

8-7803

RADIO & TELEVISION RETAILING

1925
Herbert Hoover Sends through "Radio Retailing" a Personal Message
To the Radio Dealers of America
First Trade Show Draws 18,000
And Now "Radio Retailing" Is Getting Ready to Deliver

1925
"Ruling the Radio Industry"
Getting Action on the Discount Evil
Dealers Are in the Midst of a Price-Cutting War to See Who Can Sell the Lowest

1926
Who's to Blame?
Why Are There So Many Gyps Cutting the Heart Out of the Radio Market?
Gentlemen of the Radio Industry—Wake Up!
The public has not stopped buying radio—They have simply omitted to go into radio stores and make the purchase—Take the act into their hands
You — Mr. Manufacturer?
You — Mr. Jobber?
You — Mr. Dealer?

1927
Is A Wider Margin for Dealers JUSTIFIED?
Statistical Survey of the Radio Business, as of January 1st, 1927
Congress Is About to Pass Ill-Advised Radio Laws that Will Do Incalculable Harm to Radio and to the Best Interests of the Public
Personnel of Radio Commission
P. A. Rentals"
As Radio Retailing goes to press, President Coolidge announces the following appointments to the Radio Commission:
W. H. Caldwell, New York, Editor of Radio Retailing.

1935
"YARDSTICK" OF RADIO EXPENSES
Rockets That Are Ruining Radio—IV
COUNTERFEIT SETS, FAKED WITH DUMMY TUBES
Costs of Selling Radio at Retail
WHEN IS A TUBE NOT A TUBE
THE ABC OF FM
WHAT TO TELL THE CUSTOMER WHERE TO FIND FM STATIONS

1941
WAR SLASHES at Merchandising "Frills"
MANY CHANGES IN CIVILIAN RADIO PICTURE
1947 How to Sell MORE Vacuum Cleaners
How to Charge for Profitable Servicing

1949
WHAT'S THE MATTER WITH THE PHONO RECORD BUSINESS?
AM-FM & TV - Production Statistics
TV Leads in 4-Way Store

Headlines 
from our issues
since 1925

Marking RMA's
25th ANNIVERSARY

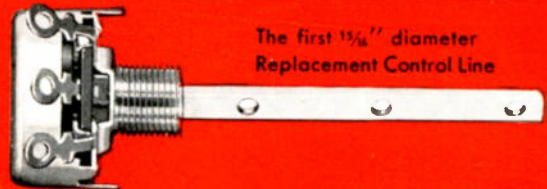
Caldwell-Clements'
28th Year in
Radio-TV Publishing

May • 1949

Kills Two Birds with One Stone



The Mallory Midgetrol



The first $\frac{15}{16}$ " diameter
Replacement Control Line

You win *two* ways with the amazing Mallory Midgetrol.

First, it is ideal for servicing auto radios, portables and other sets requiring small size controls. Second, its husky electrical capacity allows you to use it in sets originally equipped with older, bulkier controls.

So when you stock the Mallory Midgetrol, you're actually able to handle more jobs with a smaller inventory. That's important these days.

LOOK WHAT THE MALLORY MIDGETROL OFFERS:

WIDER APPLICATION—The small size allows you to service portables, auto radios and small AC-DC receivers requiring $\frac{15}{16}$ " controls.

SIMPLER INSTALLATION—The new and unique flat shaft design of the Mallory Midgetrol saves installation time with *all* types of knobs.

LESS INVENTORY—Electrical characteristics allow you to use the Mallory Midgetrol to replace $\frac{1}{8}$ " as well as $\frac{15}{16}$ " controls. Since no special shafts are required, you carry fewer controls in stock.

NEW SIZE
NEW DESIGN

NEW SHAFT
NEW EXTENSION

NEW SWITCH
NEW ELEMENT

NEW CONTACT
NEW TERMINAL

NEW TWO-POINT SUSPENSION

See your Mallory Distributor for this new standard in carbon controls

P. R. MALLORY & CO. Inc.
MALLORY

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

*Reg. U. S. Pat. Off.

APPROVED PRECISION PRODUCTS

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

RADIO & TELEVISION RETAILING

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

Established in 1922
as ELECTRICAL RETAILING

ORESTES H. CALDWELL
Editorial Director

M. CLEMENTS
Publisher

JOHN L. STOUTENBURGH
Executive Editor

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Records Editor

EDWARD A. CAMPBELL
Technical Editor

CHARLES F. DREYER
Art Director

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M. E. SCHNEIDER
Production Supervisor

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JOHN ROMANCHAK

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LOS ANGELES 14

DUANE WANAMAKER

610 S. Broadway
Mutual 2161

CIRCULATION DEPARTMENT

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W. W. SWIGERT
Credit Manager

Radio & Television Retailing*

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*Trade-Mark Reg. U. S. Pat. Off.
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CALDWELL-CLEMENTS, Inc.
Publishers also of TELE-TECH

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Member of
**AUDIT BUREAU
OF CIRCULATIONS**

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

MORE PROOF

Emerson Radio and IS THE RADIO DEALERS



Emerson Model 560
America's fastest selling
Super Powered Portable.
Less batteries

\$16⁹⁵



(REG. T.M.)

● **MOST VALUABLE** because it's the most vigorously promoted—most merchandiseable line in America. Starting May 9th Emerson launches a tremendous "Big Ad" campaign in newspapers from coast to coast.

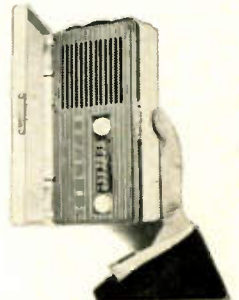


Emerson Model 559.
3-Way **SUPER** Portable. Highly selective superheterodyne in alligator grain plastic cabinet — maroon, green or sand.

24⁹⁵
Less Batteries

Emerson Model 558.
Self-Powered Personal Portable. Improved superheterodyne. Lid operated "on and off" switch. Choice of green or ivory case.

24⁹⁵
Complete with Batteries



Emerson Model 568.
New Type 3-Way Portable. Advanced circuit, plays on AC-DC or single, long-lasting battery pack. "Brief Case" cabinet. Basket-weave grille in maroon, sand or tan.

29⁹⁵
Less Battery Pack



EMERSON COMPACTS — WORLD'S FAVORITE TABLE MODELS



Emerson Model 587
Improved superheterodyne — AC-DC. All advanced electronic features. A tremendous value. Walnut plastic cabinet.

16⁹⁵



Emerson Model 610
Powerful superheterodyne — AC-DC. In beautiful maroon plastic cabinet, beaded grille. Wonderful performer.

19⁹⁵



Emerson Model 561
AC-DC superheterodyne. Beautiful tone, highly selective. In rich walnut plastic cabinet with gold colored grille.

29⁹⁵

EMERSON RADIO AND PHONOGRAPH CORP. • NEW YORK, N. Y.

THAT THE

Television Franchise

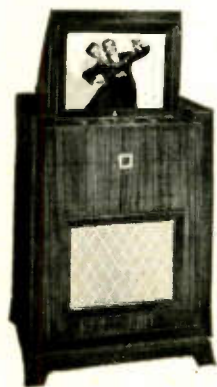
MOST VALUABLE ASSET

● MOST VALUABLE because the Emerson line offers top values in the industry—the best consumer buys... the quickest turnover... the most profitable inventory investment. Contact your Emerson Distributor.



Emerson 16 Inch Television Model 608. Huge 132 square inch screen affers the last ward in television reception. 12-in. Alnica 5 speaker. Beautiful mahogany veneer cabinet with "Tilt-Out" tube.

599⁵⁰



Emerson Giant View Television Model 609. Giant 192 square inch picture unsurpassed for brilliance, clarity, definition and steadiness. 12-in. Alnica 5 speaker. "Foldaway Screen." Handsome mahogany cabinet.

599⁵⁰



(REG. T.M.)

\$269⁵⁰

Emerson Model 611
61 square nches of picture perfection. Sensationally priced.

EMERSON'S NEW 45 RPM RECORD CHANGERS, PHONOGRAPHS

Emerson Model 598 45 RPM Record Changer Adapter. Attaches to any home radio. Gleaming ebony plastic cabinet.

24⁹⁵



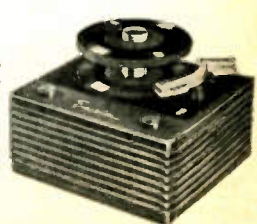
Emerson Model 590 45 RPM Automatic Phonograph. 5" Alnico PM Speaker. Automatic Tone Control. Powerful Amplifier. Bakelite Cabinet.

39⁹⁵



Emerson Model 623 45 RPM Automatic Phonograph. 5" Alnico PM Speaker. Automatic Tone Control. Powerful Amplifier Mahogany Cabinet.

39⁹⁵



EMERSON RADIO AND PHONOGRAPH CORP. • NEW YORK, N. Y.

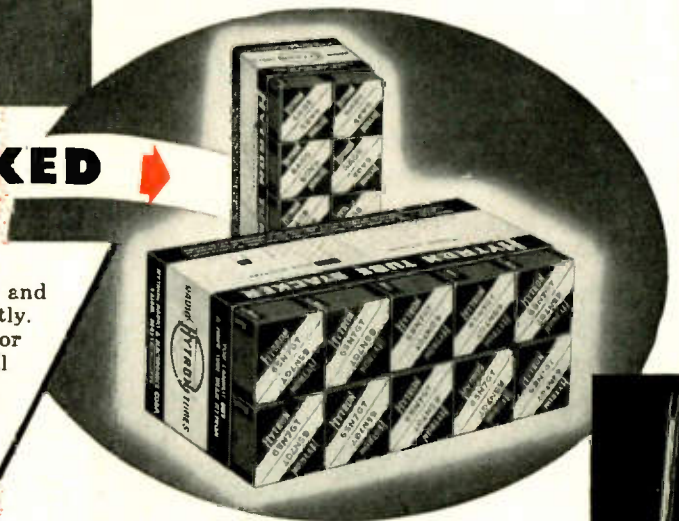
You CAN'T GO WRONG



NEW HYTRON ALL-WAYS CARTON
Has type number of tube imprinted *twice* on *both* ends. Half the dual imprint (generously large, easily read) of the type number is always right side up. Stack the *All-Ways* carton any way; you can't go wrong.

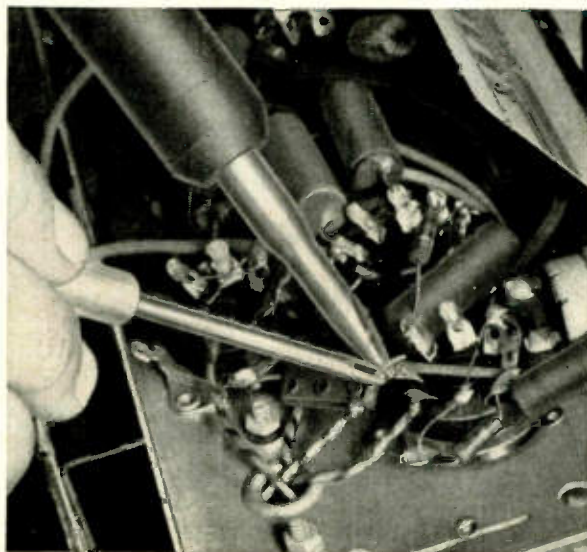
THEY STAY STACKED

NEW HYTRON TUBE STACKER Handy way to buy and stack tubes. Holds 10 cartons neatly—safely—compactly. Inventory where you can see it. Choice of horizontal or vertical stacking. Removal of cartons leaves shelves still neat; yet reminds you to re-order. Two Stackers: For miniatures; for GT, metal, lock-in. *Free* from your Hytron jobber.



Now **SOLDERING MADE EASY--FAST!**

No more battling with bulky long-nose pliers to unsolder those nicely wrapped, "mechanically solid" joints. No more patching leads snipped short. Unique Hytron Soldering Aid (contest winner) makes job a cinch. Servicemen say: "I reach for the Soldering Aid automatically along with my soldering iron. Wouldn't be without it." You will be just as enthusiastic. A time-and-money saver. Only 49¢ from your Hytron jobber.



HERE'S HOW

While iron keeps joint hot, fork tip of Hytron Soldering Aid—like two tiny metal fingers—straddles and, with slight twist, grips end of wire. Effortlessly *unwraps* it. Shifting to other side of lug, it grips and pulls wire free.

Spade-type-reamer tip clears lug hole of solder. Or pushes other wires aside for new wire. Fork tip next guides new wire through and around lug. Holds it firmly in place while soldering. Other uses? Probing, scraping. Separating and positioning wires, lugs, contacts, parts—etc.

The compact Soldering Aid handles like a pencil—leaves work visible. Tips are: twist-proof . . . insulated from each other to avoid shocks . . . hard-chrome plated to shed solder.



49¢ NET

SPECIALISTS IN RADIO RECEIVING TUBES SINCE 1921



HYTRON

RADIO AND ELECTRONICS CORP.



MAIN OFFICE: SALEM, MASSACHUSETTS

The Fastest Selling Line!

TELE KING

- ✓ BIGGEST PROFIT MARGIN
- ✓ LOWEST PRICES
- ✓ FINE QUALITY, PRECISION SETS

THOUSANDS OF ENTHUSIASTIC OWNERS!



THE WILSHIRE

Magnificent mahogany 12½" console. Big clean-cut TELERAMIC picture with automatic "tele-lock." All TV channels. New 10" speaker high-fidelity sound.



THE STUART

Stunning mahogany veneer 12½" table model. All TV channels with automatic "tele-lock" to keep the large TELERAMIC picture steady and clear.



THE REGENT

Perfect period console in gorgeous walnut or mahogany. 10" TELERAMIC picture, all TV channels, automatic "tele-lock," high-fidelity 8" speaker.



THE GRAMERCY

Unequaled walnut or mahogany veneer 10" table model with razor-sharp TELERAMIC picture. All TV channels, automatic "tele-lock."

\$229⁹⁵

in walnut, plus federal tax.

TELE KING, the fastest selling TV line today, already boasts a history of thousands of elated, more-than-satisfied users. Everyone from dealers, service-men, to consumers hail Tele King as the television they've been waiting for. And here's why: Tele King sets are precision-engineered in our large plant for trouble-free perfect performance. All Tele King cabinets are fine furniture, appealing to every woman's decorating taste. And best of all, Tele King is low priced for the mass-volume market. No wonder everybody proclaims: **Tele King, no better television at any price!**

Tele King CORPORATION
Showpiece of the Home

601 West 26th St., New York, N. Y.

Get in touch with Tele King today . . . write, wire, phone Mr. Profit, Tele King Corp., 601 West 26th St., New York, N. Y.



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

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

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

COMMERCIAL CREDIT CORPORATION

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

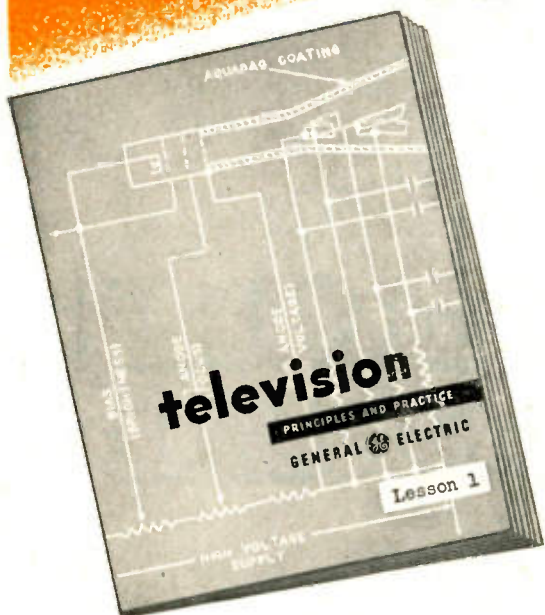
MORE THAN 300 OFFICES IN PRINCIPAL CITIES OF THE UNITED STATES AND CANADA

IN RADIO AND TELEVISION TUBE SALES



1949 IS A
G-E YEAR!

**Biggest news of the year:
General Electric's TV-service course!
Jampacked with profit possibilities for
you and other tube dealers to whom tele-
vision—the miracle market—offers peak rewards.**



It's all here, in this book and those that follow—the basic theory of television; how TV receivers operate; the tubes and other components; how to install and repair sets of various types to their owners' satisfaction and your profit. Each lesson of the series is a clear, straightforward explanation of some one phase of television . . . *plus* a searching list of questions for you to answer after study.

Mail your answers, and a reply will reach you soon afterwards, grading you on your knowledge of the subject. This is an organized, hard-hitting correspondence course. You'll work hard to learn—but the hours you devote to General Electric's TV-service course will pay off in the sale of tubes, parts, and service to owners with real money to spend.

