Wiley and John Tubergen.

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

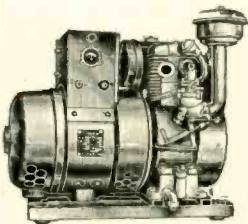
MULTI-FREQUENCY GENERATOR

In radio service work, time means money. Locate trouble faster, handle a much greater volume of work with the SIGNALLETTE. As a trouble shooting tool, SIGNALLETTE has no equal. Merely plug in any 110V. AC-DC line, start at speaker end of circuit and trace back, 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.

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.

Katolight Converters change D.C. to A.C., suitable for 24 hour day operation. For operating radio, phonographs, television sets, amplifiers, sound movies, recorders, etc.



KATO ENGINEERING COMPANY
1403 First Avenue
Mankato, Minnesota, U.S.A.

De Wald FM TUNER

Model B-622, wireless FM tuner, plays without wiring to radio, has active radiation so



that receivers within 10 to 20 feet will pick up and reproduce FM stations. Tuner has five tubes plus rectifier, is housed in walnut cabinet. Size: 11 inches wide, 6 inches deep; 7 1/2 inches high. De Wald Radio Mfg. Corp., 35-15 37 Ave., Long Island City 1, N. Y.—RADIO & TELEVISION RETAILING

JFD Antenna Forum



350 distributors and radiomen attended the first of a series of TV antenna forums conducted by the J.F.D. Mfg. Co., Brooklyn, N. Y. In cooperation with the RADA, of northern New Jersey, the meet was held at the Hotel Sheraton, Newark, N. J.

Resigns from Minerva

Richard Mattison, vice-president in charge of sales of the Minerva Corporation of America, radio manufacturers, has announced his resignation. His future plans will be announced shortly.

Sell Cleaners

(Continued from page 50)

Some retailers re-build cleaners they have taken in, and do a profitable business in selling them after a thorough reconditioning job has been done. In pre-war days, merchants made numbers of deals wherein they received a higher price for the trade-in than they got for the new cleaner they sold. Such transactions usually came about because the owner had become "sold" off a certain type of recent vintage which he'd bought, or because of real or imaginary grief with the equipment.

Another good feature associated with the honest re-building of cleaners by the reputable merchant, is the fact that he can take business away from the gyp "re-builder", springing up again all over the country.

The sharpshooting "re-builder", having more tricks than a cage full of monkeys, makes inroads into the sales of many a legitimate dealer. The honest retailer, satisfied with a much smaller profit spread, and doing a better job of overhauling, can successfully compete in building demand for used cleaners.

So after all, the cleaner sales and trade-in situation is certainly healthy right now. Those who sold 'em during the dark days of the Depression know that there just isn't any comparison between those times and these.

Outdoor selling, while it's on the increase, is still nothing at all as tough or prevalent as it was when everybody and his brother was out breaking his neck to make a slow buck.

The vacuum cleaner picture looks good from where anyone is sitting, but it'll look a lot better to the fellow who gets up and gets going. The merchant who isn't prepared to sell cleaners (and other products too), will be taken to the cleaners when the going begins to get really rough.

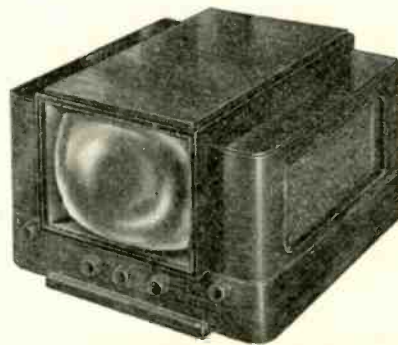
TRANSVISION

NEW ... Sensational TRANSVISION Development now offers LARGE-IMAGE DIRECT-VIEW TELEVISION at low cost!

BIGGEST VALUE in TELEVISION

Model 10BL TELEVISION KIT with FM Radio ... Features Beautiful CABINET with BUILT-IN LENS ... Gives LARGE 120 Sq. In. Picture

Roto-picture effect: Picture "rotates," giving the appearance of being in focus and clearly visible from every angle! Uses 10" Electromagnetic Direct-view Picture Tube. Features new-type cabinet with built-in lens which magnifies, clarifies and heightens contrast of the picture. The lens also creates the effect of apparent rotation of the picture, so that when the observer moves, the picture still seems to be in focus and clearly visible from any angle.



MODEL 10BL

ECONOMICAL KIT, EASY TO ASSEMBLE. In point of value, this Television Kit provides the opportunity of acquiring a LARGE-IMAGE direct-view television set at a **VERY LOW PRICE**; also very economical from a tube replacement angle. This model is available in **KIT FORM**, for easy assembly; no technical knowledge required. Simple step-by-step instructions are included. **Saves as much as 50% over the cost of receivers with similar picture magnitude.**

TECHNICAL DATA: Model 10BL uses a 10" Electromagnetic Direct-view Picture Tube; has complete F.M. Radio which comes completely factory-wired; receives all channels in any area; supplied complete with antenna and lead-in wire. The LENS is 15" x 11", giving a picture size of approx. 10" x 12" or 120 sq. in.; the highly-styled cabinet measures 26" wide x 17" high x 19" deep, available in Mahogany, Walnut, or Blonde finishes.

PRICES: Transvision **MODEL 10 BL Television Kit**, with FM, 10" tube, cabinet with built-in lens, antenna, 60 ft. lead-in wire. **NET \$299.95**

Scoop! New Revolutionary MODEL 7BL Television Kit with Specially Designed CABINET with BUILT-IN LENS



MODEL 7BL

- Uses 7" Electrostatic Picture Tube
- Gives 50 square inch picture of superior quality

FEATURES: Though it has a 7" tube, the effect is equivalent to a 10" set because the built-in lens magnifies the picture. Also picture performance is superior because the lens clarifies and heightens contrast of the image. Picture "rotates" apparently, as the observer moves, giving the effect of always facing the observer. This is effective to a very wide angle. Pre-tuned for 5 channels.

PRICE: Including cabinet with built-in lens, antenna, 60 ft. of lead-in wire. **NET \$189.00**

TRANSVISION "SERVICE NOTES" —The Key to Successful Television Servicing

Transvision's "Service Notes" is a compilation of confidential Television Notes and Information, the product of experience with over 20,000 television receivers, now made available to the public. The "Service Notes" is a most valuable compilation of instructions and data on Magnetic and Electrostatic Television Receivers. Though compiled in the course of servicing Transvision Kits, the information is applicable to any type of television receiver. "Service Notes" is complete with photographs and diagrams. The information is worth a small fortune. The cost is low. **NET \$1.95**



All prices 5% higher west of Mississippi; all prices fair traded.

For further information see your distributor, or write to:

TRANSVISION, INC. Dept. RR NEW ROCHELLE, N. Y.

In Calif.: Transvision of California, 8572 Santa Monica Blvd., Hollywood 46

New ATLAS sound ALNICO-V-PLUS

A great step forward . . . Atlas Alnico-V-Plus Super-efficient magnetic assembly. Energy per unit volume over three times as great as any used before. Traditional Atlas Quality and Fidelity to Precision are incorporated in all these new developments. Keep step with Sound Advancement with Atlas Sound.



PD-8V New Atlas streamlined Hi-Fidelity Alnico-V-Plus Driver Units.



TP15V New Atlas Alnico-V-Plus Dual Projector. Also in larger model TP24V.



HU-24V All Atlas Speakers have new unbreakable Alnico-V-Plus Driver Units.



PD-5V All Atlas PD-V Driver Units are completely Magnetically Shielded . . . entirely Hermetically Sealed.



HU-15V Maximum efficiency as reproducer, utmost performance as microphone in talk-back.

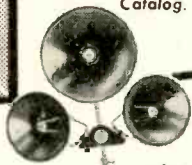


PD-3V All Atlas PD-V Driver Units have full phenolic unbreakable diaphragms.



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.

New Catalogs, Booklets, Folders

Radio Merchandise Sales, Inc., 550 Westchester Ave., N. Y. 55, offers a folder describing its new line of television cabinets.

Cannon Electric Development Co., Humboldt St. and Ave 33, Los Angeles 31, Calif., has issued a completely new edition of its condensed catalog. Contains 32 pages in 3 colors, covering the thirteen major type series of multi-contact electric connectors for radio, etc. Also included are pages devoted to DC solenoids and signal equipment, etc.

Alpha Metals, Inc., 363 Hudson St., Brooklyn 1, N. Y., offers a leaflet jam-packed with information, which includes tips on soldering, description of the line of solders the company makes, as well as brief explanations of other Alpha products—anodes, extruded shapes, preforms, fluxes, and lead and tin specialties.

The Louis M. Herman Co., 885 Boylston St., Boston 16, Mass., has a 100-page catalog covering the lines this wholesale firm represents. It's available free to all radio servicemen.

West Coast Electronic Mfrs. Assn., advises that a product index and membership roster will be distributed without charge. The booklet has 20 pages, is pocket-size. WCEMA sponsors the 4th annual Pacific Electronic Exhibit, Los Angeles Biltmore, Sept. 30 and Oct. 1-2. Address inquiries to Ed. Grigsby, 1161 No. Vine St., Hollywood 28.

International Appliance Co., 2 E. 23 St., New York 10, has ready an attractive folder, entitled, "Why Broil Food?"—gives hints on cooking, and advertises firm's product, "Broiling."

L. S. Brach Mfg. Co., 200 Central Ave., Newark 4, N. J., has catalog sheets available which describe its large line of TV and FM antennas. Brach also has issued a new catalog, 48-A on lightning protection, and it contains valuable information on ar-resters and accessories for low voltage power, radio transmitters, police alarm, telephone, power supervision, radio receivers, fire alarm and telegraph.

Permo Incorporated, 6415 Ravenswood Ave., Chicago 26, Ill., has brought out a handsome brochure entitled, "Points of Distinction." Profusely illustrated, the booklet contains much valuable information on phonograph needles, describes Fidelitone dealers aids, window displays, etc.