See your G-E tube distributor for the details! He's ready *now* to start you along this thruway to profits. It's one more step in General Electric's 1949 campaign to help you help yourself to prosperity and an assured business future. *Electronics Department, General Electric Company, Schenectady 5, New York.*

You can put your confidence in—

GENERAL  ELECTRIC

181-MA4

COMING IN JUNE

WILCOX-GAY TELEVISION

● The newest in Television

is on its way. Wilcox-Gay is bringing it to you.

Coming in June—and well worth
waiting for! Wilcox-Gay Corporation, Charlotte,
Michigan. In Canada: Canadian
Marconi Company.

DESIGNED TO

sell on SIGHT!
sell on SOUND!

SEE US IN CHICAGO—Visit Wilcox-Gay at Display
Room 502, Booth 77—Radio Parts and Electronic Equip-
ment Conference & Show—Stevens Hotel—May 18, 19, 20.

At Last ! ! !

Lyte Sky Tuner...

...The **PERFECTED** antenna rotator — product of many months exhaustive research and field testing by Lyte engineers!!

BUILT TO LAST...

The perfect rotator must meet the severe demands imposed by antenna weight, wind, and weather, without malfunctions or breakdowns. The Sky Tuner is **GUARANTEED** to do this, **GUARANTEED FOR ONE FULL YEAR**, against any and all defects in workmanship and material. Lyte is able to do this for two reasons; as antenna engineers and manufacturers they know the needs and demands of antennas; and they have spared no effort perfecting Sky Tuner before releasing it for the consumer market. Sky Tuner turns your TV and FM antenna to the exact position for peak signal reception from each sending station simply by pressing a button on the remote-control cabinet. Rotates antenna either right or left and automatically locks in position upon release of button. Pin-point beaming vanishes "ghosts" and man-made interference.

- Fingertip control stops antenna instantly—no coasting.
- Operates on 25 volts from any 110 volt AC wall outlet. Three-conductor cable between control unit and motor.
- Will take any antenna installation. Shipped ready to install, with instructions.
- Self-protecting feature prevents accidental damage due to improper operation.
- 370 degree rotation in either direction
- Scientific speed of rotation aids quick selection of peak reception — one revolution every 45 seconds.
- Permanently weather-sealed in cast aluminum housing designed for rigidity, durability.
- Withstands antenna weight of 150 lbs. Shipping weight 8 lbs.
- Three-wire control is simple to install, more economical.
- No dead spots

DEALERS — DISTRIBUTORS

A limited number of Lyte dealerships are still available; to secure part of this lucrative market prompt action is necessary.

For information write:

LYTE PARTS CO.

14 Washington Ave. Plainfield, N. J. 193 Main Street, Dubuque, Iowa

Lyte
BEST BY TEST



Remote control unit is attractively designed in molded plastic to fit mood and color scheme of decorations. Signal light indicates end of antenna revolution.

CONTROL UNIT

Now watch Portable

Model 150—G-E 3-way portable. Brings in stations like a big set! G-E Dyno-power speaker. 5 tubes plus rectifier! Easy-to-read slide-rule dial. Maroon plastic cabinet. Also available in light gray plastic cabinet—Model 150G. **\$39.95*** (less batteries)



Model 150—G-E self-charging portable—a "must" with customers who demand the finest! It renews its battery power over and over! Can be recharged from AC house current. Giant 5 1/4" G-E Dynapower speaker. Natural color tone. Maroon plastic cabinet. **\$79.95***



NEW G-E DUAL PURPOSE DISPLAY

This new G-E display stops customers, starts sales! Can be used as either a floor or window display! Holds six portables or six table model radios. Sturdily constructed of wood and Masonite—no cardboard or paper! Overall size for floor use—39" wide x 20" deep x 63" high. (When used in window, with special low base—overall height, 48".) It's a space-saver, a traffic stopper, an eye catcher, a sales getter! Get your order in now! See your G-E radio distributor for prices and further information.

You can put your confidence in—

GENERAL  ELECTRIC

Sales ZOOM!



The outstanding profit line for '49!

PACKED with power, filled with *selling* features! Knockout values, performance-engineered at Electronics Park for tone, for fine reception! *And what a fine reception they'll get from your customers!* For complete information call your G-E radio distributor or write *General Electric Company, Receiver Division, Electronics Park, Syracuse, New York.*

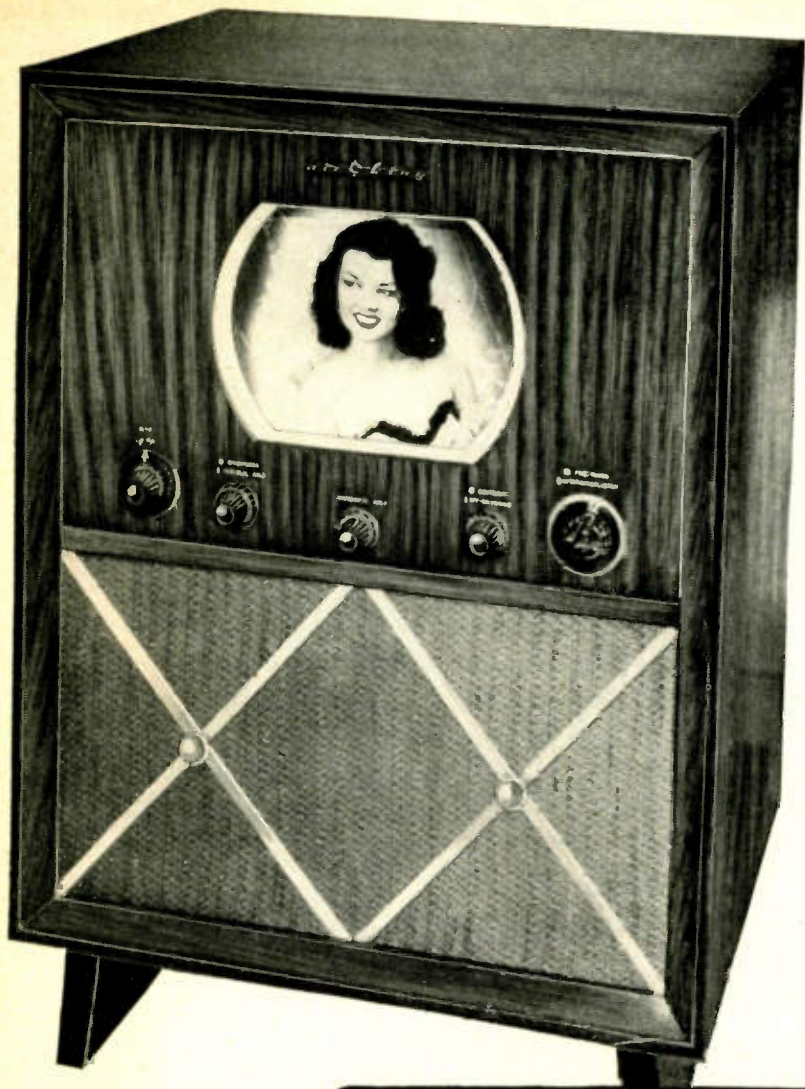


Display used in windows has 3" base



Model 145—G-E "very thin" personal portable.
 Easy to sell! Only 2 3/4" deep, only 7 1/2 lbs. Lies flat, packs easily in suitcase (good selling point!). 3-way. Easy to service! Batteries are where you can get at them—not buried under power cord!
 Beautiful maroon plastic case. **\$44.95***
 (less batteries)

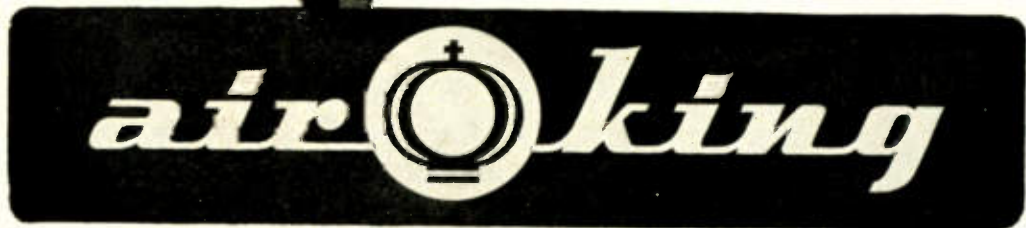
**Prices slightly higher West and South—subject to change without notice*



Built-in antenna

12½"
"Spotlite Brite" TV

full-size console
at \$349.95!



Air King Products Co., Inc. • 170—53rd St., Brooklyn 32, N. Y.

Wait till your customers see the new Air King A-2001 and A-2002. 12½" "Spotlite Brite" tube for a sharper, clearer, bigger picture... plus the rich tone of a full sized 10" speaker... plus a built-in dipole antenna and every other feature in the book! Air King has everything at this unbelievable low price!

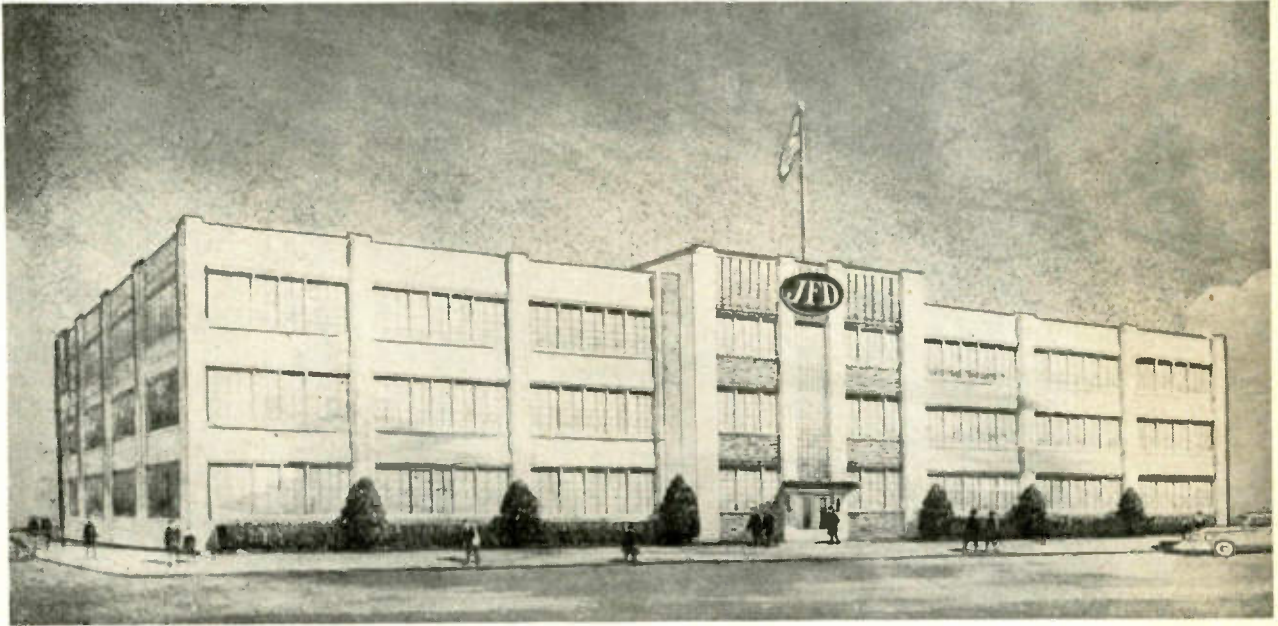
The 12½" A-2001 and A-2002, or the 10" A-1001A and A-2000 available in beautifully hand-rubbed wood—mahogany or blonde mahogany. A-1001A 10" Console priced at \$299.95, A-2000 10" Table model at \$239.95. Order now!



Table 12½"
\$299.95

See Air King's Display at
Chicago Radio Parts Show
Blackstone Hotel • Ivy Room
Monday, May 16th through 19th

Who Really Built This Great New JFD Plant?



YOU did, and thousands of other distributors, dealers and servicemen with loyal patronage of JFD products!

The JFD Manufacturing Co., Inc., thanks to customers like you all over the country, has completed the greatest expansion program in its 21 years of experience.

This fine building has been built on the sales of thousands of Dial Belts and Cables, Auto Radio Antennas and Accessories, Ballasts, Resistance Line Cords and many other essential radio service parts that you have required.

No expense has been spared in making this new and ultra-modern JFD plant the last word in production efficiency. It is your assurance that JFD will continue to keep pace with the growing needs of the television industry with the design and manufacture of the latest Television and FM Antennas, Brackets and Accessories.

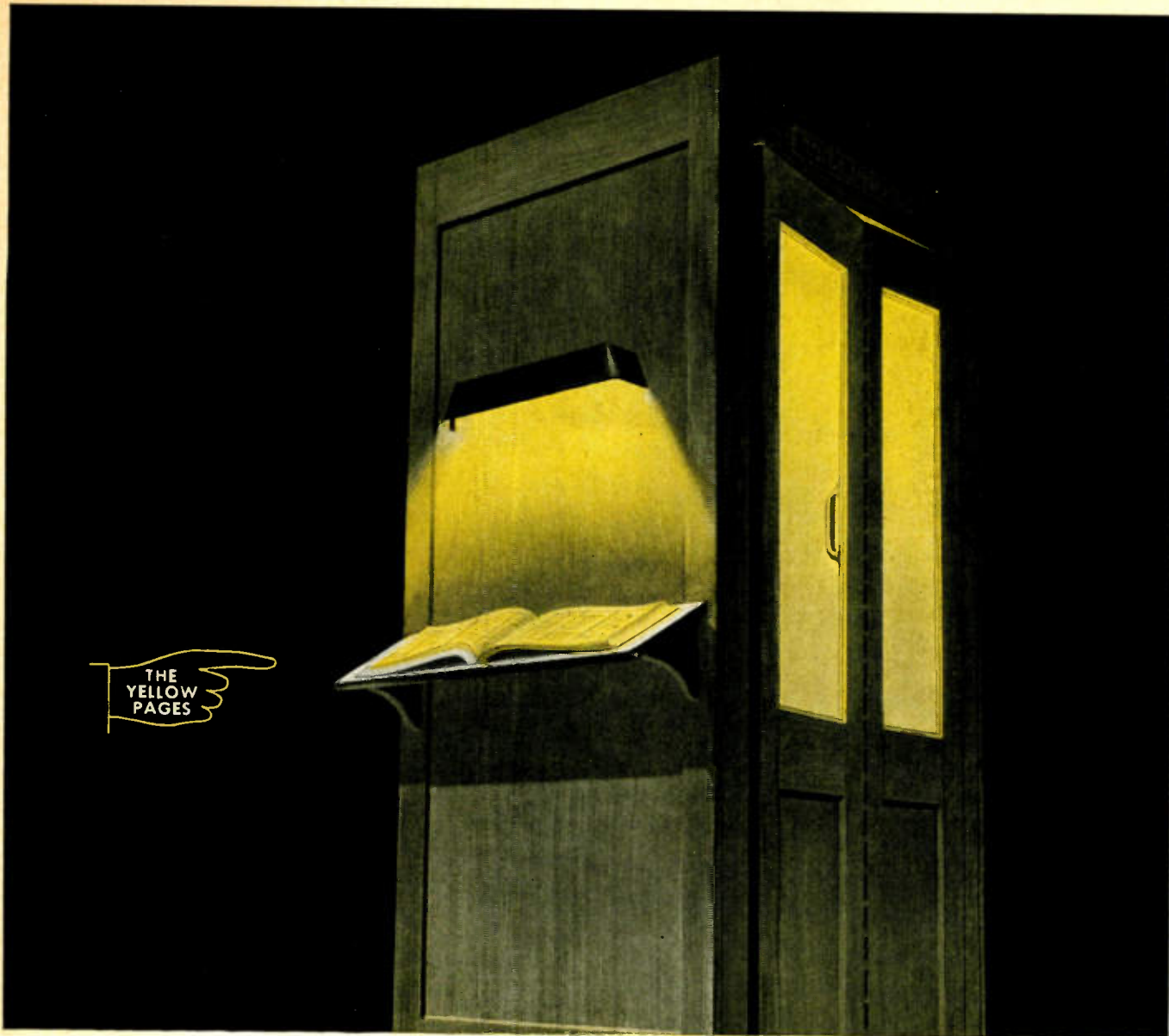
We feel confident that this investment will pay our customer valuable dividends in the form of better-than-ever workmanship and production from the smallest JFD radio part to the most elaborate television array.

"Pioneers In the Radio Parts and Antennae Industries Since 1929"

JFD MANUFACTURING CO. Inc.

6115 16th Avenue, Brooklyn 4, New York

The Largest Manufacturers of the Widest Variety of Television Antennae in the Industry



They don't stop work at 5 o'clock . . .