Standard Electrical Products Co., 400 Linden Ave., Dayton 3, Ohio, offers a new catalog sheet describing its new line of metered variable transformers.

Utah Radio Products, Huntington, Indiana, announces its new 1948 radio replacement speaker catalog, number 100, is now available for distribution. This attractive new catalog has been

especially designed to make it easier for the service man to select the proper speaker for any particular sound application. Complete electrical specifications for each speaker are listed in easy-to-read tables. Physical dimensions listed are within close tolerances so that the service man knows if the speaker will fit the job simply by referring to the catalog.

International Rectifier Corp., 6809 So. Victoria Ave., Los Angeles 43, Calif., has ready for distribution a bulletin describing its type H assemblies and the type H rectifier.

Camburn, Inc., 32-40 57 St., Woodside, N. Y. has ready a folder describing TV and FM antennas and antenna accessories.

Aerovox New Paper Tubulars Announced

Paper tubulars, featuring new design, new impregnant (Aerolene), new processing and new casing material (Duranite) are announced by Aerovox Corporation, New Bedford, Mass. Extraordinary research and engineering efforts are reflected in this revolutionary development aimed at minimizing component failures in radio-electronic assemblies regardless of severe operating conditions.

Known as Duranite capacitors, these new tubulars are encased in the Aerovox-developed plastic which is not to be confused with usual thermo-setting plastics. This new material provides for a permanent, non-varying, rock-hard casing, glove-fitted to imbedded section and pig-tail leads. Voids, fissures and loose fits are precluded by the special casing process.

Duranite capacitors can be dropped on the floor and even struck a hard blow without damage. These tubulars can be deeply gouged without affecting the resistance to moisture penetration since the casing is of the same material and solidity throughout. No surface treatment is required to make them moisture-proof. A hot soldering iron held directly against the casing does not alter the Duranite, because there are no waxed ends to melt and run, no paper to char. With the Aerolene impregnant, the electrical characteristics are excellent.

New Phono Preamplifier

A new phono preamplifier, cat. UPX003, which can be plugged into any wall outlet, is now available from the Component Parts Section of the General Electric Company's Electronics Department.

The new preamplifier, equipped with a rectifier and transformer, may be used in any radio phonograph, since its source of power is any wall outlet, according to R. S. Fenton, sales manager of the Component Parts Section. It is designed for use with the GE variable reluctance pickup, he said.

PA Business

(Continued from page 66)

handled with caution. Table I is a chart suggesting the factors to consider in choosing the microphone for any given system or portion of a system.

In explanation of and in addition to this chart, the following comments may be helpful:

High impedance microphones may be connected directly into the input terminals of most amplifiers. To assure quality of reproduction, they should be used with a shielded connecting cable no longer than 50 feet. Greater distances than this cause a loss of frequency response and sensitivity.

Low impedance microphones can be located as far as 1500 feet from the amplifier with excellent sound reproduction. When used, however, the amplifier input terminals must be suitable for low impedance.

Impedance matching transformers can be used to convert microphone impedances from low to high and high to low. However, unless the matching transformer is built into the microphone case, as is generally the rule, it is very unhandy and should be avoided.

Directionality—Any type of response of the microphone is another important factor to keep in mind. Choose a microphone which will be well able to pick up sound from all directions from the source will originate, and still reject unwanted sound from other angles.

The four general types among which to choose are:

- 1—Non-directional, picking up equally from all directions;
- 2—Bi-directional, picking up sounds best from and rear, and least from the top and sides;
- 3—Uni-directional, picking up sounds from one direction only. (For example, the "cardiod" response microphone.)
- 4—Close-talking microphone, which discriminates among sounds on the basis of distance from the microphone, rather than volume or intensity. Background sounds of equal intensity to one produced close by the microphone, will be rejected in favor of the latter. (Good for very high noise levels such as machine shops, lumber mills, sports events, etc.)

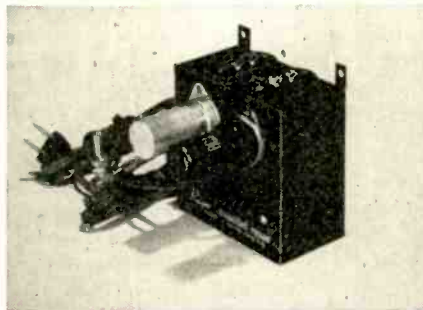
The directionality of response is also important in reducing feedback howls and feedback distortion, by placement of the microphone to present a relatively "dead" face to the source of feedback sound, such as the loudspeaker or a reflecting wall.

Size of the microphone may or may not be important. In some cases it may be wise to use an especially small microphone, to avoid detracting the attention of the audience or hiding the source of the sound.

Shock mounting of the microphone should be kept in mind in cases where

(Continued on page 83)

New Preamplifier



Roger Television Inc., 366 Madison Ave., New York City offers a new preamplifier for variable reluctance and magnetic pickups. Small and light, it is heatless, humless, and shock-proof. Completely self-contained 117V AC power supply drawing only three watts power. Lists at \$15.00.

Milton S. Roth Named Radiart Sales Manager

Milton S. Roth has been appointed jobber sales manager for Radiart Corporation, Cleveland, Ohio, it has been announced by Russell Maguire, president of the company.

More familiarly known as "Mike" Roth, he obtained his engineering education at Fenn College night school. His work in radio has been thorough and his experience varied. For six years prior to the war, he was outside service manager for one of Cleveland's largest contract dealer service organizations. During the war, he spent several years in the Signal Corps serving as a "roving" inspector, a job that took him into plants turning out a great variety of communications equipment.



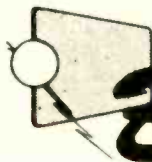
**BACE .
SETS THE
PACE**

BACE MULTI-UNIT VIEWERS

Place Bace Multi-unit viewers wherever you want them and control them all at one central location.

These large screen viewers with synchronized control are ideally adapted for installation in Bars, Clubs, Hotels, Hospitals, Institutions and other locations where crowds gather or where people desire amusement in several rooms and at the same time.

The large 15" flat-faced tubes are guaranteed not to develop ion burn spots. Engineered to the highest possible specifications for ease of control, long life and clear, steady television reception.

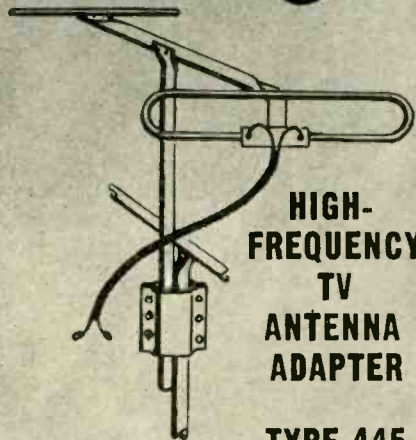


Write for our color folder with complete information about the Bace Multi-Unit Television.

Bace TELEVISION CORPORATION

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

BUSINESS OPENS UP ON TV CHANNELS 7-13

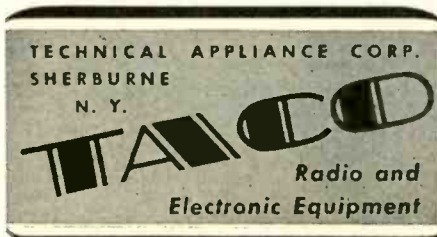


**HIGH-FREQUENCY
TV
ANTENNA
ADAPTER
TYPE 445**

• The best TV set is no better than its antenna. Those new higher-frequency TV stations now coming on the air, can be adequately received only with the right antenna. That's where TACO Type 445 High-Frequency Antenna Adapter comes in. Readily attached to existing antenna by means of coupling clamp and connecting link. The complete Type 465 Hi-Lo Band Antenna comprises both dipole assemblies for entire TV-FM coverage.

• Ask Our Jobber . . .

Get the latest information on TV and FM antennas. Or write us. Meanwhile, our jobber can take care of your TV, FM and AM antenna needs right out of stock.



In Canada: Stromberg-Carlson Co., Ltd.
Toronto 4, Canada

Rider's "Television—How It Works," Available

It is a well-established fact that the television receivers contain many technical features which are new to the radio servicing industry. Successful servicing of such equipment by the independent radio serviceman dictates a need for understanding of the theories underlying these more advanced technical practices. In line with this requirement John F. Rider Publisher, Inc. is making available separately to the radio industry at large its "Television—How It Works" a 200-page book, 8½ x 11 inches in size, and profusely illustrated, which accompanies the new Rider Television Service Manual Volume I. Heretofore, How It Works books were available only with the Rider Manuals which they accompanied, but since television transmitters are operating only in about twenty-three cities of the nation and as servicemen all over the country are interested in the subject, separate distribution of this text, which explains the operation of television receivers, has been arranged.

The book is divided into twelve chapters. The opening chapter deals with an over-all picture of the transmission and reception of television signals; then frequency standards and receiving antennas are discussed, followed by thorough explanations of each section of the television receiver, the sound, the video, the sweep systems, the power supplies, etc. The latter portion of the book covers trouble shooting and alignment. The list price of the book is \$2.70 and it is available through all Rider jobbers or direct from the publishers.

D. F. Goldman Resigns

David F. Goldman, general manager of Arvin-Salmanson Co. of New York, Inc., and Arvin-Salmanson Co., Inc. of Baltimore and Washington, has resigned his position.

Mr. Goldman has been active with Arvin-Salmanson for the past three and one-half years and took a leading part organizing the activities of both the New York and Baltimore companies in the distribution of Arvin radios and electrical appliances. Previous to his activities with Arvin-Salmanson, he was for nine years sales manager of Trilling & Montague of Philadelphia, Pa.

Webster-Chicago Annual Sales Meeting



Webster-Chicago Sales Representatives attending recent Annual Sales Meeting in Chicago. New products, policies, and merchandising plans for the balance of 1948 were discussed.

Carl Fischer Appoints Schultz as Store Manager

Carl Fischer, Inc. has named William D. Schultz as manager of its enlarged piano department at the new retail store, 165 West 57th St., New York. Frank Hayden Connor, president of the music firm, stated, "We are very happy to have Bill Schultz with us, this time as a member of our own staff. His thorough piano background and high sense of service to customers give us confidence in the knowledge that our piano department will be in expert hands."

Mr. Schultz has spent seventeen years on the piano manufacturing end of the music industry and comes to the long established music firm with a wealth of knowledge of piano tone, construction and quality that will enable him to soundly advise Carl Fischer's extensive clientele on their piano problems.

Irving Kane Heads New TV Manufacturing Firm

The formation of the Royal Television and Radio Corporation to produce both direct-view and projection television receivers has been announced by Irving Kane, television pioneer and president of Royal. Offices and production plant are located at 81 Willoughby St., Brooklyn, N. Y.

Known as the producer of the first few thousand television sets in the postwar period, Mr. Kane has as associates two leading television engineers. Jerome Bresson, who was senior engineer with United States Television and an electronic engineer with Naval Research Laboratories, is vice-president. Edmond Sherman, treasurer, has been a senior engineer with such leading firms as General Electric, Farnsworth, Hazeltine and United States Television.

Also connected with Royal Television are Tommy Holmes, National League batting ace of the Boston Braves, and George Evans, publicity representative for Frank Sinatra and other theatrical luminaries.

The Royal plant has a capacity of 350 television sets a week. The corporation occupies about 16,000 square feet and has a fully equipped production line with testing apparatus. The firm has its own wood-working plant.

Bace in Full Production

The Bace Television Corporation of Hackensack, N. J. has started full-scale operations on its "Multi-Unit" Television set.

The Bace set is a simple-to-operate unit, having only three manual dials on the central control. The most important features include a 15 inch tube having a flat-faced screen and guaranteed not to develop ion burn spots. Bace Television is equipped with a 13 channel stabilized selector, magnetic sweep deflector, magnetic focus, three stage synchronized separator and clipper circuits, two stages of video and a four megacycle band width on video. With 33 tubes and 5 rectifiers, this set produces pictures of extraordinary clarity on brilliant, direct-view screens.

Appoint Bruno-N. Y.

George F. Ryan, vice-president of sales, Wire Recording Corporation of America, announces the appointment of Bruno-N. Y. Inc. as the exclusive distributors of the Wireway portable magnetic wire recorder in Metropolitan New York. An aggressive promotional program is in the course of preparation.

New "Hi-Volt" Tester by Industrial Devices

Inexpensive, practical, rugged and virtually burnout-proof, covering a range from 1600 to 15,000 volts AC, the "Hi-Volt" model 500 is announced by Industrial Devices, Inc., Edgewater, N. J. This device is intended for testing high-voltage transformers such as used for oil burner ignition and for gas-discharge display signs, and again for television and other high-voltage electronic circuits. It is not recommended for use on high-power supplies other than those of the current-limiting type, except by those familiar with the technique of high-voltage measurements and the precautions necessary.

Instead of the conventional delicate meter movement, the Hi-Volt utilizes a neon lamp indicator. The knob is turned until the neon lamp extinguishes, when the voltage is read directly off the dial. This device is designed for use only with transformers having one side grounded.

Field Sales Director



The appointment of Jack D. Mendelson, above, as field sales director for Air King Products, Inc., Brooklyn, N. J., has been announced by Roland D. Payne, manager of sales.

Schott Company Has New Type Synthetic Tubing

The Walter L. Schott Co., of Beverly Hills, Calif., manufacturers of the Walsco line of products, has brought out a new type synthetic tubing, especially designed for insulating handles of pliers, screwdrivers, test prods, etc. This tubing, known as Walsco "Protecto-Tube," is put up in a kit containing various sizes and colors of tubing, together with a special "expanding solution."

An undersize tubing is selected and, before application, is immersed in this special solution, where it swells. After application, the tubing will shrink back to its original size and will form a durable, shock-proof insulation.

New Westinghouse Fluorescent Night Light

A one-watt fluorescent night light that shines as a safety beacon in dark hallways and on steps is now available from Westinghouse. Developed some time ago by engineers of the firm's Lamp Division, Bloomfield, N. J., release of the night light has been deferred pending the clearing of production hurdles.

The new night light is expected to find wide favor in the bedroom, nursery, hall, stairway and bathroom, William J. Massey, general lamp sales manager for Westinghouse, said. He added, "The lamp likely will be regarded as sleep insurance for parents of children afraid of the dark because its white glow routs spooks."

ANOTHER
Rembrandt
REG. U. S. PAT. OFF.
'1950' Masterpiece!

**TABLE
MODEL
TELEVISION
RECEIVER
AND
FM RADIO
\$495 LIST**

<ul style="list-style-type: none"> ● SCREEN SIZE ● CONTINUOUS TUNING ● PICTURE STABILIZER ● SAFETY SHIELD ● DISTINCTIVE APPEARANCE ● SIZE 	<p>78 square inch direct-vision view screen with 12 inch Dumont Picture Tube.</p> <p>Dumont Inputuner provides continuous tuning for all 13 Channels and entire FM Bands.</p> <p>Remington Automatic Picture Stabilizer provides Steady, Clear, Bright reception.</p> <p>Shatter-proof glass protects Picture Tube. Easily removed for cleaning.</p> <p>Hand rubbed cabinets of finest natural woods—Mahogany, Blonde Mahogany, Knotty Pine, Curly Birch, Maple, Oak or attractive Chinese Pastels.</p> <p>24" wide, 18 3/4" deep, 20 1/4" high.</p>
---	--

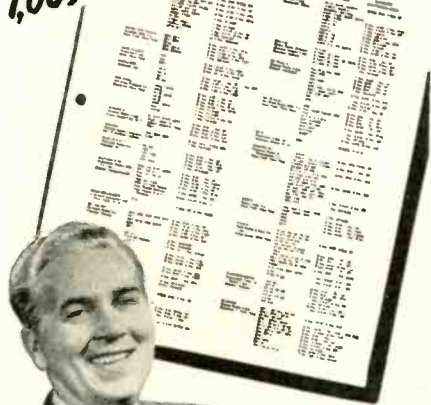
"REMBRANDT" Console Models have 12 and 15 inch Dumont Picture Tubes.

Remington Radio Corporation

WHITE PLAINS • NEW YORK

FOR YOU! NEW BURGESS Replacement Guide

Lists...
100 MANUFACTURERS
1,609 MODELS
BURGESS
FOR PORTABLE AND FARM RADIOS



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

Radio Technicians Ready to Go Places



The San Fernando Valley radiomen join the Long Beach, California, Radio Technicians Association. The photo shows the first meeting of the new chapter. According to Harry E. Ward, public relations head of the group, an effort is being made to get other organizations to adopt RTA as a national radio repair unit.

Show Stromberg TV Sets

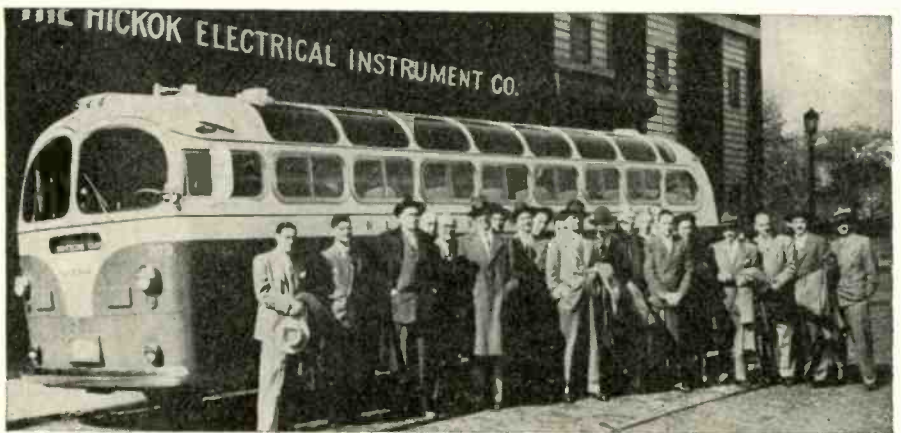
The full line of Stromberg-Carlson television receivers were shown at a meeting in New York City, called by Gross Distributors, Inc. The following models were shown: Table model, with FM, to be sold at about \$500; a console with FM at \$600; a Heppelwhite AM-FM, with phono player at \$1195, and a Chinese classic set having AM-FM and phono at \$985. Stromberg's list prices include installation and guaranty.

Reps for Burlington

The Burlington Instrument Co., Burlington, Iowa, announces the appointment of the J-H Electronic Sales Company as representatives in the state of Maryland and Fairfax County, Virginia, including Washington, D. C., to handle the Burlington line of electrical indicating instruments, generator voltage regulators, automatic synchronizers and other electrical control equipment manufactured by them.

All mail should be directed to J. W. Houck, P. O. Box 6844, Towson 4, Maryland. Personal contact can be made by calling Evergreen 1401-J. Mr. Houck resides at 7101 Copeleigh Road, Baltimore 12, Md.

Hickok National Sales Meeting in Cleveland



Officials and representatives of the Hickok Electrical Instrument Co., in meeting at Cleveland. Following a trip through the plants, the guests enjoyed a luncheon and a dinner. Talks were given by R. D. Hickok, Jr. and Sr.; Herb Johnson, sales manager, and others. Shown third from left is R. D. Hickok, Jr., second from right is Herb Johnson, Sales Manager, L. C. McCarthy is in rear center with head tilted. The biggest unanswered question of the meeting was how to satisfy jobbers who are getting only half the instruments ordered.