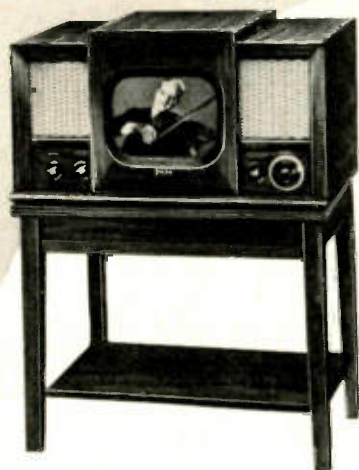
They're everywhere—in homes, in offices, in stores, in factories. They're always ready to be used. Day and night, week days and week-ends, the 'yellow pages' of the telephone directory are on the job.

They're guides . . . *buying guides* . . . for 9 out of 10 shoppers. They tell these shoppers WHERE to find the products and services they need.

Your name in the 'yellow pages' listed under the products you sell will help steer ready-to-buy prospects to your door. Why not find out more about this important aid to sales from your local telephone business office?



By Popular Acclaim! The Leader in 1949!



FADA Television for

EVERY WHIM and PURSE

Superb cabinetry . . . superior chassis design . . . Every model the last word in television perfection.



MODEL TV-30 . . . Full 30 tube 54 sq. inch direct view Television Table Model Receiver. Exquisite genuine Mahogany, Walnut, Bleached Blonde Mahogany or Limed Oak veneer.

MODEL 880 . . . 192 SQ. IN. Picture Screen. . . . Projection Television Console in Luxurious hand-rubbed genuine Mahogany or Genuine Bleached Blonde Mahogany veneer . . .



MODEL 930 . . . 30 tubes . . . 12½ Inch Tube direct view Table Model Television Receiver . . . Beautiful Genuine Mahogany; Walnut, Bleached Blonde Mahogany or Limed Oak veneer. . . .

MODEL 925 . . . 31 tubes . . . 126 Sq. in. viewing area . . . 16 Inch Tube direct view Table Model Television Receiver . . . Gorgeous hand-rubbed Genuine Mahogany, Walnut, Bleached Blonde Mahogany or Limed Oak veneer . . . Model G925 same model as above with 15½ inch Direct view glass picture tube. . . .

Matching Tables as shown above are available in all finishes, in all models.

Fada's recent three day show proved decisively that television dealers everywhere have earmarked FADA TELEVISION as the line for 1949 . . . prove it yourself! It will pay you!

"Pioneers in Radio & Electronics Since 1920"

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

You'll Satisfy More Customers With



Flat Cell "B" Batteries . . .

The Only Radio Batteries Whose Cells Are



LOOK WHAT IT MEANS

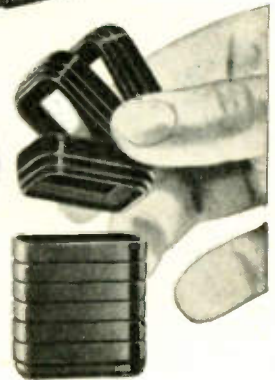
Each cell holds more power-producing chemicals with no waste space.

Triple sealing, under fixed pressure, insures against power leakage.

Up to 91% fewer soldered connections greatly reduce battery "hum" or failure—give longer life.

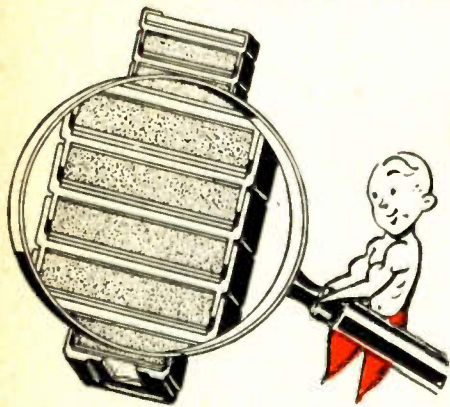
We guarantee these . . . the ONLY radio batteries with INTERLOCKED flat cells . . . to give more listening hours, and clearer reception under normal conditions.

IT'S EXCLUSIVE WITH OLIN!



SEE HOW IT'S DONE

Note in the magnified view showing the enlarged cut-away section how each cell is INTERLOCKED . . . Patented U. S. Pat. No. 2416576.



CHECK THE PRINCIPLE

Then even a strong man would have difficulty pulling your hands apart. This is simple proof of the power of *interlocking* . . . the same principle which is used to make OLIN "B" flat cell batteries the strongest and therefore the longest lasting radio batteries . . . the ONLY batteries that have triple-sealed, equally-strong INTERLOCKED flat cells instead of cells bound together with paper tapes or the other type wrappings found in ordinary batteries.

Interlock your fingers.



Available Only In The

WINCHESTER and **BOND** Lines

of OLIN INDUSTRIES, INC., Electrical Division, New Haven 4, Connecticut

FAST SHIPMENTS FROM FIVE STOCK WAREHOUSES

Houston, Texas . . . East Alton, Illinois . . . Chicago, Illinois

San Francisco, California . . . Los Angeles, California

MR. RETAILER: Order From Your Wholesaler's Salesman Today To Be Ready For The Vacation Selling Season!

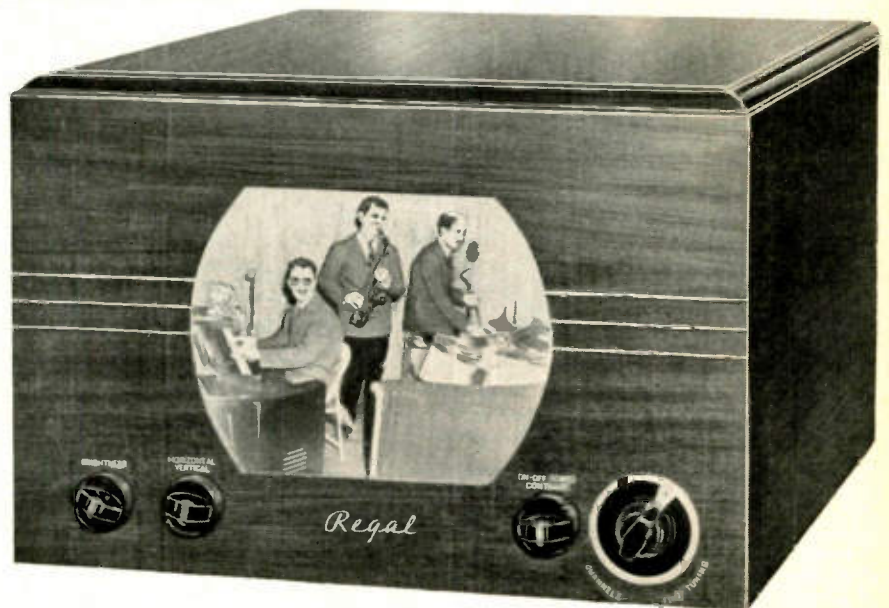
REGAL PRESENTS THE GREATEST SALES PRODUCER IN TELEVISION

**Big 10-In. Tube
61 Sq. In. Screen** PRICED AT ONLY **199⁵⁰**

**Built to Out Perform!
Priced to Out-Sell!**

THE SENSATIONAL NEW MODEL 1007

If you want a bigger share of the profitable television volume, display, feature and promote this sensational new Regal value leader. It has the quality and performance features television buyers demand . . . powerful chassis, large brilliant steady pictures, vertical and horizontal controls, smartly styled mahogany veneer cabinet. Licensed by RCA.



BE THE FIRST TO FEATURE THESE SENSATIONAL NEW REGAL MODELS

Regal Sensational New Console Model 1208

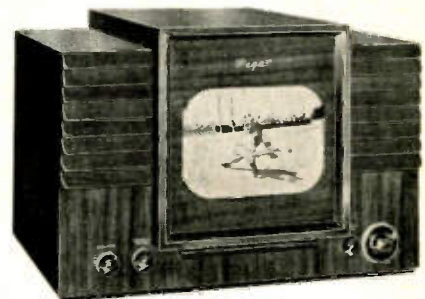
**12½-INCH TUBE
91-SQ. IN. SCREEN**

List **299⁵⁰**

Today's most popular size direct view tube, smartly styled mahogany veneer cabinet, 12-in. PM speaker and other advanced electronic features . . . there's nothing on the market that equals this value.



Regal Features America's Most Popular 30-Tube Chassis In Two Popular Sizes



MODEL 1037—10-inch tube with enlarged 61-sq. in. screen. Genuine RCA Front End, etc. Oval PM speaker, mahogany veneer cabinet.

MODEL 1230—12-inch direct view tube with large 91-sq. inch screen. Genuine RCA Components used throughout, Large Oval Speaker, magnificently styled mahogany veneer cabinet.

*Get Aboard the Regal Television Bandwagon and Watch Sales
and Profits Soar to New Highs! Wire! Write! Phone!*

REGAL ELECTRONICS CORP.,

603 WEST 130th ST., NEW YORK 27, N. Y.

Norelco PROTELGRAM

LIFE-SIZE
MORE
LIFE-LIKE
Television!

... from this 2½" tube



Chosen by these famous makers of quality projection TV receivers

**ANSLEY • EMERSON
FADA • FISHER
PILOT • SCOTT
STEWART WARNER
INTERNATIONAL
TELEVISION
BRUNSWICK**

and others soon to be announced

PROTELGRAM is the result of nearly fifteen years of research by the world's greatest electronics laboratories. This scientifically designed, optically correct projection system makes possible, *for the first time*, a *life-size* distortion-free picture of nearly 200 square inches (20" diagonal) ... a more *life-like* picture without glare or eyestrain. And from a tiny long-life, low-cost picture tube!

PROTELGRAM-equipped sets provide your finest profit opportunity for 1949 because they offer your customers what they want—a bigger, clearer picture that is easier on the eyes. Get the facts *today* from the above manufacturers on the outstanding sales and profit advantages of their PROTELGRAM-equipped receivers. Or write to Dept. PE-5, North American Philips Company, Inc., 100 East 42nd St., New York 17, N. Y.



PROTELGRAM

for
life-size,
more
life-like
television



An Exclusive Development of

NORTH AMERICAN PHILIPS

THIS DISPLAY REALLY SELLS VUE-SCOPE



This Hard-Hitting Store-Tested Display IS YOURS WITHOUT COST!

Actual tests in TEN RETAIL STORES prove that this terrific display **DOUBLES** and **TRIPLES** your Vue-Scope sales! This revolving "silent salesman" shows how your *three fastest-selling Vue-Scope Lenses* look and work on the television set—demonstrates the sensational new "Magic-Mount" Bracket. Lenses *sell themselves!* Get yours **NOW!** *Regular Value \$25.00*

Write Now! 

Write us direct or ask your distributor how to get a VUE-SCOPE Television Magnifying Lens Display without charge. Do it TODAY!

CELOMAT CORPORATION

521 West 23rd Street, New York 11, N. Y.

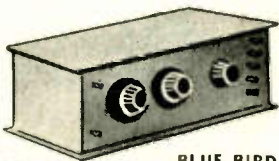
Gentlemen: Yes, I'm interested in hearing more about this sensational new Vue-Scope Display. Please send me complete details!

Name _____

Address _____

City _____ Zone _____ State _____

THE N



BLUE BIRD MODEL

Automatic Radio

MAY 1924

Long Distance Single Tube Set—Powerful Single Tube Receiver—Listen to KDKA, Pittsburgh; WGY, Schenectady.

Variometer adjustment for long distance—Variable condenser tuning—Best results with 75-foot antenna—Using latest WD-11 vacuum tube—Beautiful cedar cabinet.

Complete with earphones

MAY 1949
TELEVISION
by
Automatic Radio

... it's the **SENSATIONAL NEW**

PORTABLE TELEVISION RECEIVER

STUNNING! TELEVISION SET

Model 709

Featuring

- 7" Screen Brilliant Reproduction Full Channel Coverage
- Horizontal Stabilizer Vertical Stabilizer
- Automatic Picture Lock
- Clear FM Response Fine Tuning Rugged Construction
- Hand-Rubbed Mahogany Cabinet

Television that's easy on the eye. Added sensitivity for faultless operation with brighter and steadier picture.



SPECIAL ANNOUNCEMENT

Advance models of 10" 12½", 16" and Projection TV Models on display during the R.M.A. Show.

See us at Hotel Blackstone and Hotel Stevens—May 16-19

- Beautifully designed . . . new handsome Automatic Portable TV P490 in a rich tan leatherette cabinet.
- Show it in your customer's home and you're ready to show television at its best. Demonstrate how it can be easily moved from room to room . . . or at a summer home, camp, beach, etc.
- A demonstration is a sale. Make Big Profits now.



MODEL TV P490

All in a Single Unit
 Good Looking
 Wonderful Performance
 Fine Tuning

★ **PORTABLE!**

Total weight with antenna only 33 lbs.

★ **SIMPLE TO INSTALL!**

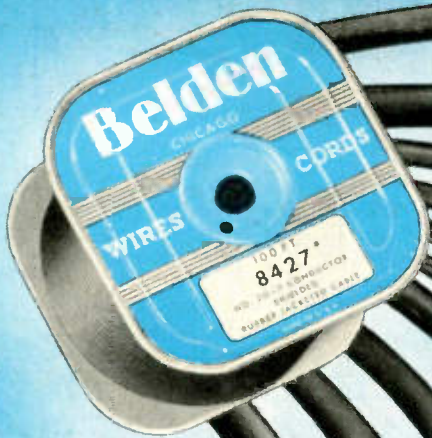
Antenna snaps into place and turns as necessary for excellent reception.

SINCE 1920

Automatic Radio

AUTOMATIC RADIO MFG. CO. INC.

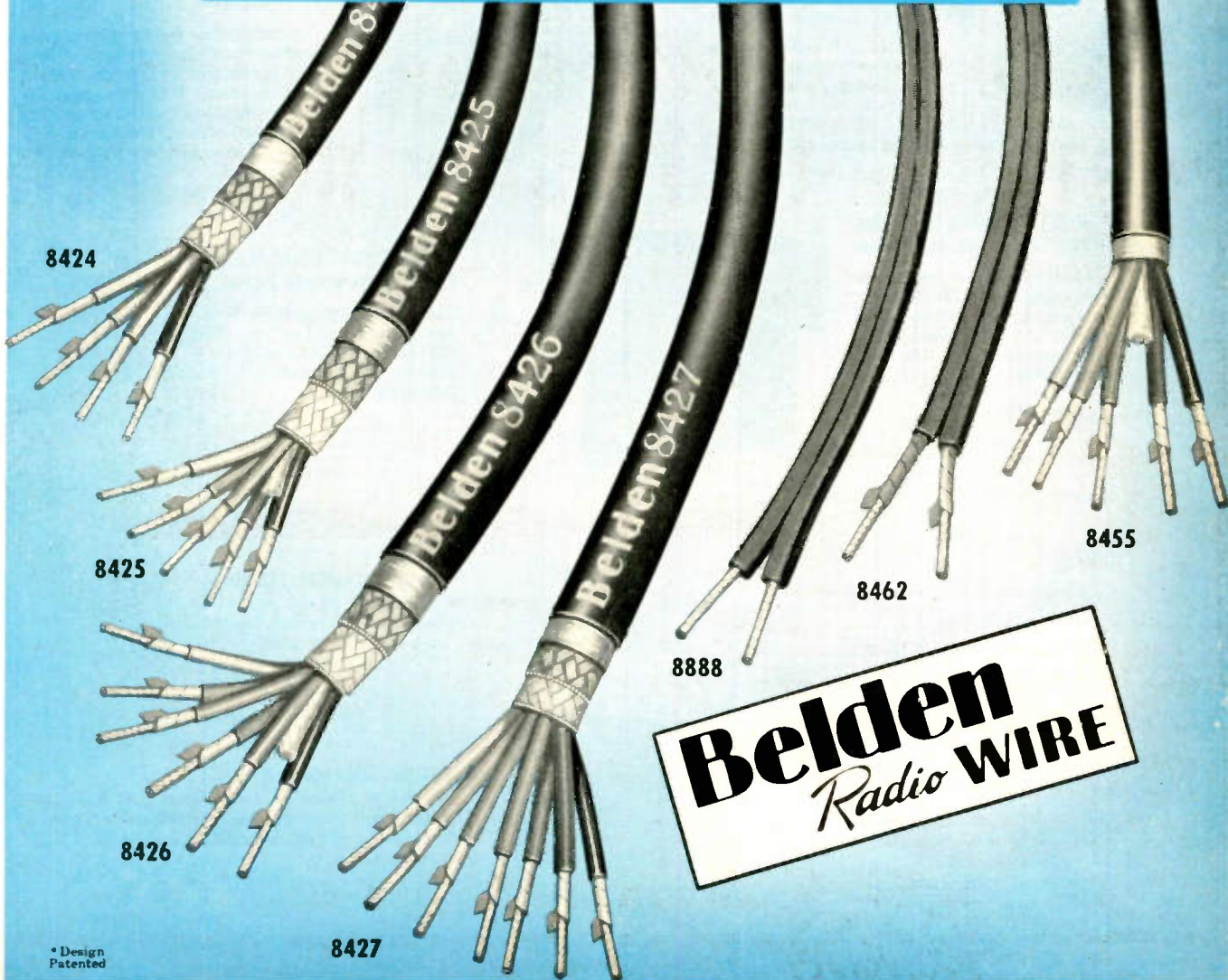
122 BROOKLINE AVE., BOSTON 16, MASS.