Philadelphia Dealers in Unique Sales Promotion

"The Big Ten", a group of Philadelphia appliance dealers, recently celebrated its first anniversary with a dinner at the Warwick Hotel.

This group of merchants established a unique procedure in sales promotion when they organized a year ago to advertise and merchandise collectively. While individual members operate their stores independently, the group holds weekly meetings to discuss the merits of new developments in the electrical appliance field, and formulate plans for their advertising.

More than \$25,000 was spent in sales promotion during the first year, and an appropriation of \$50,000 has been allocated for the coming year. The media in which "The Big Ten" will be represented includes metropolitan Philadelphia newspapers, radio, television and direct-mail. The following stores are members: Murray's Paoli; Taylor's, Germantown; Porreca & Santini, So. Phila., R & C Music Shops, Roxboro-Manayunk; Age's, No. Phila.; Bartels, W. Phila.; Bond Radio, Frankford; Levin's, Kensington; Mort Farr, Upper Darby; Gerhard's, Glenside-Ambler.

Showing Rheem Product



"Tuning-in" on soft-as-rain water with the new Rheem automatic soft water appliance is Mrs. Helene Wiren, of Pasadena, Calif., a member of the product design and development laboratory of Rheem Manufacturing Company. Her duties include review and criticism of product designs from standpoint of acceptability and convenience to the housewife.

TV Lookers

(Continued from page 40)

price-reduced for some time to come.

Naturally, he should admit that under normal competitive conditions, mass produced merchandise does go down in price. But that, here again, the customer should be urged not to deprive himself of the keen enjoyment offered by television *right now*. Other means at hand for off-setting cost-resistance include such things as an exposition of the *saving* in entertainment costs provided by television, and by stressing of the various *plus* features of the instrument, such as AM, FM, record changers, etc.

PA Business

(Continued from page 79)

jostling or heavy vibrations are to be expected. Also give consideration to special methods of supporting the unit, such as booms, drop cords, desk stands, combination stands, clamps, hand grips, label clips, etc.

The next important type of pickup device for a sound system is the tone arm of the record turntable. The turntable itself may be an automatic changer or a single record player. The choice is generally obvious, but sometimes a little thought will result in a very worthwhile, novel idea involving an automatic type.

But whether single or automatic, the turntable should use a heavy duty motor, free from speed fluctuations. The motor should be heavy enough so that the drag of the pickup will not affect the speed. This drag will have a greater effect at the outer edge of the disc than towards the center.

Transcription-type tables are useful in high-quality installations, especially

where sound effects or long, uninterrupted music or speeches are to be heard. Since this type of recording is made for 33-1/3 rpm rotation, rather than the usual 78 rpm, variations in turntable speed, or "wows", show up much more. Therefore transcription-playing tables should be weighted and balanced.

As in the case of the microphone, several types of pickup elements are available for the phono player, such as crystal, magnetic or variable reluctance. The same general considerations of connecting cables, impedance matching and output apply here, although the problem is generally much simpler due to the fact that the turntable is usually

installed close by the amplifier. In general, crystal pickups give a greater output, while the variable reluctance type are less sensitive to needle scratch. The latter require an additional stage of amplification.

Other types of sound pickup devices have been mentioned. While less frequently used, there are many occasions where the special character of the device can in itself sell a complete system. Examples of this are chime clocks fitted with contact microphones, electronic chimes, wire or tape recorders for markets and the like.

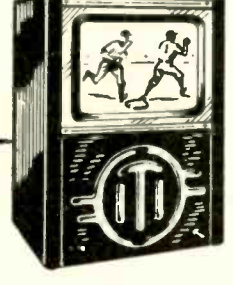
The next article in this series will discuss amplifiers and control points, and the factors affecting their choice.



Presents
the **NEW**


ESSEX-20





for

- TAVERNS
- HOTELS
- INSTITUTIONS
- SCHOOLS
- CLUBS

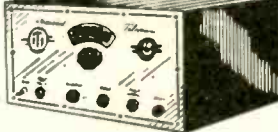


The ONLY 20-inch Direct View Teleceiver with Remote Control and any number of viewing units.
The latest addition to Industrial's line!


New ESSEX-20 Makes Cash Registers Ring!

- New plastic screen filter. Brilliant daylight images at wide angles.
- Remote control—completely tamper-proof.
- New 12-inch concert speaker protected by metal grill.
- Flexible—additional screens when and where you want them.
- All Television channels and FM.
- Microphone optional.
- Tested, trouble-free performance under hard usage.

Attractively Priced



Write or phone for details



INDUSTRIAL TELEVISION, INC.

359 LEXINGTON AVENUE - CLIFTON, N. J. - GREGORY 3-0900

The VISION in Television

Wanted: DEALER NAMES
Your Name
IS NEEDED
TO COMPLETE OUR LIST!

50,000

To Get Your Name, Your Address, RSE Offers

CONDENSERS
 NATIONALLY ADVERTISED

8-450-VOLT or
 40-150-VOLT
Choice of 10 \$2.90



LIMIT
 1 Deal to
 A Customer

Over 70% off on top quality, nationally advertised, name brand condensers. Check them any way you want—for capacity, leakage, power factor—if they're not the best you can buy, you get your money back!



VOLUME CONTROLS

• Our own private brand—made by a nationally known manufacturer. • The same kind that net for \$1.09. • Noise-free carbon construction, standard shaft and bushing. • Individually boxed in our colorful carton carrying the RSE quality seal of approval. • Complete with switch, full range of sizes.

10 M ohms	100 M ohms	each	59c
15 M ohms	250 M ohms	per 10	\$5.50
25 M ohms	500 M ohms	asstd.	
50 M ohms	1 Meg ohms		
2 Meg ohms			
500 M Knurled Shaft			

500 M ohms less switch, 39c each, 100 for \$35.00

CLOSING OUT

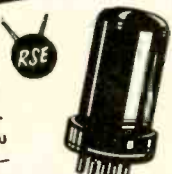
**PHILCO CELLS
 PHILCO LAMPS**

We can no longer ship our famous "Philco Reconditioning Kits." We've sold out of needles and can't replace them. Here's your chance to "steal" the other two items. Until they are gone we offer Philco Selenium cells only, post paid (no holder).....\$1.19
 Philco "Beam of Light" Lamps..... 25c

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



PANEL METERS

You fellows wanted them—So here's another of our famous meter specials! Made by the same company—all new, boxed, popular types—your chance to get those meters you've always wanted!



Model 341—0-500 Ma. R. F. thermo couple—3 inch bakelite case
 Model 222—0-500 micro amps D. C.—2 inch brass case
 Model 322—1-0-1 (zero center) D. C. Mills—3 inch bakelite case

\$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.

DEMAND THIS SEAL OF QUALITY

RADIO SUPPLY & ENGINEERING CO., Inc.
 128 SELDON AVE. DETROIT 1, MICH.

Universal's \$70,000 Sales Training Program Ready

Landers, Frary & Clark has invested over \$70,000 in a comprehensive series of dealer education films for the training of Universal major appliance distributors, dealers, and their employes in the merchandising of Universal electric appliances according to W. J. Cashman, director of promotion.

Developed around electric ranges, water heaters, vacuum cleaners, washers, ironers, traffic appliances and the new Bantam Range, by the company's sales training staff, the visual training aids are a series of slide sound films, training guides and product manuals produced using techniques similar to those used in training during the war.

In the first sound slide film "Universal Appeal" the Universal sales training program bridges the gap between the producers, Landers, Frary & Clark, the dealer and the consumer of Universal electrical appliances. It introduces Landers, Frary & Clark's management and gives dealers first hand product information about Universal ranges, home laundry and home cleaning equipment and small electrical appliances.

"Exclusively Yours" affords dealers the opportunity to meet Lee Moss, sales manager of the home cleaning equipment division and to study Universal's two tank types of cleaners.

The film "Competitively Yours" deals principally with Universal's upright motor driven brush type cleaner. Tested techniques for presenting the Universal brush type cleaner's easy to use attachments, a simplified demonstration technique showing customers how to use them, and graphic illustration of purposes the attachments serve are shown. Following the brush type cleaner section are sales facts about the carpet sweeper, hand vacuum cleaner and floor polisher.

As the story of "The Nation's Fastest Range" unfolds it portrays the exclusive features to offer customers and how to present each in a manner that is not only interesting, but just short of spectacular. Immediately following the introduction to the Speedliner's exclusive features dealers learn about Landers, Frary & Clark's pioneering in the electric range field.

Through the film presentation "The Buy Line" dealers become acquainted with the home laundry division and the complete washing machine line.

"Lets Make Ironing Easier" shows how the labor and time saving Universal ironer with many exclusive features helps make ironing a pleasure. It dramatically presents the Universal deluxe 2-speed ironer with its 6 outstanding features. Following in logical order the film presents the famous Universal single speed ironer with its many practical aids to make ironing easy.

Big range performance in a small range is the key note of the film "The Mighty Universal Bantam". Dealers see the many powerful sales factors behind this claim. Dramatically portrayed are conclusive reasons why the "Mighty

Bantam" will meet the housewife's average cooking requirements at small range cost.

One of the most fascinating and informative films in the Universal sales training series is "Treasure Islands" which shows that the size of the treasure dealers will extract from the fabulous islands of traffic appliances depends on the amount of attention devoted to the right kind of merchandise, how it is dis-



Exclusive features of the Universal line of washers are vividly pictured in a manner that will be remembered by dealers and salesmen who see Landers, Frary & Clark's new sales training film. Shown is a still depicting the patented "pull stop" control of both wringers.

played and how much an employe knows about each appliance and its use. A parade of selected Universal small electrical appliances follow.

"Dollars From Hot Water Sense" portrays the many uses of hot water in the home . . . the advantage of electric water heating and the many outstanding features of the Universal water heaters. It then shows how to sell the Universal water heater and emphasizes proper display and selling techniques.

The films are so arranged that they can be shown individually or collectively. Special training guides were developed to assist distributors and dealers in presenting the program.

Alcamatic Sales Head

Appointment of A. J. Boddenmuller, as sales manager of Alcamatic Products Corporation, a division of Eastern Metal Products Co., has been announced by Arnold Troy, president. Main factory is at Tuckahoe, N. Y. New sales offices have been opened in the Empire State Building, New York City. Distribution through selected wholesale and retail channels of the Alcamatic pressure cooker and electric iron will be augmented with new products.

Electromaster Jobbers

Gerald Hulett, vice-president, Electromaster Inc., manufacturers of electric ranges, announces the appointment of Hollander & Company, 3900 West Pine Blvd., St. Louis, Missouri, as distributors for 33 counties in Missouri, and 38 southwestern Illinois counties.

The new Electromaster distributor organization is headed by Herman Hollander, president; James Broadwell, sales manager; William Kovacik, service manager.

Sightmaster TV Set



"Americana" model 15-inch television receiver with dual-purpose transparent mirror manufactured by the Sightmaster Corp., 220 Fifth Ave., New York City. Retail for \$996.

Buecheler Sales Manager

S. J. Kessler, vice-president in charge of all merchandising and appliances for the Central Queens Electric Supply Corp., New York announces that C. Fred Buecheler, formerly sales counselor for General Electric Appliances New York, has been appointed sales manager and Douglas E. Fox, formerly account executive with the Franklin Bruck Advertising Agency, New York, has been appointed advertising and sales promotion manager.

Evans Products Appointee

Appointment of D. Jones as northwest district manager for the heating and appliance division, Evans Products Co., Plymouth, Mich., is announced by Georges Fairie, general sales manager of the division.

Jones' territory will include the lower portion of South Dakota, Nebraska, Iowa, Illinois, and Indiana.

UST Distributors

San Francisco distributor for United States Television Mfg. Corp. will be the Fred S. Campbell Co., it has been announced by Francis H. Hoge, Jr., vice-president in charge of sales. The California firm, which is located at 1268-80 Mission St., San Francisco, is headed by Ralph Campbell, chairman, with Harry D. Byers, president, and Don Courtleigh as vice-president in charge of television sales. Courtleigh was formerly manager of radio and television sales for northern California with the Leo J. Meyberg Co.

Buys Half Interest

Eisemann Industrial Corporation, Manufacturers Trust Bldg., Columbus Circle, N. Y., has acquired a half interest in Allen Communications, Inc., who have a war developed apparatus called the Mail-A-Voice magnetic recorder. It uses erasable paper records that can be folded like a letter and mailed. It is claimed that these "voice-carrying" paper records will in many cases be a substitute for long distance telephone calls.



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



MODEL TV 213

JOBBERS—DEALERS! WRITE—WIRE—PHONE:

INCREASE YOUR PROFITS

WITH *Federal's*
**ALL CHANNEL
TELEVISION
BOOSTER**

LIST \$35.00

Federal TELEVISION CORPORATION

210 EAST NINTH STREET—NEW YORK 3, NEW YORK

GRamercy 3-8337 DEPT. A

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, radimen'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 7
460 Bloomfield Avenue,
Montclair 6, N. J.

Please send me RADIO MAINTENANCE for
 1 year, \$3 2 years, \$5
 Payment enclosed Bill me later

Name.....
 Address.....
 City—State.....
 Occupation.....
 Title.....
 Employed by.....

• Independent Serviceman—Dealer Serviceman
 —Service Manager—Dealer—Distributor—Jobber

BOLAND & BOYCE INC., PUBLISHERS

Eureka Vice-President



The appointment of A. L. McCarthy, above, to the post of executive vice-president, Eureka division, Eureka Williams Corp., has been made known by Henry W. Burritt, Eureka Williams president.

Gibson Names Croskery

J. L. Johnson, general sales manager of the Gibson Refrigerator Co., Greenville, Mich., announces the appointment of J. Bruce Croskery as market development manager for the Company. Croskery, who has been with Gibson for six years, has a background of many years experience in banking, manufacturing and sales.

Ralph P. Fahey Promoted

W. E. Chollar, general manager of the electric shaver division of Remington Rand Inc., announces the promotion of Ralph P. Fahey to the position of general sales manager in charge of both national sales and service. Mr. Fahey's advancement comes as the result of more than 30 years of experience in the shaving industry, the last ten of which has been with Remington shavers.

A Big Day for Convalescent Veterans!



Orville C. Morrison, president of Sunroc Refrigeration Co., waves "happy landings" to six convalescent armed forces veterans who were his guests at the Kentucky Derby. The men are from St. Albans Hospital, Long Island, N. Y.

Heads Range Sales for Gibson Refrigerator Co.

Gregory L. Rees has been appointed manager of range sales for Gibson Refrigerator Co., Greenville, Mich., according to a recent announcement by J. Leonard Johnson, Gibson general sales manager.

Rees joins Gibson after being with Hotpoint since 1935 as range department manager after managing sales for the range and water heater divisions. He also developed the General Electric range line and was liaison engineer on GE water heaters, dishwashers and ranges. For six years he was with the Bates Company where he organized a national dealer organization for the sale of steel building materials.

Bi-State Corp. Named Thor Distributor

Frank J. Simpson, vice-president of the Thor Corporation, has announced the appointment of Bi-State Distributing Corporation as exclusive distributor for Thor electrical appliances at Omaha, Neb.

The appointment places the distributor in charge of a territory covering southwestern Iowa and most of Nebraska as well as the city of Omaha. The firm will handle the entire line of Thor dishwashers, clothes washers, ironers and sink combinations, Mr. Simpson said.

Pierce C. Hauser, general manager of the Bi-State Distributing Corporation, will be in charge of appliance sales.

Appointed by Rheem

Appointment of Reese B. Lloyd as manager of plants for Rheem Manufacturing Company was announced by W. E. Curran, vice-president and general manager. He will make his headquarters at the South Gate, Calif. plant and will be directly responsible to Mr. Curran.

General Mills Appointment

Appointment of John Peoples as branch representative of General Mills' home appliances covering the Kansas territory with headquarters in Kansas City was announced by company officials.

Peoples, who is well-known throughout Kansas, will serve under Jack Edwards, midwestern manager for the appliance operation with offices in St. Louis.

Deepfreeze Wholesalers

The R. B. Wall Company, 56-58 East Union St., Wilkes-Barre, Pa., has been appointed as distributor in the Wilkes-Barre and Scranton territories for Deepfreeze division, Motor Products Corporation, North Chicago, Ill., manufacturer of home freezers.

Water Heaters Reduced

Price reductions ranging up to \$8 on fifteen models of electric water heaters made by the Westinghouse Electric Appliance Division, Mansfield, Ohio, have been announced by M. M. Feaman, manager of the water heater and kitchen utilities department.

The price reductions covered both standard and deluxe models, Mr. Feaman said, and were made in line with the company's continuing effort to keep consumer prices at the lowest possible level.

Crosley Wholesalers

Appointment of Independent Distributors, Inc., of Grand Rapids, Mich., as exclusive Crosley distributors in that area has been announced by Corley W. Kirby, domestic sales manager, Crosley Division, Avco Manufacturing Corporation.

New Reps Roster

The Representatives of Radio Manufacturers has issued its annual 1948 membership list in the form of a pocket-size booklet. Members are listed alphabetically, and also by geographical location.

Prize Winner Receives RCA Victor Contract



Seymour Lipkin, 20-year-old Detroit pianist and first winner of the Rachmaninoff Fund Award, shown here receiving from James W. Murray, Vice-president in charge of RCA Victor Record Activities, a check for \$1,000 representing advance royalties on an exclusive Red Seal recording contract, as pianist Vladimir Horowitz and Mme. Natalie Rachmaninoff look on. Mr. Lipkin, who was judged the winning contestant at a special concert at Carnegie Hall.

... for dependable
POWER



... from AC Lines
for Reception from Dry Battery Radios

These battery eliminators cost less than 2c per hour to operate. Completely filtered, hum-free. Constructed of sturdy steel cases with Hammerloid finish. No liquids—no moving parts—operate in any position. Exclusive panel switch eliminates groping behind radio.

BATTERY ELIMINATORS

A complete line for every requirement.

NEW MODEL "S" WITH SELENIUM RECTIFIER—Operates any 1.4 volt, 4, 5 or 6 tube radio from 115 volt, 60 cycle source.

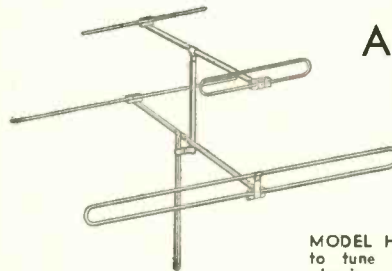
MODEL "P"—Same as MODEL "S" except with tube rectifier at lower cost.

MODEL "F"—Operates 2 volt, 4, 5, 6 or 7 tube radio from 115 volt 60 cycle source. (0.5 amp. filament max.)

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.

ELECTRO PRODUCTS LABORATORIES
Pioneer Manufacturers of Battery Eliminators
549 West Randolph Street, Chicago 6, Illinois

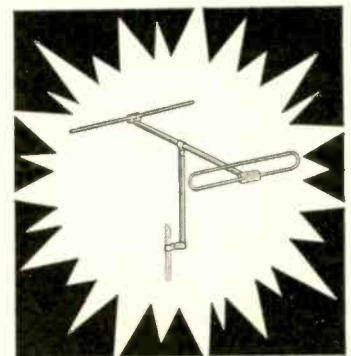
Philson F-M and TELEVISION
ANTENNAS
are today's
"BEST BUY"



MODEL HF-340 Properly designed to tune channels 1 to 13. All aluminum construction, lucite insulation. High and low frequency antennas may be rotated independently of each other for maximum directional effect. Available in either 72 or 300 ohms.