MULTIPLE CONDUCTOR CABLES

Every Type for Every Service

Sold Exclusively Through Recognized Wholesale Distributors



Belden
Radio WIRE

* Design Patented

Westinghouse

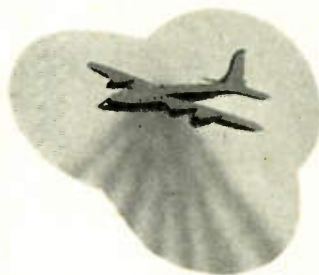
"firsts" have made radio and television history

... and today Westinghouse electronics engineers are producing *tomorrow's* finer radios and television receivers.



WESTINGHOUSE Broadcast The World's **FIRST** Radio Program

In 1921, Westinghouse Radio Station KDKA, Pittsburgh, beamed the first radio broadcast in history to a handful of eager listeners. Thus, began the radio industry.



WESTINGHOUSE Developed The World's **FIRST** Stratovision

Stratovision—the process of rebroadcasting from high flying planes, to overcome terrain interference—was developed by Westinghouse. It promises to make nationwide television and FM radio economically practical.

WESTINGHOUSE Built The World's **FIRST** Electronic Television

More than 20 years ago Westinghouse built the first electronic TV set and TV transmitter. And Westinghouse was the first manufacturer licensed to make color television.



WESTINGHOUSE Built The World's **FIRST** Factory-Built Radio

The Westinghouse Aeriola Junior, a crystal set, marked the first milestone in the history of commercially-built home radios.



**30 YEARS
IN RADIO AND
TELEVISION MAKE
THESE ALL NEW
SETS POSSIBLE**

WESTINGHOUSE ▶
makes a complete line of table-top radios, powered and designed for every taste, and starting at...

\$19⁹⁵

for model 210 shown



◀ **WESTINGHOUSE**
produces 3 powerful portables for those who want the best in radio entertainment *anywhere*. They start at a low of...

\$29⁹⁵

for model 185 shown



YOU CAN BE SURE... IF IT'S



WESTINGHOUSE

223

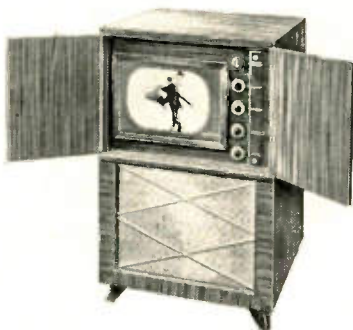
Not a makeshift set built to a price, but a powerful 10-inch receiver pared to fit your customers' pocketbooks, and styled to invite quick sale.

\$269⁹⁵



WESTINGHOUSE 217

Twelve-inch TV set . . . FM-AM radio . . . multi-speed record player in a magnificent mahogany console cabinet. Available at reduced cost with 10" TV tube.



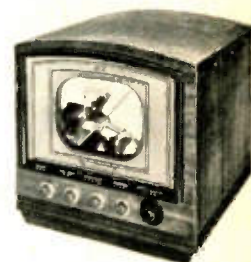
WESTINGHOUSE 226

Twelve-inch TV set in a smart, compact console cabinet. Powerful circuit for long distance reception. Available at reduced cost with 10" TV tube.



WESTINGHOUSE 216

Giant 16-inch television in a cabinet of classic beauty. Fingertip pressure opens or closes delicately counterbalanced picture unit.



WESTINGHOUSE DX

Deluxe table-top set with 10-inch picture tube. Powered for top performance at great distances from TV stations.



WESTINGHOUSE makes a deluxe line of consoles with such great features as Rainbow Tone FM, the ELECTRONIC FEATHER®, and multi-speed record players. Model 199 shown is an example.

Only **\$229⁹⁵**

MAIL COUPON ➔

We think you have a future with Westinghouse . . . the oldest line in radio and television. If you agree, mail the coupon.

Westinghouse Electric Corporation
Home Radio Division
Sunbury, Pa.

I am interested in a Westinghouse Television
Radio franchise. Please send a representative.

Name

Company

Street

City Zone State

Westinghouse

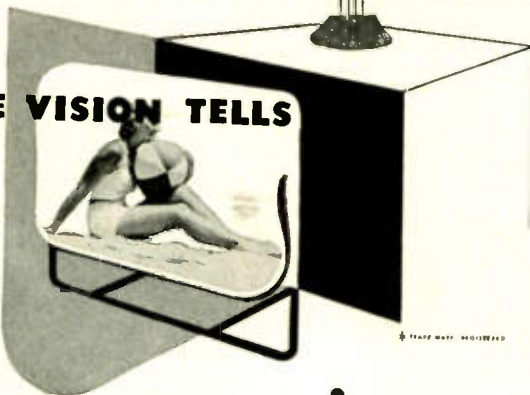
BIGGER TV PROFITS

FLEXTRON MAGNIFYING LENSES boost your TV sales! Larger, clearer image—plus perfect focusing—gives customers more real seeing pleasure . . . gives you extra profits.

* FLEXTRON COUNTS



WHERE VISION TELLS



FLEXTRON SR. and JR.

FLEXTRON JR. — 5" or 7" screens. List: Clear, \$19.95

FLEXTRON SR. — 10" and larger screens. List: Clear, \$34.95



FLEXTRON #3 (ROUND)

FLEXTRON #3 (ROUND)
7" or 10" screens.
List: Clear, \$27.50



FLEXTRON DE LUXE

FLEXTRON DE LUXE
— Console style.
List: Clear, \$39.95

All Magnifiers available in
Glareproof Blue at the
same price as Clear.

**ELECTRO-STEEL
PRODUCTS, INC.**
112-14 N. SEVENTH ST. PHILA. 6, PA.

Sixteen handsome styles—
masked to eliminate glare.

DISTRIBUTORS! Write today for
circulars describing full FLEXTRON line:
antennas, filters, magnifying lenses.
Few choice territories for factory rep-
resentatives still available in the South.



RCA Batteries are Radio-Engineered for Extra Listening Hours

Radio's Best Sellers...

and your best Profit Builders

Profit builders because RCA's *Selective Distribution* primarily to the Radio Trade virtually makes RCA Batteries *your exclusive brand!*

Profit builders because by selling virtually an exclusive brand you bring customers back to *you* for replacements!

Profit builders because the RCA Trade Mark and attractive package guarantee immediate customer acceptance—help you sell easier, faster!

Profit builders, too, because RCA has a *complete* line—serving 99% of all radio requirements. Included are

"hard-to-get" types—stocked in local warehouses for quick delivery through RCA Battery Distributors.

Build your business with the Battery line that packs a profit.

... and the best in selling aids

RCA provides you with the greatest array of selling aids in battery history . . . all geared to *the radio trade*. They'll help you build *your* battery business!

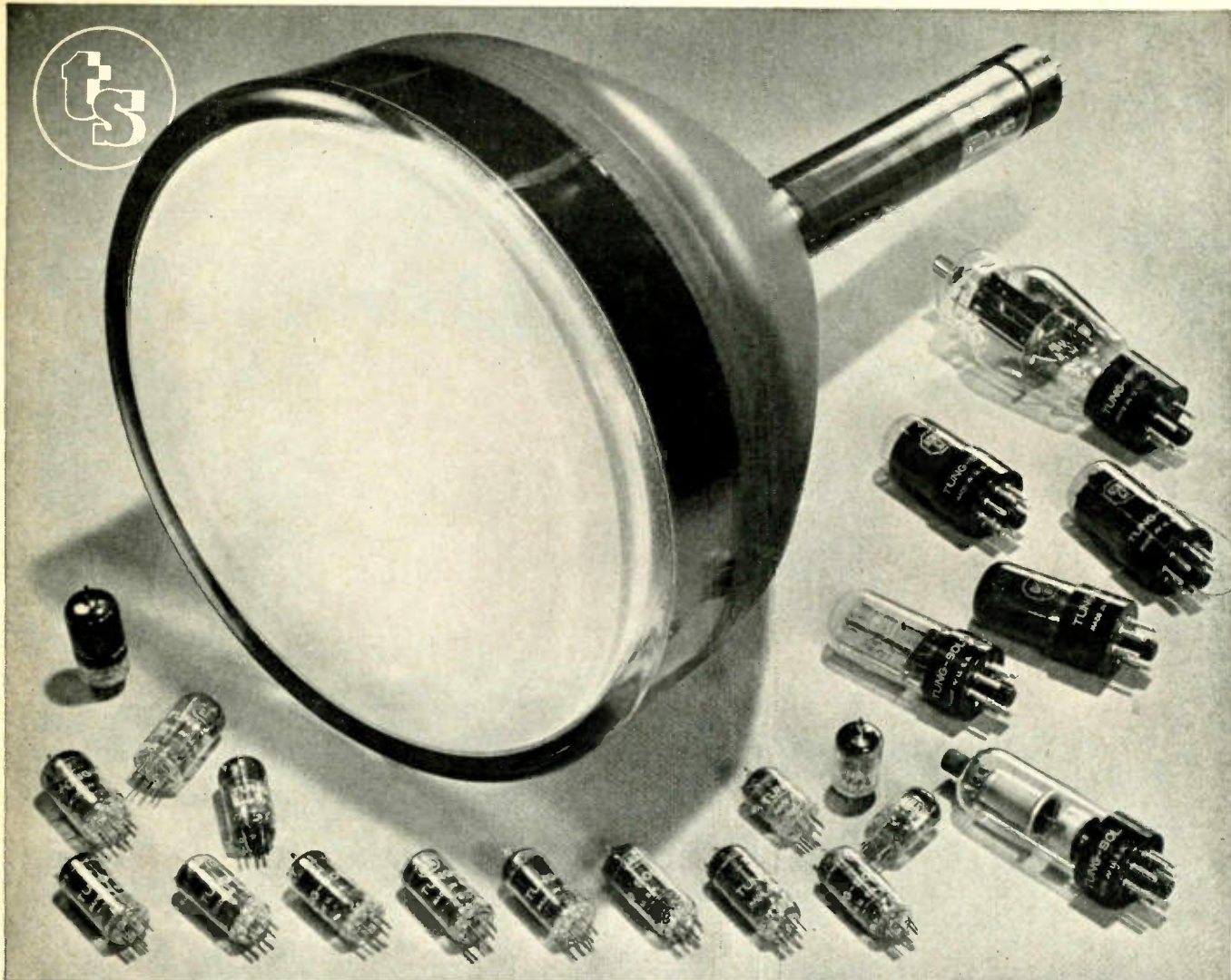


ALWAYS KEEP IN TOUCH WITH YOUR RCA BATTERY DISTRIBUTOR



RADIO CORPORATION of AMERICA

HARRISON, N. J.



TUNG-SOL DEPENDABLE SOURCE OF SUPPLY FOR HIGH QUALITY ELECTRON TUBES

Tung-Sol's reputation has been built because, year after year, Tung-Sol's quality has consistently been of the highest standard. There is a TUNG-SOL Tube to satisfy every receiving tube requirement. That is why Tung-Sol's customers are among the foremost manufacturers in the electronics industry.

IN THE ORIGINAL EQUIPMENT MARKET Tung-Sol is small enough to give individual attention to every customer and large enough to produce high quality products in large quantities. Tung-Sol has always realized that the quality of a customer's product is de-

pendent upon the quality of the tubes used. IN THE REPLACEMENT MARKET most reputable wholesalers prefer to handle Tung-Sol tubes. They like their uniform high quality and appreciate TUNG-SOL's friendly way of doing business. TUNG-SOL LAMP WORKS INC., NEWARK 4, N. J.

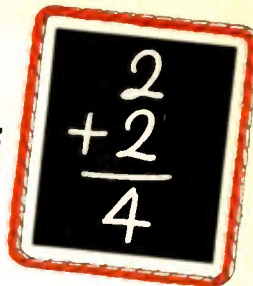


Send for the "TUNG-SOL Technical Data Book". It is a valuable aid to troubleshooting. You will find its 400 pages to be an up-to-date source of information on types of tubes, both new and old, and their characteristics. In addition to written descriptions there are diagrams, graphs, and curves for at-a-glance reference. Price \$4.75 delivered.

TUNG-SOL TELEVISION AND RADIO TUBES

SALES OFFICES: ATLANTA • CHICAGO • DALLAS • DENVER • DETROIT • LOS ANGELES • NEWARK
ALSO MANUFACTURERS OF MINIATURE INCANDESCENT LAMPS, ALL-GLASS SEALED BEAM HEADLIGHT LAMPS AND CURRENT INTERMITTORS

Simple Arithmetic TELLS THE TALE



Bendix Radio and Television

provides the finest

*Profit
plan*

IN THE INDUSTRY

Beats cutthroat competition

How much could you make if you could compete successfully for the 85% of business going to chain stores, discount houses and the like? *You can* with Bendix Radio and Television. Prices are competitive and quality so much finer that customers convince themselves of your superior values.

Stops seasonal price cuts

How much could you make by avoiding slow-season dumping and price-cuts? *You can* with Bendix Radio and Television. At their low "no middleman" prices, they remain bargains regardless of competitive price cuts—provide the "special offer" to build off-season business.

Ends "free riding" on your advertising dollar

How much more would your own advertising "pay off" if every buyer it moved to action came to *your* store. That has to happen when you feature Bendix Radio and Television. No dealer down the street can steal your prospects or undercut your advertised prices because your franchise is exclusive to your community.

Makes you sole beneficiary of factory advertising

How much more could you make if every national radio and television advertisement appearing in your community directed customers only to *your* store? That's exactly what happens with Bendix Radio and Television.

Exceptionally liberal discounts

Bendix Radio and Television discounts are better than many and equal to any—and, you don't have to give them away in price-cuts and "here's hoping" advertising.

Add up the extra money these special franchise features can make and you'll understand why America's top retailers agree—"it pays to push Bendix Radio and Television." Get the facts on the direct-to-dealer plan with the industry's biggest backing.

BENDIX RADIO DIVISION of
BALTIMORE 4, MARYLAND



REG. U.S. PAT. OFF.

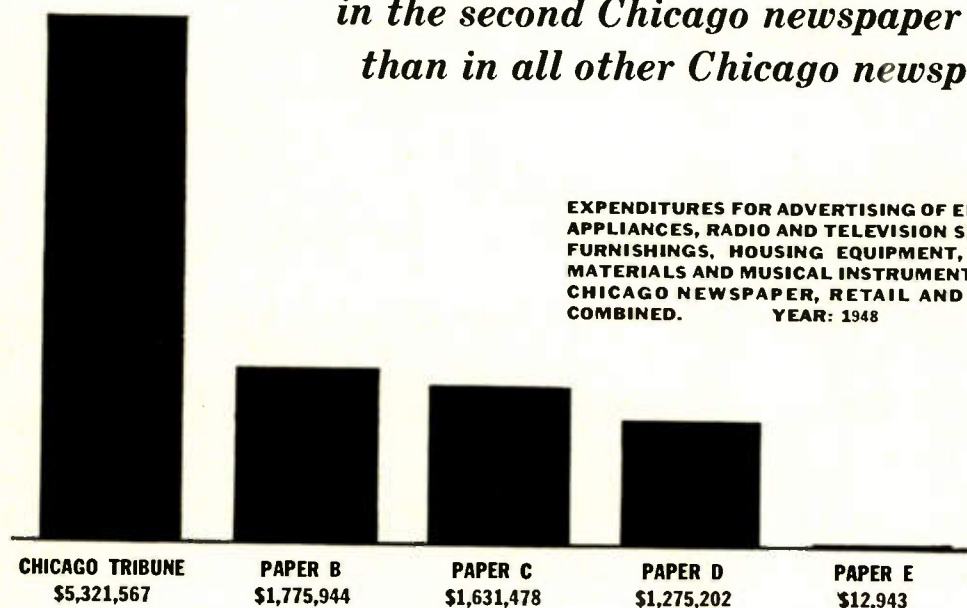
The Finest Picture Money
Can Buy + the Industry's
Finest Profit Plan =
The Finest Opportunity
in Television!

The only television that lets you say, "simple as radio—just plug it in and push a button." A natural for home demonstration.

Write for Details of the **Bendix Radio and Television** } Direct-To-Dealer **PLAN!**

FIRST with a lead of more than \$3,545,000.00!

Advertisers of electrical appliances, radio and television sets, home furnishings, housing equipment, building materials and musical instruments in 1948 placed 199.6% more of their funds in the Tribune than in the second Chicago newspaper and 13.3% more than in all other Chicago newspapers combined.