Philson Hi-Frequency Kits Solve Your Problem!

Many locations have opened up with higher frequency channels. A large number of installations have been made using low frequency antennas only. These HI-FREQUENCY KITS will correct this condition by bringing in channels 7 to 13. May be mounted on any antenna now in use, and can be rotated independently of the low frequency antenna. All aluminum construction, lucite insulation. Available in either 72 or 300 ohms.



Territories open for
Sales Representatives

Write for Catalog

PHILSON MANUFACTURING CO., INC.
156 Chambers Street New York 7, N. Y.



TELE-BEAM
Long Range

high gain Television Antenna

- ▶ Highest possible forward gain
- ▶ Adjustable for precision peaking
- ▶ Choice of 1/4 or 1/2 wave spacing
- ▶ Exclusive 3 in 1 feature offers these following options:
 - ▶ One 4 stack array . . .
 - ▶ Two 2 stack arrays . . .
 - ▶ Four dipole reflector assemblies

Your Inquiry Invited

cole-worner corporation
11 west monument avenue
dayton 2, ohio

LAKE SPECIALS!

	Ea.	Per 10
Natl. Brand Phono Pickup.....	\$ 1.95	\$17.00
Natl. Brand Phono Motors.....	3.65	35.00
Gen. Ins. Record Changers 12"x11".....	13.95	130.00
Allig. Port. Cab. for any changer		
17 1/2"x17 1/2"x10" Cutout for 6" Spkr.....	7.95	75.00

SPEAKERS

3" 450 Ohm	1.49	14.00
4" 450 Ohm	1.49	14.00
5" 2750 Ohm or 450 Ohm.....	1.69	16.00
5" PM with 50L6 Transformer.....	1.39	13.00
6" PM	1.59	15.00
8" PM-1000 or 1800 Ohm field.....	3.50	32.00
5" Permatic Speaker-Special49	4.50
12" PM Heavy Duty Alnico-5.....	5.95	55.00
12" Dynamic 450 or 1000 Ohm.....	5.65	53.00

PARTS

500M Ohm Chgo. Tel. Vol. cont. & switch39	3.50
50x30 Mfd. 150 V Natl. Brand Cond.42	3.90
40x40 Mfd. 150 V Natl. Brand Cond.42	3.90
40x40 Mfd. 150 V 20 Mfd. 25 V.F.P.39	3.75
Universal AC DC Line Cords.....	.50	4.75
All other Sizes from 135-350 Ohms.....	.45	4.25
100' 7x26 Bare Aerial Wire.....	.22	1.95
70 Mil. Power Transf. & Volt.....	1.95	17.50
40 Mil. 2 1/2 V. Power Transf.85	8.00

AUTO AERIALS AND SUPPLIES

68" 3 Sec. Side Cowl Aerial.....	1.75	16.50
96" 3 Sec. Side Cowl Aerial.....	2.50	22.50
3 Section Univ. Mount.....	2.25	20.00
Spark Plug Suppressors10	.95
Distributor Suppressors10	.95
Generator Condensers 1/2 Mfd.....	.20	1.95
7" Auto 6 Volt Speaker.....	3.65	35.00
7" Auto PM Dyn. Spkr. Heavy Duty.....	3.65	33.00
4 Prong Std. Oak Vibrator.....	1.39	13.50

*Sale on Tubes—For Limited Time Only—
50-10% Discount on List Prices of
National Brand Tubes!*

Write for our new 1948 illustrated catalog!

Lake Radio Sales Co.
615 W. Randolph Street
Dept. B
Chicago 6, Ill.

Columbia Presents Records

A library of records to provide music to induce relaxation among volunteer blood donors was presented to the Red Cross Blood Program of the Greater New York Chapters, by Rise Stevens, Metropolitan Opera star, as a gift of Columbia Records, Inc. Manie Sacks, vice-president of Columbia Records, and Ben Selvin, musical director, were the first of 18 volunteers recruited in the company to give blood and to enjoy music while doing so. The library includes both popular and classical records.

300 Brooklyn Dealers at Association Meet

More than 300 Brooklyn merchants attended the first general meeting of the Television, Radio & Appliance Dealers Association and were welcomed by the chairman, Ted Reina. The necessity, aims, purposes and benefits of an organization were emphasized by a number of guest speakers.

The following officers and members of the board of directors were chosen to serve temporarily: pres., Ted Reina, M. & R. Appliance Co.; vice-pres., Manny Perlman, Perlman Pianos, Inc.; sec'y., M. Kramer, Bressner Television Corp.; sec'y., N. Strauss, Keefe Home Appliance Co.; treas., I. Hutter, Bedford Refrigeration; sgt. at arms, Bob Lesberg, Winston Television. The board of directors consists of: chairman, M. Chasin, Bedford Radio & Television; co-chairman, B. Siser, Hy-Grade Gas Range; J. Smith, Davega Stores; W. Endel, Michael Bros.; J. Brecher, Lincoln Co., Inc.; A. Fried, U.S. Radio & Appl.; T. Reina, M. & R. Appliance; M. Kramer, Bressner Television; I. Winston, Winston Radio; H. Holtzman, Paramount Radio; P. Neidle, Kellard, Inc.; M. Strauss, Keefe Home Elect.; S. Schwartz, Nstrand Radio; I. Hutter, Bedford Ref.; M. Perlman, Perlman Pianos, Inc.; M. Baim, Baim & Blank; M. Huegi, Frost Ref.; N. Bachinoff, Publix Radio; J. Rocco, Flood Home Appliances; M. Auerbach, Municipal Radio; L. Epstein, Made-Well Appliances; W. Maltz, Rugby Radio.

It was decided that the dues to December 31st, 1948 for charter members would be \$25.00 if paid before June 30th, thereafter an additional \$15.00 will be charged as membership fee.

All Brooklyn and lower Manhattan dealers are invited to forward their applications and checks to the chairman of the membership committee, Artie Fried, U.S. Radio & Appliance Corp., 1224 East New York Avenue, Brooklyn, N. Y.

Gyro-Tenna Antenna

Television-FM removable window antenna covers frequency ranges from 44-216 mc, channels 1-13, and FM. Features: simple installation; non-directional; expandable for full dipole use or as straight dipole and reflector; designed to give maximum broad band performance. Made of lightweight aluminum with lucite insulation. Public Operating Corp., 100 W. 42 St., New York, N. Y.

Sell-Tele-Tone Sets



Herbert J. Kappel, general manager Busch Stores, New York, and William Van Busch, president, look over the new \$149.95 Tele-Tone television set which the Busch Stores have been successfully merchandising.

Dates Ahead

Future Events of Interest to Readers

- July 6-10: Store Modernization Show, Grand Central Palace, New York City
- July 5-17: Home Furnishings Show, American Furniture Mart, Chicago
- July 19-24: Worlds Fair of Music, Grand Central Palace, New York City
- August 2-7: Western Summer Market, Western Merchandise Mart, San Francisco, Calif.
- August 8-11: National Association of Visual Education Dealers, 1948 Convention & Trade Show, Hotel Sherman, Chicago
- August 20-29: First Annual All-Electrical Exposition of the Southern California Radio & Electrical Appliance Association, Inc., Pan Pacific Auditorium, Los Angeles, Calif.
- Sept. 18-26: National Television & Electrical Living Show, Chicago Coliseum, Chicago
- Sept. 30-Oct. 2: Fourth Pacific Electronic Exhibit, Biltmore Hotel, Los Angeles
- Sept. 30-Oct. 2: Annual Coast Convention, IRE, Biltmore Hotel, Los Angeles
- Oct. 2, 3: Annual Southwestern district convention, ARRL, Alexandria Hotel, Los Angeles

New Babcock DX'er

Babcock Radio Engineering, Inc., 6164 Sepulveda Blvd., Van Nuys, Calif., has announced the first deliveries of the Babcock DX'er, a regenerative preselector remarkably free from interlocking effects. The stable device gives 2 to 7 "S" unit boost to any DX signal and eliminates images. Four band range is 10, 11, 15 and 20 meters; plus a general coverage from 13 to 40 megacycles.

According to S. K. Babcock, vice-president and chief engineer, the Babcock DX'er is not a broad band device. Miniature tubes are used—6AU6, 6J6 and VR150. Smooth band spread tuning, free of back-lash, is accomplished by an integral planetary drive. Ham net price is \$27.50; delivery prepaid.

Introducing A NEW IDEA IN TELEVISION LENS FIELD
"FILTERED MAGNIFICATION"



The
TELE-DOME LENSES
by C and R

A QUALITY PRODUCT AS LOW AS \$14.95. A GUARANTEED TRIED AND TESTED PRODUCT

Check These Features

- ★ Enlarges Picture 2½ times original size.
- ★ Combination Lens and Filter.
- ★ No Eye Strain due to Special Filter.
- ★ Crystal Clear Picture. No Distortion.
- ★ Wide Angle View. 80° Direct.
- ★ Simple Installation — Flexible Wire Bracket. Takes but 2 Minutes.
- ★ Three Dimension Depth.
- ★ Pre-focused. No Adjustments are necessary.