EXPENDITURES FOR ADVERTISING OF ELECTRICAL APPLIANCES, RADIO AND TELEVISION SETS, HOME FURNISHINGS, HOUSING EQUIPMENT, BUILDING MATERIALS AND MUSICAL INSTRUMENTS, IN EACH CHICAGO NEWSPAPER, RETAIL AND GENERAL COMBINED. YEAR: 1948

THIS CHART shows what manufacturers, distributors and retailers think of the Chicago Tribune as a volume producer on electrical appliances, radio and television sets, home furnishings, housing equipment, building materials and musical instruments.

To spark their sales drives in the multi-billion dollar Chicago market last year, they placed in the Tribune 199.6% more of their promotion funds than they placed in any other Chicago newspaper—and 13.3% more than they placed in all other Chicago newspapers combined.

In doing so, they increased the Tribune's lead over the next Chicago newspaper from 73.0% in 1941 to 199.6% in 1948.

When you build your Chicago program around the Tribune, you get the all-income circulation which takes best advantage of the sales potential in this market. Thru the Tribune, daily or Sunday, your promotion reaches hundreds of thousands more Chicago and suburban families than it does thru other Chicago newspapers.

In addition, the Tribune's regional influence builds

consumer favor and dealer support thruout the 242-county greater Chicago market. In this market, there are 756 cities and towns of 1,000 or more population. On weekdays, the Tribune is read by better than one out of every three families in these 756 communities. On Sundays, it is close to three out of every five families.

Sales managers rate the Tribune first because it rates first with their salesmen and dealers. From experience at the point of sale, retailers know that hard lines move fastest here when they are backed with adequate schedules in the Chicago Tribune.

To build volume and the strong sales organization you want, build your Chicago promotion around the Tribune. Rates per line per 100,000 circulation are among America's lowest.

CHICAGO TRIBUNE

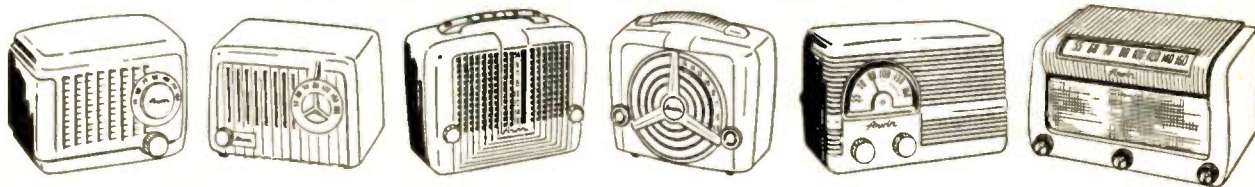
THE WORLD'S GREATEST NEWSPAPER

February average net paid total circulation:
Daily, Over 950,000—Sunday, Over 1,650,000

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

ARVIN

The Complete Table Model Line



- **NATIONALLY ADVERTISED!**
- **RECOGNIZED TRADE NAME!**
- **COMPETITIVE LIST PRICES!**
- **OUTSTANDING PERFORMANCE!**

plus **THE MOST APPEALING PROFIT STRUCTURE IN THE INDUSTRY!**

More to Sell... More to Sell with!



30" Streamers



43" Floor Stand



26" x 20" Color Display



Big Window Banners

There's *more to sell* in Arvin's flashing colors, smart lines, proved performance, and national reputation for quality! There's more to sell with in these dynamic displays, complete with streamers, banners and newspaper mats!

4-COLOR PAGE IN HOUSE & GARDEN

June issue of House & Garden will carry a full page in full color to help you sell Arvin Rainbow Radios for "color accent." Mail the coupon now for full details of the tie-in campaign!

SEE YOUR ARVIN DISTRIBUTOR OR MAIL THE COUPON NOW!

Arvin Radio & Television Division
Noblitt-Sparks Industries, Inc., Columbus, Indiana

Please send full details of your Rainbow Radio Deal and the Arvin Portable Package Proposition.

Store name Address

City State Signed

Walco

startles the Industry
with the Greatest
Money-maker of all!

New TELE-VUE-LENS® Line

Patented: U.S. Pat. Off. 2449886

Decorator-Styled... with BUILT-IN

FILTER ADAPTER

including

REMOVABLE

FILTER

AT NO EXTRA COST

- ADJUSTABLE
IN ALL DIRECTIONS

A bigger, brighter sales picture for you is assured, with the smartest money-maker of them all—the new Walco "Decorator Styled" enlarging lenses.

No wonder set owners prefer Walco lenses—they enhance set beauty and assure big-picture perfection. Fits all television cabinets. It's felt-lined for cabinet protection.

Tie-in now, with Walco's intensive national advertising and merchandising programs. Make your television picture even bigger, brighter and more successful from the all-important standpoint—actual sales!

NEW OVERHANG
Feature
NO SCREWS! NO BOLTS!

MODEL 512
7" TUBE
ENLARGER

MODEL 519
7-10" TUBE
ENLARGER

MODEL 529
10-12" TUBE
ENLARGER

MODEL 539
10-12" TUBE
DE LUXE ENLARGER

Walco TELE-VUE-FILTER

easy to insert
or remove

DISTRIBUTORS!
FACTORY REPRESENTATIVES

Come along with the hottest lines in the industry. Good sales areas are open for those who can handle big volume.

Walco INC.

60 FRANKLIN STREET
EAST ORANGE, NEW JERSEY

Walco — manufacturers of standard and micro-groove phonograph needles and a complete line of enlarging lenses, television filters and other television accessories.

See these *Jewel* Radios
and the introduction of a
Spectacular new line of
TELEVISION RECEIVERS

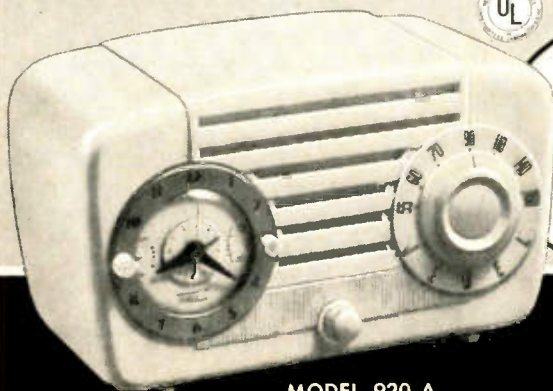
RADIO PARTS SHOW
BLACKSTONE HOTEL, French Room
May 16th to May 20th

Leaders in the Specialty Radio Field!

JEWEL
Wakemaster

with TELECHRON ALARM MOVEMENT

America's newest mode for waking!
TELECHRON Alarm Movement auto-
matically turns on the superheterodyne
radio. 10 minutes later, alarm sounds to
make doubly sure. Clock has sweep
second hand. Radio or clock can be
used independently. Decorator-styled
walnut or ivory plastic cabinet.



MODEL 920-A

**PERSONAL
PORTABLE**

Tiny Battery Radio in all-
plastic cabinet in choice of
Ivory and assorted colors.
Plastic shoulder strap. 4 tube
superheterodyne circuit;
built-in loop antenna. It's the
size of your hand. Has exclu-
sive Jewel "Sound-Focus"
feature which means speak-
er is aimed at ear of listener.



MODEL
814

*Built to Sell!
Styled to Sell!
Priced for fast Selling
and Worthwhile
Profits!*

DISTRIBUTORS!
Factory Representatives
Some good territories are
open. Write for details.

JEWEL RADIO CORP.
10-40 45th AVE., LONG ISLAND CITY 1, N. Y.



"Madame X" was the code name, during research and development, for an entirely new system of recorded music . . . perfected by RCA.

The remarkable background of "Madame X"

Now the identity of "Madame X," the *unknown* in a long search for tone perfection, has been revealed. From this quest emerges a completely integrated record-playing system—records and automatic player—the first to be entirely free of distortion to the trained musical ear . . .

The research began 11 years ago at RCA Laboratories. First, basic factors were determined—minimum diameters, at different speeds, of the groove spiral in the record—beyond which distortion would occur; size of stylus to be used;

desired length of playing time. From these came the mathematical answer to the record's *speed*—45 turns a minute—and to the record's size, only 6 $\frac{3}{8}$ inches in diameter.

With this speed and size, engineers could guarantee 5 $\frac{1}{2}$ minutes of distortion-free performance, and the finest quality record in RCA Victor history!

The record itself is non-breakable vinyl plastic, wafer-thin. *Yet it plays as long as a conventional 12-inch record.* The new RCA Victor automatic record changer accommodates up to 10 of the new records—1 hour and 40 minutes of

playing time—and can be attached to almost any radio, phonograph, or television combination.

Not only records are free of surface noise and distortion—the record player eliminates faulty operation, noise, and cumbersome size. Records are changed quickly, quietly . . . RCA Victor will continue to supply 78 rpm instruments and records.

This far-reaching advance is one of hundreds which have grown from RCA research. Such leadership adds *value beyond price* to any product or service of RCA and RCA Victor.



RADIO CORPORATION of AMERICA

World Leader in Radio — First in Television

Snyder

PHILADELPHIA

means BUSINESS

Radio-Television Aerials & Accessories

TELE-PORT Portable TV Aerial

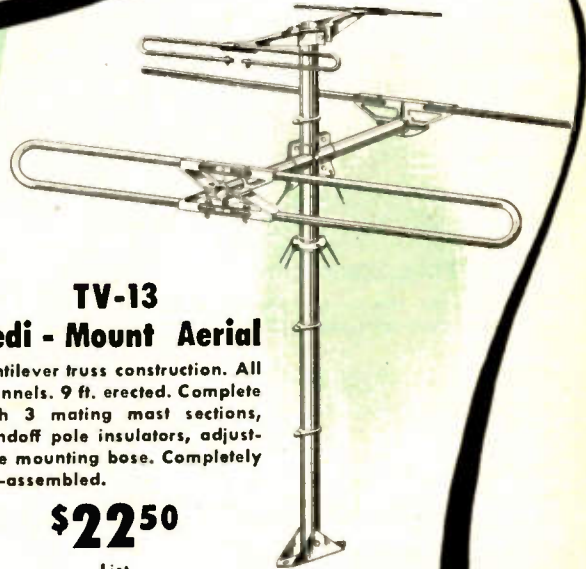
3 section telescopic dipoles. All channels. All-way orientation. Admiralty brass xxx chrome plated staffs. Brown bakelite and chrome appointments. Complete with cable.

\$5⁹⁵

List



MODEL P-TV



TV-13 Redi - Mount Aerial

Cantilever truss construction. All channels. 9 ft. erected. Complete with 3 mating mast sections, standoff pole insulators, adjustable mounting base. Completely pre-assembled.

\$22⁵⁰

List

C-3W Auto Aerial

3 section 66" extended. Complete with tenite insulators, static ball, shielded low-loss lead.

\$2⁹⁵

List



FC-3 Auto Aerial

3 sections. 52" extended. Concealed fender or top cowl installation. Waterproof. Self-aligning adjustment fits all contours.

\$4⁹⁵

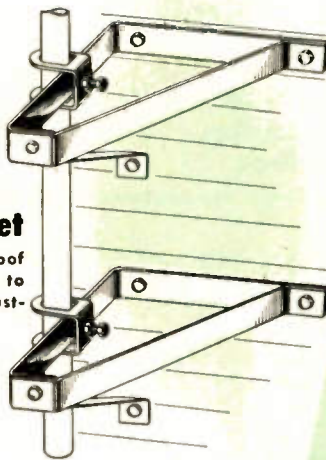
List

WB-2 Wall Bracket

Heavy duty rustproof steel. Adjustable to desired angle. Adjustable span.

\$6²⁵

List



WRITE FOR OUR COMPLETE CATALOGS

SNYDER MFG. CO.

ANTENN-GINEERS*

22nd & ONTARIO STS., PHILADELPHIA 40, PA., U.S.A.

EXPORT DIVISION: ROBURN AGENCIES, INC., NEW YORK 7, N. Y.

* U. S. PAT. OFF.

CLEAR THE ROOFTOPS FOR...

Another Vertrod First!

SENSATIONAL

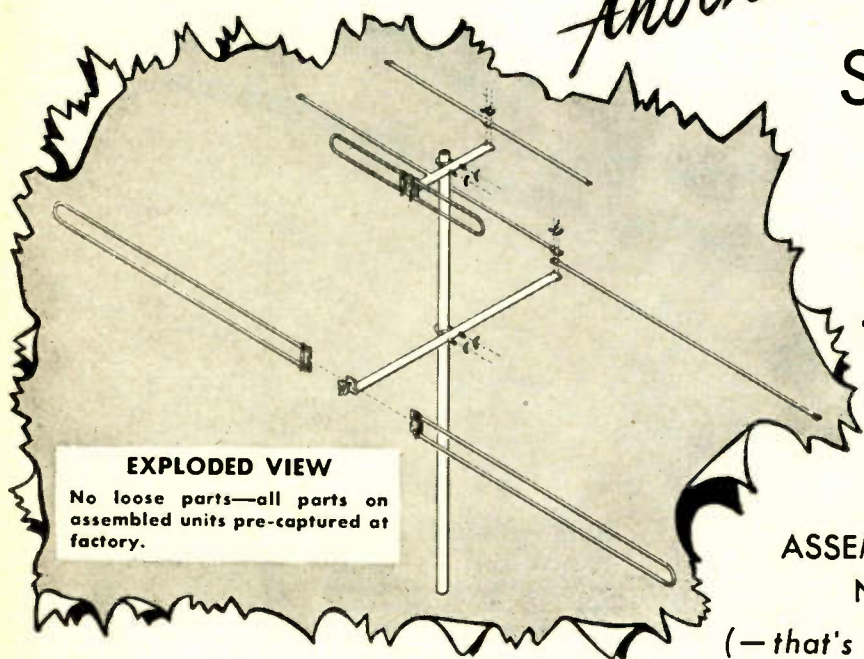
“4'n1”

TV ANTENNA

1. Folded dipole
2. Straight dipole
3. 72 ohm line
4. 300 ohm line

ASSEMBLES IN RECORD TIME—
NO TOOLS REQUIRED!

(—that's right! Not even a screwdriver!)



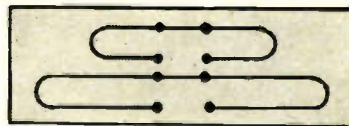
EXPLODED VIEW

No loose parts—all parts on assembled units pre-captured at factory.

ALL IN ONE—SETS UP AS REQUIRED BY SIMPLE ADJUSTMENT OF JUMPER LINKS



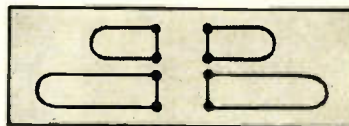
HF straight dipole
LF folded dipole



HF and LF folded dipole

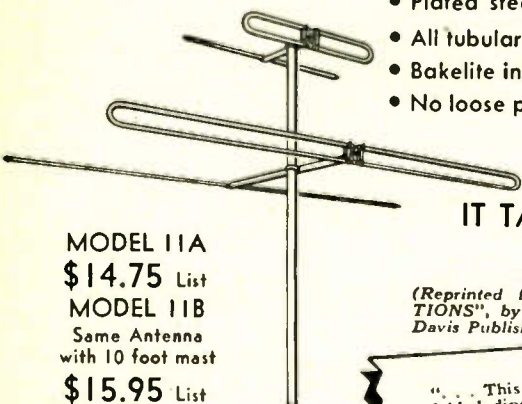


HF folded dipole
LF straight dipole



HF and LF straight dipole

- Plated steel lock-seam 1" dia. tubing. Models available with 5 and 10 foot masts.
- All tubular elements of hard tempered aluminum.
- Bakelite insulators which are non-hygroscopic.
- No loose parts—all parts on assembled units pre-captured at the factory.



MODEL 11A

\$14.75 List

MODEL 11B

Same Antenna
with 10 foot mast

\$15.95 List

ATTRACTIVE TRADE DISCOUNTS

... FROM CARTON TO ROOFTOP

IT TAKES LESS TIME TO INSTALL A VERTROD "4 'n 1"

READ WHY VERTROD has the only broad-band straight dipole:

(Reprinted from the book "TV-FM ANTENNA INSTALLATIONS", by Ira Kamen and Lewis Winner. Published by Bryan Davis Publishing Co., Inc., 52 Vanderbilt Ave., N. Y. C.)

"... This dipole has a broad-band characteristic since each straight dipole is a half-section of the folded dipole, and therefore the straight dipole effectively has a larger cross-sectional area than a simple straight tubular rod. It is a theoretical fact that the resistance of an antenna element increases more rapidly than its inductance as its cross-sectional area increases, and since Antenna Q = Inductance/Resistance it is apparent that a dipole made up of two half-sections of a folded dipole will have a relatively low Q characteristic and therefore a broad-band response.