Tele-Dome Standard-Lens (Clear) for 7-in. screen.....^{List} \$14.95
Tele-Dome Standard-Lens (Clear) for 10-12-in. screen.....\$24.95
Tele-Dome Magni Filter Deluxe Model for 7-in. screen.....\$16.95
Tele-Dome Magni Filter Deluxe Model for 10-12-in. sc...\$29.95

FITS ALL POPULAR MODELS AND TABLE CONSOLES OPTICALLY CLEAR AND PERFECT LENS

Complete information will be forwarded upon request, including Distributors and Dealer Discounts

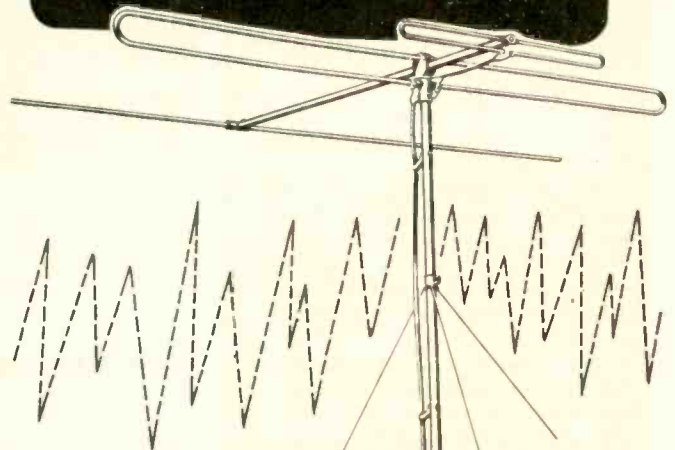
C and R PLASTIC CO.

251-A FOURTH AVE. BROOKLYN, N. Y.

UL 7-4910

Exclusive National Sales Agency:
AIM INDUSTRY, 41 UNION SQUARE,
NEW YORK 3, N. Y.

Get brilliant,
ghost-free reception
on all channels
of Both bands...



install this new **AMPHENOL**

TELEVISION *Array*

Today, in most communities, a single 54-88 mc folded dipole television antenna is all you need.

Tomorrow, with two television bands in use, an ordinary TV antenna designed for service on either the 54-88 mc, or the 174-216 mc band will not satisfactorily receive the other. So, if you want brilliant reception on *all* channels, in *both* bands, and don't want to buy two antennas, this new Amphenol Television Array is the one to buy.

This antenna array is unique. Its two broadband folded dipoles and reflectors have a common transmission line. This permits the large folded dipole to also serve as a reflector for the small folded dipole.

Amazing as it seems, this arrangement produces more gain than a dipole. This is true over the whole high frequency band, and also over most of the low. In areas of low signal strength, this array delivers brighter, clearer pictures. Also, its highly directional pattern virtually eliminates "ghosts."

Antenna elements and supports are of sandblasted aluminum tubing and aluminum alloy castings. The five foot mast is of cadmium plated steel tubing. Designed to withstand high winds and ice loading, the antenna is easily assembled with ordinary tools. No element length adjustment is required.

Swivel mounting plate and guy clamp permit installation on every type roof. Seventy-five feet of low-loss Amphenol 300 ohm Twin-Lead, which matches the input of most television receivers, is included. A good impedance match is achieved on both bands.

See your jobber, or write direct, for prices and complete technical data.

AMERICAN PHENOLIC CORPORATION

1830 SOUTH 54TH AVENUE • CHICAGO 50, ILLINOIS

COAXIAL CABLES AND CONNECTORS — INDUSTRIAL CONNECTORS, FITTINGS AND CONDUIT —
ANTENNAS — RADIO COMPONENTS — PLASTICS FOR ELECTRONICS

PACKS A POWERFUL (AND PROFITABLE)
SALES PUNCH
WHEN DISPLAYED AND DEMONSTRATED



NEW WALCO TELE-VUE LENS

FLOOR STAND MODEL

#1075

Adjustable to fit all table and console models.

\$59.95 retail
(Slightly higher on West coast)

Others from \$19.95

Nationally advertised

Your customers want BIG SCREEN television. Demonstrate the WALCO line... The First... The Finest.

ENLARGES UP TO 4 TIMES

Optically Certified and Guaranteed.

Write for nearest distributor

WALCO SALES CO.

76 Franklin St.
EAST ORANGE
New Jersey

Telrex INC.

CONICAL ANTENNAS

Antenna Specialists

Asbury Park, N. J. Asbury Park 1-0119

Telrex Conical Antennas have a constant center impedance and a band width of 5 to 1 in frequency coverage.

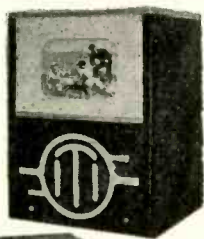
These two factors combine to give an antenna-to-transmission line-to-receiver match that no other type antenna has.

True conical performance is obtained without the bulk of solid spinings.

The resolution and gain obtained by the band width and the effective reflectors are responsible for improved definition, contrast and gain. All vertical pick-up is eliminated allowing ghost free reception. This improvement is immediately apparent on the viewing screen of the television set.

Order at your Jobber or write for literature.

Industrial Teleceivers



For Public Viewing in
TAVERNS - HOTELS
HOSPITALS - SCHOOLS
INSTITUTIONS - CLUBS

Featuring
SIMPLIFIED
CENTRAL CONTROL
with any number of
viewing screens

INDUSTRIAL TELEVISION, INC.

359 LEXINGTON AVE., CLIFTON, N. J. - GREGORY 3-0900

Sparton Sales Head



Henry L. Pierce has been named general sales manager of the radio division of the Sparks-Withington Co. From June, 1947, to the present time, he was a Sparton district manager.

Elect Remington Officers

Election of Richard M. Moss and I. R. Stewart as vice-president and secretary respectively of the Remington Radio Corp., White Plains, N. Y., manufacturer of "Rembrandt" line of television receivers has been announced by Robert G. Kramer, president. Re-election of Mr. Kramer as president and Maurice Kay as treasurer was also reported.

Mr. Moss, the new vice-president, is currently chairman of the board of Clinton Industries, Inc., and is associated with the Obear-Nester Glass Co.

The newly elected secretary, Mr. Stewart, is the retired president of the Anchor Cap Corp., now known as the Anchor Hocking Glass Corp.

Mr. Kramer and Mr. Kay are the co-founders of the Remington video firm, which markets a 12- and 15-inch console television receiver.

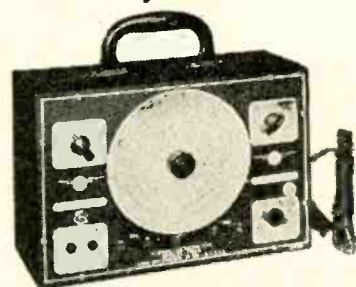
Hytron Contest Popular

The Hytron radio servicemen's contest has been running for about two months and its sponsors, Hytron Radio & Electronics Corporation, report that it is already a certain success.

The basic idea of this contest is logical, unique and simple—an experiment in mutual self-help. As everyone in the business knows the radio serviceman is an ingenious, practical fellow whose interest in his work leads him to constant improvement. To make his job easier and his work better, he is apt to develop specialized tools, devices and methods entirely his own. To find these tools, to reward the owner, and to make their inventions available to all servicemen is the basic idea of Hytron's contest.

From the entries the judges will choose the winners of the monthly and grand prizes and Hytron will select the most practical tools to manufacture and distribute at cost. Thus not only will the successful entrants be well rewarded, but all servicemen will be benefited by many new time-and-money savers.

double modulation
doubles your profits



RCP signal generator 30%+80%

Model 705A an exceptional value for only

\$49.50

Not one—but *two* percentages of modulation add greater checking performance to your service tests. An *exclusive* feature in this exceptionally low-priced precision generator. Fully dependable. Excellent for FM alignments. Order today and start widening your profit margins on every service job.

Range from 95 kc. to 100 mc. • Fundamental frequencies in 5 bands, continuously variable • Accurate to 2% for broadcast bands—3% for h.f. bands • Planetary drive condenser with accurate double and tuning indicator • Complete, ready for the shop. Just plug in on any standard 110 V., 60 Cycle A-C line and go to work • Black crackle-finished steel housing—portable, only 11 lbs.

SEE RCP—BEST FOR EVERY TEST

RADIO CITY PRODUCTS CO., INC.

52 West 25th St. New York 1, N. Y.

Complete TELE SPECS

in September

In a special color supplement to the September issue — RADIO & TELEVISION RETAILING will publish all essential specifications of all TV sets—the first compilation of such data all in one place.

ANOTHER *First* BY

RADIO & TELEVISION
RETAILING

480 Lexington Ave., New York 17

Westinghouse Radio a Baby "Bringer-Upper"

A "revolutionary" new use for Westinghouse portable radios was recently brought to the attention of officials of the Home Radio Division, Sunbury, Pa. Their portable Model H-148, they learned, is a "combination nursemaid, physical instructor and teacher" for small children.

The discovery was made by a young California housewife who recently sent a letter of thanks to Sunbury. Hailing the set as "the most wonderful baby bringer-upper there is," Mrs. Hugh T. Walker of RD 2, Santa Ana, explained:

"When we purchased our Westinghouse portable in time for the World Series, we didn't dream what a thoroughly useful purpose it was going to serve in the months to come. One day when our seven-month-old son, Ricky, was exceptionally fussy, I decided to see what would happen when I put the radio on the floor and turned it on."

The results, according to Mrs. Walker, were more than gratifying. She continued: "I was hoping the radio would encourage him to crawl. It did! The next step was an easy one for him. He learned to



Ricky is a radio fan!

kneel and listened to the radio in this position. Then in rapid succession he taught himself to sit by it and finally to pull himself to a standing position.

"When he became overly excited watching me prepare his meals, I started putting the portable on his low chair-table and from then on he paid more attention to what was coming out of the radio than to what was going on the stove."

Gradually, Mrs. Walker said, Ricky's affection for his electronic friend became even deeper. She explained:

"Now Ricky is nine months old and the portable keeps him out of mischief. If I don't put it down for him the first thing in the morning, he crawls directly to the big table where we keep it and lets me know in no uncertain terms what it is he is after. He usually pulls himself up and tries to reach for the knobs. He spends a good deal of his time standing against it tapping his feet in time to the music. And he stays outdoors in his pen twice as long because the radio is always there with him."