MANUFACTURED BY

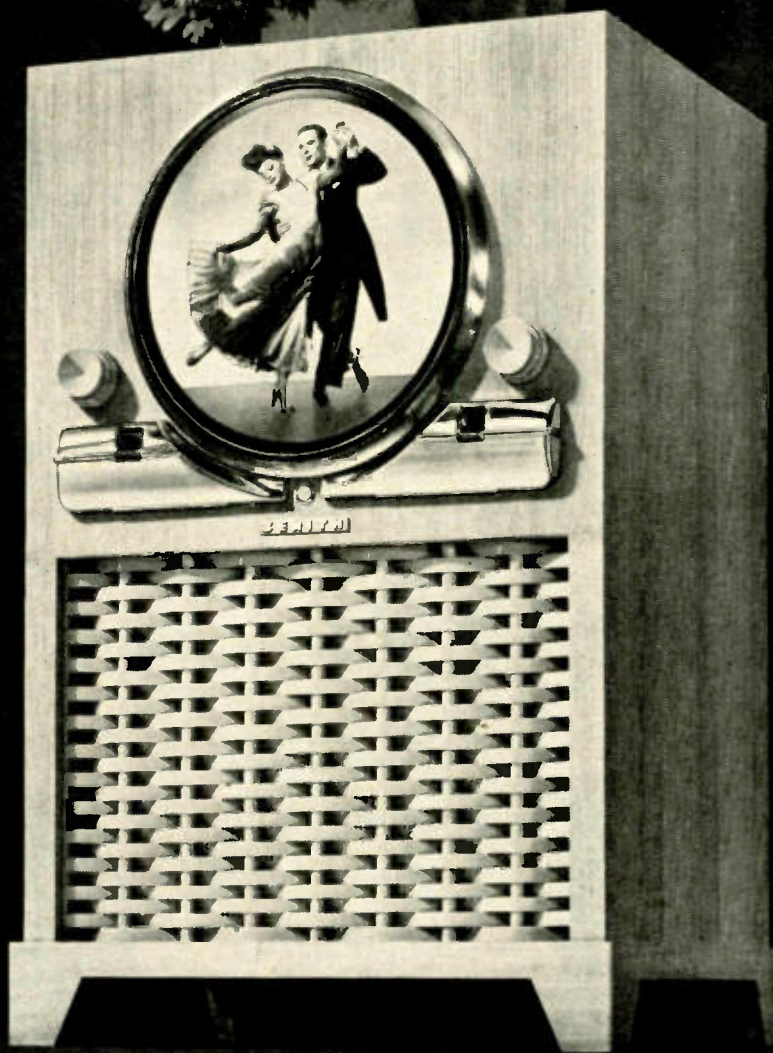


For information, contact your distributor or write direct.

DISTRIBUTORS: Exclusive franchises available in some territories. Write for details.

11 PARK PLACE • NEW YORK 7, NEW YORK

Never forget...
there can be only one original!



ZENITH
Mfg. Co. of Ill.

is America's most widely copied Radio.

Zenith will be America's most widely copied Television.

Other manufacturers will shortly copy Zenith's Giant

Circle Screen. Imitation is the sincerest form of flattery.

A demonstration of Zenith Television with Giant Circle Screen, in actual operation in your windows and on your sales floor, will build traffic for your store.

ZENITH RADIO CORPORATION • CHICAGO 39, ILLINOIS

CROSELY PRODUCTS FOR HAPPIER LIVING MAKE

More profits for happier retailing!

Brilliant new engineering... hard-selling new national ads... progressive sales policies... all make this a big year for Crosley! You're sure of happier selling with the new Crosley line—*pre-sold* by high-powered radio, newspaper, TV, and magazine advertising hitting

your territory. Behind Crosley's inspired sales drive lie exciting technical developments... handsome styling... precision engineering. Let this distinguished new Crosley line help you to bigger profits and happier retailing than ever before!

More and more folks want Crosley - products for happier living!



9-409M

HAPPY DAYS are here for you and your customers—with the delightful new combination console shown at the left. It's really *four sets* in one! Brilliant 12½" TV with 85 square inches of distortion-free image—full-range AM radio and complete FM radio—three-speed automatic record changer.

HAPPY CUSTOMERS mean business success. And how better to keep 'em happy than with the powerful **PLAYBOY** portable (below). Many fine features, *plus* an additional IF amplifier for greater sensitivity and selectivity. You can offer the brilliant **PLAYTIME** portable too (slightly lower price). Folks are delighted with its light weight, simple battery changeover, and three-way operation (AC, DC, or battery).

10-307M



10-145M

HAPPY RETAILERS know the value of a full line. Here's another member of Crosley's well-balanced family — the **MERRYMAKER** (above). It's the sensational 45-rpm record player—radio combination. Changes records twice as fast as regular record players, and gives up to 50 minutes of continuous entertainment. And the radio's a dream! You have to hear it to believe it!

HAPPY SALES are a natural with this outstanding 10" table model (below) with the mirror-clear screen. Just a few of the many sales points: Automatic picture synchronization, complete FM radio. Simplified tuning, and smart styling.



9-413B

Discover the secret of happier retailing!

Crosley Products Fill Every Radio, Phonograph and Television Need. Write or phone your nearest Crosley distributor for details about the complete new line. Or just drop us a card today—we'll be glad to tell you about **BETTER PRODUCTS FOR HAPPIER LIVING.** Crosley Division, Avco Manufacturing Corporation, 1329 Arlington Street, Cincinnati 25, Ohio.



9-422M

Newest and Brightest Hit!

CROSLEY'S BIG 16" CONSOLE!

You've got a knockout with Crosley's exciting new 16" television set. Make room now for this distinguished model with the big, BIG screen. Imagine 142 square inches of movie-sharp, steady-image picture! With special prism tuning and full-range FM radio too!



CROSLEY

Better Products for Happier Living

SHELVADOOR® REFRIGERATORS... KITCHEN FREEZERS
RANGES... RADIOS... RADIO PHONOGRAPHS... TELEVISION

STROMBERG-CARLSON

*celebrates its Silver Anniversary in radio
by presenting this new*

AM-FM TELEVISION CONSOLETTA

Twenty-five years of Stromberg-Carlson experience in the radio business are behind this great new television chassis—bringing new levels of performance and satisfaction to your customers.



\$565

*Excise tax \$7.54. Plus installation.
Slightly higher in South and West.*

STROMBERG-CARLSON
*on its Silver Anniversary
salutes R M A
on its
Silver Anniversary*

See it Better!

*92 Square Inch Direct View! The picture is really big—
an eye-opener for your most exacting prospects! You can
sell 'em on sight!*

Hear it Better!

*Famous Stromberg-Carlson Sound Fidelity! Show your pros-
pects the big, "Full-Floating" speaker—let them hear the
difference on TV, FM and AM. You'll close them quickly!*

The WEYMOUTH

TS-125-LM. New TV-FM-AM Console. With 92 square inch direct-view picture of unexcelled clarity, kept steady by automatic frequency control. With magnificent tone quality from precision-engineered audio system and exclusive "Full-Floating" 12-inch PM speaker. Phonograph jack for connecting with any type record changer. Selected hand-rubbed mahogany veneers. Learn full details of this spectacular new model from the distributor or branch office serving your territory.

In television, as in radio, there is nothing finer than a

STROMBERG-CARLSON

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

RADIO & TELEVISION RETAILING

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

Established In 1922
as ELECTRICAL RETAILING

O. H. CALDWELL, Editorial Director



M. CLEMENTS, Publisher

THE "CAN'T AFFORD TO BUY" explanation by customers being met more and more these days by active "selling" of time contracts by retailers, many of whom have been merchandising exclusively on cash and open account bases. Intelligently presented installment plans can be made to clinch many a sale that otherwise would be put off.

1,635,000 TV SETS IN USE in the U. S. according to latest RADIO & TELEVISION RETAILING survey (as of May 1). 65 Stations are now on the air in 37 cities. Sets in use have increased 500% in the past 12 months, stations on the air 270%.

THREE BY FOUR FOOT TV PICTURES are a new wrinkle of the Protelgram system described in April RADIO AND TELEVISION RETAILING. Coming out of the experimental stage now, the system utilizes the same unit with different lenses, and is expected to provide TV of home movie proportions when in production.

"THE IMMEDIATE POSTWAR BOOM in business has passed the peak. In some industries there is recession. Sellers' markets are all but gone. The buyer, the consumer, again is king of the market place."—Earl O. Shreve, president U. S. Chamber of Commerce, in an address before the Electric Institute of Washington.

NETWORK RADIO, AS IT NOW EXISTS, will eventually be replaced by television, Paul Raibourn, vice-president of Paramount Pictures and a director of Du Mont Laboratories, forecast in a speech before the Investment Bankers Association meeting at Chicago. He expressed the belief that most local radio stations would continue to render a valuable public service on a somewhat different basis than at present.

OF HELP IN COMBATTING PRICE-CUTTING is a bulletin recently sent out to dealers by Irving Sarlin, sales manager, Emerson-New Jersey, Inc., urging cooperative effort in holding the price line. Portions of the message: "All Emerson radio and television sets are Fair Traded . . . you, as a franchised Emerson dealer have signed a Fair Trade agreement. . . . You are not permitted to advertise or sell . . . at prices below those established by the distributor. Should you fail to comply with this agreement we will have no alternative but to cancel your franchise and to vigorously prosecute you under the Fair Trade laws."

TALK OF TV SET OBSOLESCENCE scotched by FCC commissioner Wayne Coy, who assured public that present 12 channels would not be discarded.

FLOOD OF "3-WAY" PHONO PLAYERS hitting market, and, according to the grapevine, there's rumor of some spectacular news on the way, which, if true, would arouse no end of excitement in the record industry.

THE NEWLY-FORMED TELEVISION Manufacturers' Association is now officially incorporated under the laws of New York state, it has been announced by Michael L. Kaplan, president-elect of the group and president of Sightmaster Corp. TMA will operate on a national scale.

UNDER-WATER TELEVISION was featured during a program broadcast in the East from Princeton University swimming pool. Camera under water was switched in to show divers and swimmers beneath the surface of the pool.



THE MUSIC SHOW BY THE NATIONAL ASSOCIATION OF MUSIC merchants, to be held at the New Yorker Hotel, New York, July 25, 26, 27, 28, promises to be a record-breaking event, with all-out interest to be focussed on TV and on the 3-speed platter situation, currently being cussed and discussed throughout the industry.

HOT SALES TIPS ON ROOM COOLERS. In selling compressor-type room air conditioners, salesmen should tell prospective customers that these appliances keep home and office temperatures at comfortable levels (winter and summer), that they cut down on cleaning and laundry bills; filter out dust and pollen and reduce street noises to a minimum. The foregoing are some of the attractive features being stressed by Philco merchandisers.

What's Ahead!—in Radio,

IN AND AROUND NEW YORK, some consumers who got "breaks" on TV sets are spending more on installation and service than they "saved." One merchant uses some authentic "case histories" most effectively when certain customers ask for "something off."

THE TERRIFIC INTEREST IN TV seems to insure against the building of a backlog of "dump-destined" straight radios from here on. Nowadays, a maker studies all the angles before he brings out a new model set of any kind.

IN ORDER TO HELP CUT DOWN nuisance service calls on food freezers, one manufacturer urges dealers to operate units in the store for a couple of days before delivery to the customer; also to tell users not to put large quantities of warm food in freezing compartments.

TREND IN TV MANUFACTURING: Expect to see more and more sets with all controls in the front (non-operative controls will be concealed) so that installer and servicer can watch screen from front while adjusting set.

THERAPEUTIC VALUE OF TELEVISION. John F. Loudon, president of Loudon-Knickerbocker Hall, Amityville, N. Y., has signed a contract for the installation of a centrally-controlled "Guest Television" system, with National Service Sales Corp., N. Y., national distributors for the system made by Industrial Television, Inc., Clifton, N. J. Mr. Loudon believes that his sanitarium, which specializes in nervous and mental diseases, is the first to take advantage of the therapeutic value of TV. Shatter-proof plexiglass will cover the picture tubes to be installed in units at the institution.

ONE LARGE MANUFACTURER QUIETLY MAKING A drive in Chicago to cut off merchandise from list-price slashers. The firm has put the heat on its jobbers, demanding that they refuse products to all price-cutters, regardless of size of such retail establishments.

BARLOW & SELIG MANUFACTURING CO., (Speed Queen) Ripon, Wisc., celebrating its 40th anniversary. The first washer was a hand-powered job, and sold on a basis of \$96.00 a dozen, with a thirteenth washer free. The infant concern netted a profit of \$20,000 the first year.

PEAK OF THE REFRIGERATION SERVICE season, now but a couple of months away, will find more mechanics available than at any other period since the war.

"REPLACEMENT" BUSINESS POTENTIAL looms large in the TV industry as numbers of users plan trading-in their video sets for units affording larger pictures.

ABOUT 1,500,000 OF THE 21 MILLION TURN-TABLES in use in the U.S. at the present time are on hand-wound jobs. An unknown number (please don't ask us for an estimate) are equipped with "flower" horns, and play cylindrical records.

THE SUPPLY OF RECENTLY-DUMPED ELECTRIC handirons is about exhausted, according to a number of retail store operators. "Distressed" electric space-heaters continue to be offered at reduced prices by many department stores.

FOR THE FIRST TIME SINCE 1923, a line of electric fans is included in the White Cross program by the manufacturer, National Stamping and Electric Works, Chicago. Models come in 8", 10" and 12" sizes and will sell at \$6.95, \$15.95 and \$24.95, respectively.

"WHILE THE PICTURE IS CLOUDY, it is not all dark. The gray markets in many of the supplies we buy are fading out. Jobs are a little more valuable than they have been. Technical advances, restyling and better methods of production may be counted upon as favorable."—James S. Knowlton, president, Stewart-Warner Corporation, in a letter to stockholders.



YOUTH WON'T BE SWERVED! A teen-age boy selected three discs in a Midwest store—a "33 1/3," a "45," and a "78." The dealer said, "You'll need special equipment, young man." The boy wasn't fazed for a moment. "Oh, that's OK," he said, "I made a player that handles all three."

"PRACTICAL ADVERTISING," IS THE TITLE OF A new book by Harry P. Bridge, president of the Harry P. Bridge Co., Philadelphia advertising agency. In addition to covering all phases of advertising, several chapters have been devoted to radio and television. The book, published by Rinehart & Co., Inc., New York, sells for \$6.50.

Appliances, Records and Television

DOOR-TO-DOOR CANVASSERS, selling vacuum cleaners, increasing in numbers daily. The majority are presently representing direct-selling organizations, but there's a growing outdoor sales effort on the part of the independent retailer.

DEALERS PLEASED WITH THE effective, big-scale sales promotion campaigns being run by Landers-Frery & Clark. A record-breaking sum is being spent on the firm's new Universal Coffeematic metal appliance.



PRICE-CUTTING RESULTING IN WIDESPREAD brand-switching and drop in advertising by dealers. When profit-minded merchants find a make being batted around, they lose interest in exploiting it "for the benefit of the competitor;" then look for another brand they consider safe to plug.

"DEEFPREEZE" CONTINUING TO BE USED to mean any and all food freezers, over the air, in the press, and by all too many retail salesmen.

"WE ESTIMATE THAT AT LEAST one-half of Motorola's volume during 1949 will be realized through the sale of television receivers."—Paul V. Galvin, Motorola president.

HALF OF THE CONSUMERS WHO purchased Hotpoint Disposalls during the last 12 months did so as a result of a kitchen remodelling program.

AUTOMATIC PHONE ANSWERING featured by wire-recording device recently released. Without any physical or electrical connections to the phone, the device picks up receiver, informs the party at the other end that they should leave a message, records the message on wire, and hangs up.

RECORD PLAYING UNDER WATER was a feature of the General Electric Exhibit at the recent IRE show in New York. Record changer and loudspeaker were both immersed in a gold-fish bowl, and played continuously. Sound passed through the water to another loudspeaker, and out through wires to a third loudspeaker so viewers could hear the music.

"RUS IN URBE" DEPARTMENT. Clerk in a very large New York City platter store telling a customer that he's "fresh out of" a certain disc!

PROVISIONS OF THE WARRANTY applicable to GE fans interesting to dealers. Under the warranty, the retailer may take a new fan from his stock and exchange it free of charge for any defective fan within the warranty period.

GOOD ADVICE TO JOBBERS IN territories new to TV comes from Aaron Lippman, Newark parts distributor. Writing in the NEDA Journal, he says in part: "Above all, get your house in order. Get your credit situation in shape. Excellent service accounts that never topped \$300 a month are now in the \$2000 class. . . ."