INDEX TO ADVERTISERS JULY 1948

Admiral Corp.	6
Air King Products Co., Inc.	28
American Phenolic Corp.	89
American Television & Radio Co.	69
Astatic Corp.	47
Atlas Sound Corp.	78
Bace Television Corp.	79
Belden Mfg. Co.	60
Bell Sound Systems, Inc.	74
Bendix Radio div., Bendix Aviation Corp.	2, 3
Boland & Boyce, Inc.	86
Brach Mfg. Corp., L. S.	71
Burgess Battery Co.	82
C & R Plastics Co.	89
Chicago Tribune	14, 15
Clippard Instrument Laboratory, Inc.	76
Cole-Worner Corp.	88
Collier's	8, 9
Crosley div., Avco Mfg. Corp.	26, 27
DuMont Laboratories, Inc., Allen B.	39
Electro Products Laboratories	87
Emerson Radio & Phonograph Corp.	28B, 28C
Fada Radio & Electric Co., Inc.	22
Farnsworth Television & Radio Corp.	28D
Federal Television Corp.	85
General Die & Stamping Co.	47
General Electric Co.	7, 11, 54, 65
Graybar Electric Co., Inc.	51
Hy-Lite Antennae, Inc.	76
Industrial Television, Inc.	83, 90
Jensen Mfg. Co.	21
J. F. D. Mfg. Co.	74
Kato Engineering Co.	76
Lake Radio Sales Co.	88
Lyte Parts Co.	72
Mahogany Association, Inc.	10
Mallory & Co., Inc., P. R.	Cover 2
Merit Coil & Transformer Corp.	4
Operadio Mfg. Co.	73
Philco Corp.	5
Philson Mfg. Co.	87
Radio City Products Co., Inc.	90
Radio Corp. of America:	
RCA Victor division	32, 33
Test & Measuring Equipment	58
Tube Department	13, Cover 4
Radio Supply & Engineering Co., Inc.	84
Railway Express Agency	91
Remington Radio Corp.	81
Rheem Mfg. Co.	48, 49
Rider Publisher, Inc., John F.	62, 63
Seeburg Corp., J. P.	Cover 3
Simpson Mfg. Co., Inc., Mark	85
Standard Transformer Corp.	57
Stewart-Warner Corp.	41
Technical Appliance Corp.	80
Tele-tone Radio Co.	Insert
Telrex, Inc.	90
Transvision, Inc.	77
Turner Co.	75
Vision Research Laboratories	72
Walco Sales Co.	89
Webster Chicago Corp.	45, 67
Webster Electric Co.	16
Westinghouse Radio Corp.	24, 25
Wilcox-Gay Corp.	23
Zenith Radio Corp.	12



A part of YOUR business you never see!

Whether you send or receive shipments by Railway Express, you never see most of the steps required in making this complete, nation-wide shipping service a vital part of your business.

The complete facilities of Railway Express are what you depend upon . . . the door-to-door convenience of pick-up and delivery in all cities and principal towns, the flexibility in meeting the needs of your particular industry — as well as all your personal shipping requirements. To you, Railway Express means fast service, always at your call.

It's good business to say,
"Ship it RAILWAY EXPRESS!"

RAILWAY EXPRESS



... Maintains 23,000 offices (there's one near your factory, office or home) . . . Uses 10,000 passenger trains daily... Has 18,000 motor vehicles in its pick-up and delivery services... Offers extra-fast Air Express with direct service to 1,078 cities and towns.



NATION-WIDE RAIL-AIR SERVICE

2 UP-TO-THE-MINUTE HANDBOOKS



6x9 inches
\$4.50 each

Written and published as a day-in day-out working tool for engineers interested in electronic applications in the industrial and communication fields. Edited by Ralph R. Batcher and William Moulic, this book contains the writings of the foremost men in the particular phases of electronics covered by the book. Yet its messages are presented in a manner easily understood by any engineer with a basic knowledge of electrical principles.

From fundamentals the book proceeds logically through detailed discussions, covers every important circuit and essential application.

We could reprint many words of praise from owners of this book, but we prefer that you come to your own considered opinion of its value. Therefore we want to send you a copy for your five day free inspection.

Read This List of Contents!

Vacuum Tube Fundamentals

Electronic Principles
Principles of Diodes
Principles of Multi-Element Tubes
Principles of Photo-electric Tubes
Cathode Ray Tubes
Special Purpose Tubes
Materials in Tube Construction
Vacuum Tubes as Circuit Elements

Electronic Circuit Fundamentals

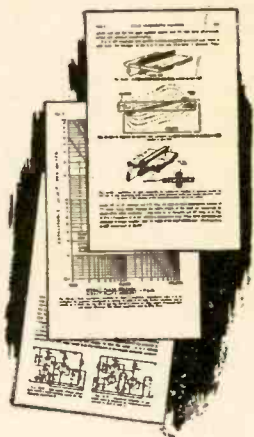
Principles of Rectification
Principles of Amplification
Low Frequency Amplifiers
High Frequency Amplifiers
Principles of Oscillators
Principles of Modulation
Principles of Detection
Cathode Ray Oscillographs
Relaxation Oscillators
Photo-electric Circuits

Electron Tube Circuit Application

Electronic Applications
High Frequency Heating
Industrial Sound Systems

Vacuum Tube Data

Electronic Tube Data and Tables



456 pages—Over
200 illustrations

Tailor-made as a Daily-aid
for every engineer who
reads this magazine

ELECTRONIC ENGINEERING HANDBOOK

By Ralph R. Batcher, E.E.
and William E. Moulic

ELECTRONIC CONTROL HANDBOOK

By Ralph R. Batcher, E.E.
and William E. Moulic

Here is a valuable storehouse of reference material on the fundamentals of electronic control principles used in industry. Here is the first and only single source providing the essential data you must have to accurately appraise the value and specify an electronic control device. Electronic controls are everywhere today cutting manufacturing costs, speeding production and improving quality of products. This book gives you authoritative, factual information from which you can safely conclude when, how and where they can improve efficiency in your plant.

The condensed contents listed below give a general idea of the material in this book, but nothing less than your personal inspection of the volume itself will enable you to appraise its constant value. That is why we have arranged to send you a copy of the book at our risk, for your five day perusal.

Read This List of Contents!

Section I—Basic Elements of Control

Chapter 1—Theory of Control Systems
Chapter 2—Signal Transmission Systems

Section II—Conversion Elements

Chapter 1—Displacement and Pressure Conversion Elements

Chapter 2—Temperature Conversion Elements

Chapter 3—Miscellaneous Conversion Elements

Section III—Electronic Modification Circuits

Chapter 1—Control Amplifiers
Chapter 2—Control Oscillators
Chapter 3—Counting and Timing Circuits
Chapter 4—Rectifiers and Miscellaneous Circuits

Chapter 5—Passive Networks

Chapter 6—Error Detectors

Section IV—Activation Elements

Chapter 1—Synchros
Chapter 2—Solenoids and Relays
Chapter 3—Saturable Reactors
Chapter 4—Amplidyne
Chapter 5—Control Motors

Section V—Control Applications

Chapter 1—Welding Control
Chapter 2—Motor Speed Control
Chapter 3—Temperature Control
Chapter 4—Miscellaneous Applications

344 pages.
Hundreds of
charts, dia-
grams, tables,
drawings and
photographs.

Completely in-
dexed for ref-
erence pur-
poses.

Both books bound in 11mp
leatherette, open flat
for easy reference.
\$4.50 each

Either one or both of these helpful handbooks will be sent to you for 5-day perusal without cost. If you are not entirely satisfied, you merely return the book, or books, within five days. Otherwise you remit payment promptly as follows:

ELECTRONIC ENGINEERING HANDBOOK \$4.50
ELECTRONIC CONTROL HANDBOOK 4.50

Send for these handbooks today

480-E Lexington Avenue

CALDWELL-CLEMENTS, INC.

New York 17, N. Y.

sell the

Seeburg "S"



**... a single-post changer
to help you build
new business
and good will**

for replacement

Model DS-1. Compact. Ideal for replacement. High or low output pick-up. Size: 12x13 3/8 inches.



Now you can sell and install the new Seeburg "S" Record Changer. This is the same high quality Home Record Changer that is standard equipment on so many of the finest, most popular radio-phonograph combinations.

*for playing through
existing radios*



Model DS-101. Same chassis as DS-1. Has walnut finish wood base. Size: 12 1/2 x 14 1/8 inches.

You'll quickly discover how pleased your music-loving customers are with the performance of this quality single-post changer. Some of the features that belie its moderate price include: recessed turntable . . . lightweight tone arm . . . 4-position control switch for manual as well as automatic play . . . automatic shut-off . . . constant speed motor.

Investigate the profitable, good will building business that will be yours when you handle Seeburg Home Record Changers. Mail the coupon today.

Seeburg
RECORD CHANGERS * MUSIC SYSTEMS
J. P. SEEBURG CORPORATION
1500 N. Dayton St., Chicago 22

Seeburg Home Record Changers are available through our nation-wide distributing organization located in all principal cities.

J. P. Seeburg Corporation
1500 N. Dayton St., Chicago 22, Ill.
Gentlemen: Please send complete information on Seeburg Home Record Changers.

Name _____
Company _____
Address _____
City _____ State _____ #7



Push RCA Tubes and Watch Your Business Grow!



RCA brings you the widest range of tubes . . . backs you up with the best in sales aids.

Cover the field with RCA tubes

AM, FM, or TV . . . practically every make and model receiver you're called upon to service can be completely re-equipped with *standard available* RCA tubes.

In power and special tubes, too . . . for broadcast, amateur, communications, and industrial equipment . . . RCA has a comprehensive line for every application.

Having the tubes your customers need . . . and the brand they prefer . . . means more business for you—from more sources!

Your RCA Distributor carries extensive stocks of RCA tubes to back you up . . . and the greatest line of sales promotion material to help you sell them. So—see him today for full details on how you can profit by pushing RCA tubes.

THE FOUNTAINHEAD OF MODERN TUBE DEVELOPMENT IS RCA



TUBE DEPARTMENT

RADIO CORPORATION of AMERICA

HARRISON, N. J.