INTERESTING BULLETIN FOR DEALERS issued by The George D. Barbey Co., Reading, Pa., distributors. An excerpt: "The television business—set sales, installation of boosters and aerials, repairs and replacements, will total billions this year. The limit will be tube production and the ability and willingness of the radio men on the firing line to actually study, work and sell."

FUTURE EVENTS OF INTEREST TO READERS

MAY 1-6: National Electric Wholesalers Assn., 41st Annual Convention, Netherlands Plaza Hotel, Cincinnati.

MAY 1-8: National Music Week.

MAY 7: Eastern Electrical Wholesalers Assn., Dinner and Dance, Hotel Astor, New York City.

MAY 8: Mother's Day.

MAY 17-20: Annual Radio Parts and Electronic Equipment Show, Stevens Hotel, Chicago.

MAY 19: Radio Manufacturers Assn., 25th Silver Anniversary Banquet, Stevens Hotel, Chicago.

MAY 26-31: Hobby Show, Shrine Auditorium, Los Angeles.

MAY 31-JUNE 2: Edison Electric Institute Annual Meeting, Traymore Hotel, Atlantic City, N. J.

JUNE 19: Father's Day.

JUNE 19-24: Store Modernization Show, Grand Central Palace, N. Y.

JULY 2-9: New York State Assn. of Electrical Contractors & Dealers, Inc., Golden Anniversary Convention, Saranac Inn, N. Y.

JULY 25-28: National Association of Music Merchants, Annual Show, Hotel New Yorker, New York City.

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

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

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

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

NOV. 13-18: National Electrical Manufacturers Assn., Chalfonte-Haddon Hall, Atlantic City, N. J.

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



ANYWHERE, ANYTIME . . . the RCA Victor 9BX5 Portable offers your customers a world of radio entertainment through the rich, mellow voice of the "Golden Throat" tone system. A powerful RCA Long Life Battery Pack ensures strong reception *outdoors* . . . while *indoors* it plays either on AC or DC current.



The 9BX5, like all RCA Victor instruments, has faster turnover because it offers your customers the highest possible quality at a fair price. Stock up now and display this "Pick of the Portables" for greater portable sales and profits!

ONLY RCA VICTOR HAS THE "GOLDEN THROAT"

ONLY RCA VICTOR MAKES THE VICTROLA

RCA VICTOR



"Victrola"—T. M. Reg. U. S. Pat. Off.

DIVISION OF RADIO CORPORATION OF AMERICA

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

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

5 FAST CHAPTERS IN THIS BEST-SELLER PORTABLE STORY!

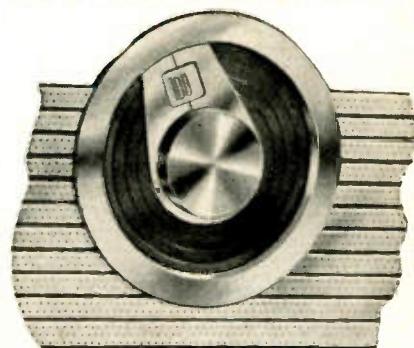


1 *Indoors or Out*—the Built-In Magic Loop Antenna assures better reception. No outside connections are necessary. Operates on both AC-DC current and batteries.

2 *Easy to Carry*—because it's lightweight, perfectly balanced, and has a convenient, close-fitting plastic handle (with disappearing links for beauty and compactness).



3 *Customer-Catching Display*—Standing in your window or on your sales floor, this life-size, full-color piece provides a sales-making display of Model 9BX5 . . . or any other RCA Victor portable you care to promote.



4 *More Precise Tuning*—because the station is framed by the Positive Reading Rotating Window Dial. Instant, accurate station tuning is made easy.

**Here's another example
of RCA Victor quality!**

5 *The RCA Battery Pack* in the RCA Victor 9BX5 was designed for the set. Both A and B batteries are built into a single pack . . . ending uneven life from separate batteries and giving uniform performance throughout the life of the pack. It's radio-engineered for extra listening hours.

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

TELEVISION—Feature of

Exhibition Hall Space Sold Out Early — History-Making

Events Scheduled — Display Rooms Opened in Stevens Hotel

• Television, which was the most talked-about development at the 1948 Radio Parts and Electronic Equipment Show, again promises to be the Number One interest-getter when the 1949 Show gets under way at the Stevens Hotel, May 17 to 20. Many new TV components, accessories and units will be featured in the Exhibition Hall, and in display rooms in the Stevens, opened when the demand for space continued long after the Hall had been sold out.

According to Kenneth C. Prince, Show manager, four new features will be introduced this year.

First, early arrivals and those who do not expect to attend any of the half-dozen association meetings on Monday, May 16th, will find many displays open on the fifth and sixth floors of the hotel, while in past years the first day on which displays could be viewed was Tuesday, in Exhibition Hall.

Second, the annual dinner, which heretofore had been a feature of the evening before the official opening, this

Sponsors of the Show

Radio Manufacturers Association, Association of Electronic Parts & Equipment Manufacturers, Sales Managers Club (Eastern division), West Coast Electronic Manufacturers Association, and the National Electronic Distributors Association.

year is being combined with the Radio Manufacturers Association's Silver Anniversary Dinner on Thursday, May 19th.

Third, for the first time, visiting hours in Exhibition Hall have been allocated on Wednesday, Thursday and Friday so that the distributors' groups will have exclusive periods; and

Fourth, the perennially vexing problem of how to keep track of the hotel room numbers of persons attending the Show and how to keep the various persons in touch with each other appears to be solved for the first time.

Early arrivals this year are urged to take advantage of the extra day to visit the fifth and sixth floors. In order to set up an advance itinerary or schedule, it would be well to call at the Show publicity office on the fourth floor or the Information Booth on the fifth floor and pick up a copy of the Show exhibit digest, which will list in abbreviated form all the new products which will be featured at the various booths.

An innovation this year will be the exclusive attendance groupings, whereby the traditional NEDA Day (Tuesday) is retained, but instead of NEDA Invitation Day, which followed last year, this year Exhibition Hall will be open from 10 A. M. to 1 P. M. exclusively for NEDA members; from 1 P. M. to 3 P. M. exclusively for all distributors, and after 3 P. M. to industrial manufacturers, government agencies, purchasing agents and engineers, will be admitted Wednesday through Friday. It was stressed that fifth and sixth floor displays will be open Mon-

★ LIST OF EXHIBITORS ★

COMPANY NAME	BOOTH NO.	COMPANY NAME	BOOTH NO.	COMPANY NAME	BOOTH NO.
Advance Electric & Relay Co.	29	Barker & Williamson	123	Clarostat Manufacturing Co.	51
Aerovox Corporation	86	Belden Manufacturing Co.	90	Columbia Wire & Supply Co.	130
Aircraft-Marine Products	23	Bell Sound Systems	40	Condenser Products Co.	144
Alliance Manufacturing Co.	145	Bliley Electric Co.	7	Consolidated Wire & Associated Cos.	134
Alpha Wire Corp.	95	David Bogen Co.	44	Continental Carbon Co.	148
Altec Lansing Corp.	107	British Industries Corp.	67	Continental Electric Co.	27
American Condenser Co.	155	Brush Development Co.	41A	Cornish Wire Co.	48
American Microphone Co.	113	Bud Radio, Inc.	69	Crescent Industries	78
American Phenolic Corp.	109	Burgess Battery Co.	12	Croname, Inc.	84
American Radio Hardware Co.	14	Burlington Instrument Co.	22	Drake Electric Works	149
American Television & Radio Co.	82	Bussman Manufacturing Co.	106	Duotone Co.	122
Amperex Electronic Corp.	91	Camburn, Inc.	6	Eagle Electronics	156
Amperite Co.	55	Carter Motor Co.	37	Eitel-McCullough, Inc.	158
Astatic Corp.	141	Centralab Division	39	Eckstein Radio & Television Co.	26
Atlas Sound Corp.	96	Chicago Transformer Div.	160	Electronic Soldering Iron Co.	129
Audak Co.	116	Cinaudagraph Speakers Div.	9	Electronic Instrument Co.	133
Audio Devices, Inc.	24	Cinch Manufacturing Co.	97	Electro Products Laboratories	57

L. to R. Show treasurer W. W. Jablon, Espey Mfg. Co., New York; members of the Board of Directors, Jerome J. Kohn, Standard Transformer Corp., Chicago; Charles Golenpaul, Aerovox Corp., New Bedford, Mass.; Aaron Lippman, Aaron Lippman Co., Newark, N. J.



the Chicago Show!

day through Friday without any attendance restrictions.

This year, with the cooperation of "The Representatives" of Radio Parts Manufacturers, Inc., an Information Center and message service will be set up in the fifth floor elevator lobby, where an ingenious registration system will systematize the heretofore unsolved headache of how to keep tab on where among the city's dozen first class hotels the persons others are seeking may be registered; and how to reach these persons, assuming they will spend a minimum of time in their own rooms.

With cross indexing and filing information which a corps of employees will gather, the pretty booth attendants are expected to have more ready information on hand than the proverbial traveling salesman, as well as listing of visitors by company name, information on theaters and other entertainment, etc.

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

COMPANY NAME	BOOTH NO.
Electro-Voice, Inc.	81
Electrovox Co.	50
Ellar Woodcraft	33
Erie Resistor Corp.	142
Espey Manufacturing Co.	85
Freed Transformer Corp.	108
Gee-Lar Products Co.	45
General Cement Manufacturing Co.	127
General Electric Co.	75
General Industries Co.	70
General Transformer Corp.	62
Girard-Hopkins	71
Guardian Electric Mfg. Co.	19
Halldorson Company	15
Hallcrafters Co.	153
Hardwick, Hindle Co.	54
Hexacon Electric Co.	28
Hickok Electrical Instrument Co.	8
Indiana Steel Products Co.	83
Industrial Condenser Corp.	79
Insuline Corp. of America	2
International Resistance Co.	115
Jackson Electrical Instrument Co.	98
J-B-T Instruments	66

COMPANY NAME	BOOTH NO.
J.F.D. Manufacturing Co., Inc.	117
Jensen Industries	52
Jensen Manufacturing Co.	36
E. F. Johnson Co.	35
Kellogg Switchboard & Supply Co.	137
Kenyon Transformer Co.	5
Kester Solder Co.	3
La Pointe Plascomold Corp.	20
Leach Relay Co.	53
Lectrohm, Inc.	54
Lenz Electric Manufacturing Co.	104
P. R. Mallory & Co.	58
Markel Electric	88A
Merit Coil & Transformer Corp.	150
James Millen Manufacturing Co.	140
National Company	61
National Union Radio Corp.	10
Newcomb Audio Products Co.	80
Ohmite Manufacturing Co.	152
Operadio Manufacturing Co.	87
Par-Metal Products Corp.	136
Park-Metalware Co.	125
Permoflux Corp.	43
Permo, Inc.	38
Phalo Plastics Corp.	30
Philmore Mfg. Co.	21
Potter & Brumfield	13
Precision Apparatus Co.	94
Presto Recording Corp.	159
Pyramid Electric Co.	1
Quam-Nichols Co.	132
Racan Electric Co.	76
RAD-EL-CO Manufacturing Co.	87A
The Radiart Corp.	32
Radio City Products Co.	119
Radio Corporation of America	135A
Radio Craftsmen	112
Radio Merchandise Sales	31
Rauland-Borg Corp.	143
Raytheon Manufacturing Co.	99
Recordisc Corp.	103
Recoton Corp.	49
Rek-O-Kut Co.	72
John F. Rider, Publisher	114
Howard W. Sams & Co.	131
Sangamo Electric Co.	154
Walter L. Schott Co.	120
Hermon Hasmer Scott, Inc.	64
Shur-Antenna-Mount	102
Shure Brothers	124
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Mark Simpson Mfg. Co.	46
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Snyder Manufacturing Co.	128
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Spirling Products Co.	25
Sprague Products Co.	89
Standard Transformer Corp.	88
Star Products	34
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(Continued on page 52)

From the top down are show officials: president, W. O. Schaning, Lukko Sales Corp., Chicago; vice-president, R. C. Sprague, Sprague Electric Co., North Adams, Mass.; secretary, John L. Robinson, Croname, Inc., Chicago.

L. to R.: Board of Directors members: Les A. Thayer, Belden Mfg. Co., Chicago; Lew W. Howard, Triad Transformer Mfg. Co., Los Angeles; Kenneth Prince, show manager and legal counsel; S. I. Neiman, public relations counsel.



We Hear From Some Old

"YES sir, we're among your first subscribers. We have depended exclusively upon your publication since it began. A couple of 'snaps' enclosed.



Photograph shows veteran Dealer Wynne in front of his store at Raleigh, N. C. He started in business at present location in 1922.

The building, 2 stories and basement, was dedicated to radio in 1922 and is still used by the Wynne Radio Co."—W. A. Wynne, Wynne Radio Co., Raleigh, N. C.

"In 1919, I entered the radio business, full time, as a radio serviceman, having previously serviced radios as a hobby for several years. Seven years ago I formed a partnership with . . . Fred Colton, and added appliances to our activity. Your records will show that we have taken your fine magazine since its first year. During these years we have subscribed to many magazines, some no longer published, some which we subscribed to for a year or so and discontinued. But RADIO & TELEVISION RETAILING has always been our favorite . . . RADIO & TELEVISION RETAILING is so complete in itself, that it is not necessary to subscribe to any other magazine to keep informed. May your next twenty-five years be as successful as your first."—J. P. Graham, Graham & Colton, Columbus, Ohio



" . . . I have been in the radio business since 1922—most of this time was spent in the radio parts jobbing business . . . and I believe I have read every issue of RADIO & TELEVISION RETAILING since its inception. As far as I am concerned, I use it as a text book to keep currently informed on what is new in the radio parts field, what manufacturers and dealers are doing, and for information as to trends in business."—Al J. Rissi, Los Angeles, Calif. (Manufacturers' representative, covering southern California and Arizona.)

"We are enclosing a copy of *Radio Retailing*, dated May, 1925 . . . have been continuous subscriber to this publication ever since . . ."—A. J. Knortz, A. J. Knortz Electric Co., electric refrigeration, radio service, Honeoye Falls, N. Y.



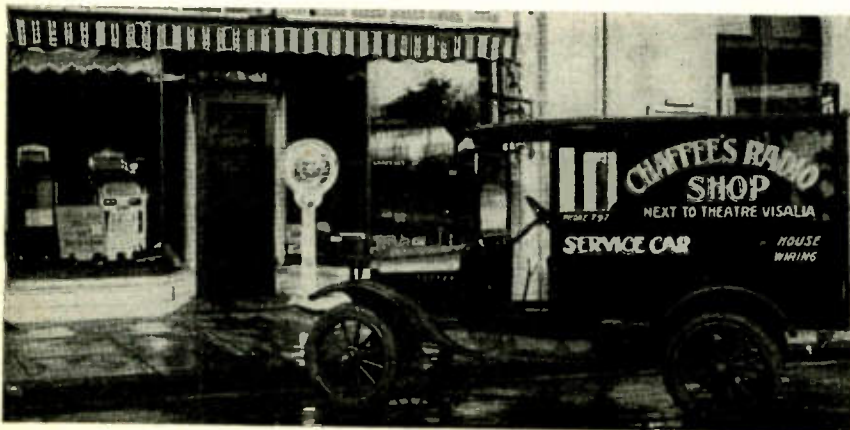
" . . . I have been a consistent reader of your fine publication during its activities since 1925. I am afraid you would become embarrassed if I told you all the good things I might have to say about it. You know, however, that I believe in it sincerely from the number of times that our company message is printed in its issues . . ."—Warren L. Hasemeier, vice-president, Wilcox-Gay Corp., Charlotte, Mich.



"The writer started in the retail radio business in 1921, and later spent some years traveling for a radio distributor. In 1923 I formed the sales agency in California, originally known as J. J. Perlmuth Company, later changed to J. J. Perlmuth & Associates, and today known as Perlmuth-Colman and Associates. We have eight salesmen now covering the eleven Western states, and maintain large warehouse and office facilities in Los Angeles . . . district offices and resident men in San Francisco, Seattle and Denver."—J. J. Perlmuth, Los Angeles, Calif. (A reader since 1925.)

1949! RMA'S 25TH YEAR—TELEVISION'S 10TH YEAR
CALDWELL-CLEMENTS' 28TH YEAR IN RADIO-TV PUBLISHING

"Catch Them Outdoors This Month and Throughout the Summer" is the caption used under this picture as it appeared in the May, 1925 issue of "Radio Retailing". The page was sent in by A. J. Knortz, pioneer dealer of Honeoye Falls, New York.



" . . . I thought you would be interested in knowing that three of the TACO boys, Carl F. Goudy, Herbert H. Brown, and yours truly, have been following your publication since 1925 and we still very much enjoy reading it . . ."—T. Lundahl, vice-president, Technical Appliance Corp., Sherburne, N. Y.



Friends

" . . . We wish to congratulate you on the excellent work you are doing in keeping . . . dealers and distributors . . . enlightened during this period of complete confusion."—C. B. Cole, C. B. Cole Co. (appliance distributors), Portland, Maine.



"I have been a subscriber to RADIO & TELEVISION RETAILING for many years and think it one of the best radio service trade magazines published . . ."—Clarence Jax, Acme Radio Service, Tampa, Fla.



"I have been reading RADIO & TELEVISION RETAILING since 1925. It is still tops on my list . . ."—C. E. Weigel, Louisville, Ky.



"I have been a subscriber of your good magazine since 1927 . . ."—J. L. Pinkney, Pinkney's Radio Service, San Francisco, Calif.



" . . . 'Way back in the 26's and 27's we started reading this magazine. We have always used it as a working rule of what is going on in the radio field, in the line of merchandise, service and salesmanship. And now today it is . . . a 'must' due to the tremendous activity in television. It was through your pages that we obtained high class merchandise, such as 'V-Dee-X' antennas, and information in last May's issue on the Yagi antenna, which is very effective



Shown is Dealer Warren R. Davee, West Point, Nebraska, who's doing an outstanding job in promoting FM in his territory.

in receiving distance . . . Keep up the good work . . ."—Warren R. Davee, Davee Radio Service, West Point, Nebraska

Note: In a forthcoming issue, RADIO & TELEVISION RETAILING will run an interesting article concerning Dealer Davee's activities in promoting FM radio in his community.



IN 1925 (From the January issue of Radio Retailing.)

They were advertising such tubes as UV-200's; WD-11's and 12's; UV-199's . . . B eliminators, Philco radio batteries, a Murdock Neutrodyne for \$100; a Fada Neutroceiver, a Federal Type F 201 A radio tube for \$4.00 list, and a Freshman tuned radio frequency kit for \$17.50; a line of RCA "Radiotrons."

Editorially, in the January, 1925 issue we listed the following "situations that press for solution": Stabilization of prices, offsetting seasonal slumps, financing for business expansion, selection of balanced stocks, installment-plan sales, house-to-house selling, store methods, pricing policies. Also, installation, service and repairs, style designs, interesting the women, timing advent of new models, reaching the great farm market, "trade-ins", extent of market, trends in future radio development.

And some interesting headlines: "Why the Parts Trade Will Never Die Out . . . The Console Craze . . . Veterans' Hospitals Soon to Be Equipped for Radio Reception . . . You Can Sell Four or Five Loudspeakers for Each Radio Set . . . Service—the Neighborhood Dealer's Opportunity . . . Chicago Jobber Has "Rolling Radio House" (Harry Alter & Co., Chicago.) . . . Sarnoff Predicts Increased Radio Sales for 1925.

About a Quarter-Century Ago

Radio Retailing told its readers to "Be sure to test proposed site of store for good radio reception", and today this can well apply to TV . . . Stewart-Warner markets a radio receiver . . . De Forest's name everywhere . . . Echophone of Chicago offered a portable at \$75 . . . Scott and Fetzer Co., Cleveland, featuring a new loop antenna . . . Grigsby-Grunow-Hinds offering a "Majestic Reproducer" . . . Westinghouse advertising a battery charger . . . Lightning arresters selling like hot-cakes.

One-tube set, the "International Babydyne", listing at \$10 . . . Freshman offering kits . . . Some names in the trade: Allen-Bradley, Brandes, Jewett, Rola, Cardwell, Burgess Battery, Dubilier, Fansteel, Kellogg Switchboard, RCA, Benjamin, Operadio, Sangamo, Atwater Kent, Crosley, Federal Tel & Tel, Steinite, Wells, Colin B. Kennedy, Grebe, Bakelite Corp., Remler, The Indiana Mfg. & Elect. Co., General Electric, Jefferson, Bremer-Tully.

More names in the trade: Silver-Marshall, Magnavox, Connecticut Tel & Elect. Co., Hamilton, Kolster, Sonora, Ray-O-Vac, Music Master, Pfanstiehl, David Grimes, Miessner, Colonia, Continental, Halldorson, Teletone, Cunningham, Weston, Irving, American Bosch, Rhamstine, Western Electric, Hammarlund, Thompson, Priess, Pathe, Wells, All-American, Sickles, Harponola, Perryman, Timmons, Radio Receptor, Amplicon, Kardon, Automatic, Muter, Holtzer-Cabot, Farrand, De Jur, International Resistance Company, Raytheon.

" . . . Started reading and enjoying your trade publication. Today, 25 years later, I am still at it. For keeping abreast of the times, I believe yours is the best . . ."—B. M. Kates, Kates Bros. Electric Co., Woodridge, N. Y.



"I am an old reader of your publication, and have been for the past 25 years, and look forward to each new issue. RADIO & TELEVISION RETAILING is one of my bibles, and I read it from cover to cover . . ."—Wayne E. Hite, Radio Sound and Service, Harrisburg, Pa.



"It is to RADIO & TELEVISION RETAILING that I look each month for new ideas and the latest developments in radio, television, recording and electrical appliances."—Chester L. Masser, Houston, Tex.



Some Pioneers of



E. F. McDONALD, JR.
Zenith Radio Corporation



DR. W. R. G. BAKER
General Electric Company



WALTER EVANS
Westinghouse Electric Corporation



F. A. D. ANDREA
Andra Radio Corporation



BRIG. GEN. DAVID SARNOFF
Radio Corporation of America



DAVID WALD
De Wald Radio Mfg. Company



L. S. THEES
Radio Corporation of America



ERNEST ALSCHULER
Sentinel Radio Corporation



ALLAN B. MILLS
Radio Corporation of America



ISIDOR GOLDBERG
Pilot Radio Corporation



LESLIE F. MUTER
The Muter Company



DR. RAY H. MANSON
Sprengberg-Carlson Company



H. W. CLOUGH
Balden Manufacturing Company



ARTHUR EERARD
Ward Leonard Electric Company



J. M. SPANGLER
National Carbon Company



W. A. READY
National Company



H. B. RICHMOND
General Radio Company



B. A. COFFIN
Hytron Radio & Electronics Corp.



L. H. COFFIN
Hytron Radio & Electronics Corp.



ARTHUR FREED
Freed Radio Company

the Radio Industry



RALPH S. MUELLER
Mueller Electric
Company



OCTAVE BLAKE
Cornell-Dubilier
Electric Corp.



J. M. STONE
Operadio Manufacturing
Company



MAJOR EDWIN H. ARMSTRONG
Armstrong FM System
J. R. POPFLE
WOR, New York (Left)

Pictured on These Two Pages Are a Number of Executives Who Have Been With Their Present Firms a Quarter-Century or Longer

What WAS New!

"65 OUT OF EVERY 100 SERVICE CALLS CAN BE AVOIDED"—sounds like television, but referred to radios. This article in the June, 1927 issue of *Radio Retailing* points out imperfect installation, misunderstanding or imperfect instruction of the purchaser by the dealer among the causes.

* * *

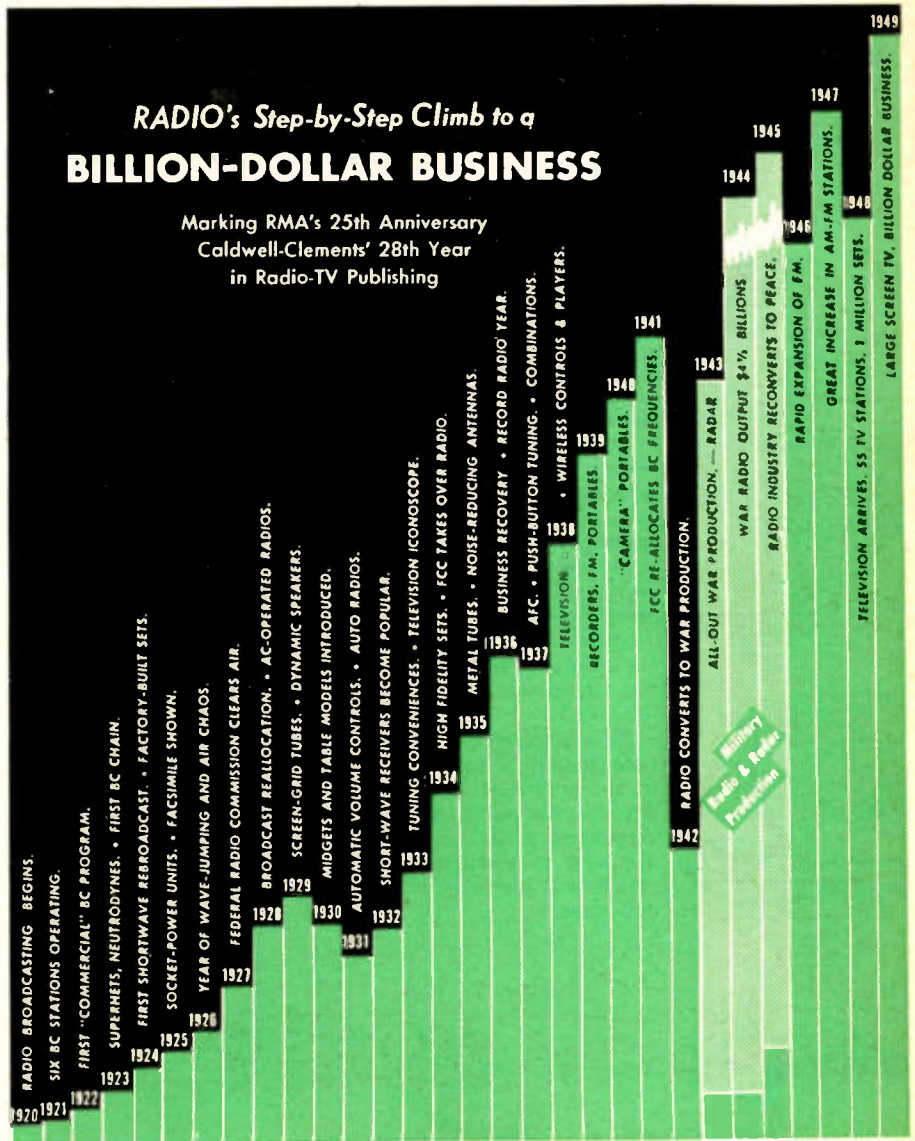
PROJECTION TELEVISION is described in the October, 1936 issue of *Radio Today*. A small cathode ray tube utilizing potentials up to 20,000 volts projected its picture through a simple lens and onto a screen. Describing projection as "the ultimate solution for both theatre and home pictures," the editors in 1936 predicted that the ultimate home television set will come with a picture-tube no larger than a standard radio tube. The 2½ inch Philips cathode ray tube described in April, 1949 *RADIO & TELEVISION RETAILING* is approaching this "ultimate."

* * *

AUTOMATIC RECORD CHANGER IN 1927. Described in *Radio Retailing*, the RCA model 1050 was an acoustical phonograph with a spring-wound motor. In the same year, electric motors and pickups appeared for connection to the audio amplifier of radios. During this year many manufacturers advertised that their radios had tone as good as (acoustical) phonographs. In the February, 1931 issue of *Radio Retailing* a completely electric automatic record changer was described, made by Capehart.

RADIO'S Step-by-Step Climb to a BILLION-DOLLAR BUSINESS

Marking RMA's 25th Anniversary
Caldwell-Clements' 28th Year
in Radio-TV Publishing





Bright Future

for the PARTS INDUSTRY

● The saying "Nothing is permanent except change," attributed to a philosopher of ancient times, aptly describes the radio industry. And at no time in its history has our industry been stimulated by so many and such rapid changes, developments and improvements.

New inventions, techniques, and applications have presented a constant challenge to the parts industry to produce components for functions never before performed, as well as components to perform established functions more efficiently, economically and compactly . . . and sometimes all three at once.

In addition, many industries, never before contributing to radio parts, have joined the ranks in order to fill new needs. Prospects for the immediate future are for an even more stimulating period of development than we have seen in the past eighteen months, with an accompanying brisk activity for the makers and vendors of parts.

From the jobber and dealer point of view, a much greater variety and quantity of parts is being and will be stocked (and sold), with more precise specifications and tolerances, and higher unit costs. In addition, the increased complexity of equipment (especially television) means more parts and tubes required per piece of equipment, and an infinitely greater demand for more test equipment (both in variety and quantity).

New phonograph record sizes and speeds, said to be causing "confusion" at the consumer level, can only be a boon to the parts industry, which has responded with amazing rapidity to the new requirements for equipment which will play and change all speeds and sizes.

Record-playing equipment has also blossomed out with a variety of new types and weights of pick-ups, sizes and materials for needles, and the like.

Magnetic recording has not only opened new fields for parts, but also many accessories such as cueing devices, fans for cooling, special tapes, PM erasers, induction-type microphones for telephone pickups, in addition to highly refined equipment for professional transcription and broadcasting.

TV has not only been a boom in itself, but has given birth to a whole galaxy of adjunctory activities: antennas (outdoor, indoor, long range, rotatable, etc.), lenses, filters, tables, magnifiers, boosters, lead-in cables, remote tuners, glass blanks for cathode ray tubes (and now rectangular-faced tubes, and metal-coned tubes), wave traps, etc.

And the surface hasn't even been scratched in TV, when we consider the 1½ million sets we have now in comparison with over 70 million radios in use. This comparison is magnified by the fact that the average TV set has about five times as many parts and tubes as the average radio, at least a third of which parts are peculiar to television either in type or specifications.

FM radio has also been responsible for a burgeoning of the parts business due to its special requirements, and is still increasing by leaps and bounds. Even the small, low-priced FM table set is more complicated and exacting in its requirements than its AM counterpart.

Some of the more general developments which have been important in the parts picture are: *selenium rectifiers and crystal diodes, miniature and sub-miniature tubes, components as-*

(Continued on page 111)

A LOOK AHEAD

at Radio for the Rest of '49



• The outlook for the rest of this year can be summed up as follows: a dollar volume at least as great as the same period of '48 (in other words, a record volume) accomplished by more aggressive and competitive selling than we have seen since before the war.

It has already been demonstrated that the consumer is wary and price-conscious, is doing more "shopping" and "thinking it over." But the consumer dollar has not dried up. Sales can be made and are being made by the dealers who have shaken off the complacent attitude of the seller's market era, and who have pulled out all the stops to get the sale, or make an appointment for a follow-up call, before the customer gets out of the store to think it over.

Television is, of course, the fair-haired boy who will bring the total national sales for the industry up to and probably above '48 levels. Conservative estimates indicate that TV will account for at least 50% of the dollar volume of the industry this year with no more than 20% of the unit sales. Even in television the competition is keen, but although many customers seem to be out looking for a "buy," they want a set and usually wind up with one.

FM's Potential Great

"Straight" radio has been going through a turbulent period, but will find its niche during the second half of this year. Radio still has a definite function to perform, and a firm place in the economy for some time to come. Over 90% of the some 40-odd million families in the U. S. now own radios, and 10 to 11 million of these families can be found listening to one or more of the top radio programs any night during the week. This huge market cannot as yet even be compared with what TV has to offer. Nor is TV likely to equal it for some time to come.

All these "radio families" require replacement sets, to the tune of probably 10 million a year . . . and are prospects for a "radio in every room," as well as special types such as portables and car radios. As a matter of fact, the portable and auto radio markets, not in active competition with TV, loom large, and should be exploited for all they're worth.

FM need no longer be considered as different in kind from radio, but rather as a special type of radio capable of ful-

filling a special (and by no means limited) need. FM broadcasters have been quick to plug up the "holes" in AM coverage where a combination of natural static, low signal intensity and inter-station interference made AM reception difficult or unsatisfactory. The areas which most need what FM has to offer include many of those areas least likely to receive television broadcasts in the near future, and consequently also represent likely fields of increased radio sales this year. Duplicate broadcasting, too, gives many a dealer a potent sales angle in selling FM.

Bright Disc Outlook

The phono and phono record business, forced to pause for breath after a rapid descent from the dizzy heights reached during the early postwar period, has been tremendously stimulated by the many new developments of the past few months. While it may be true that these developments have created confusion in the mind of the consumer, they have stirred up interest which was for a while relatively dormant, and many dealers will capitalize on this interest in the succeeding months by offering their customers the latest in records and record-playing equipment. These records and equipment represent more advances in technique and quality re-

production than the phonograph industry has experienced since the advent of electrical recording and reproduction, and can be capitalized on to bring the dollar totals for '49 well up to early postwar standards.

Recorders, too, will account for sizable sales during the rest of '49, especially those of the magnetic tape and wire variety. These instruments offer versatility and ease of operation and will greatly supplement, though not replace, other forms of home entertainment.

Business conditions will, in general, be good during the remainder of the year. The general feeling of pessimism that greeted the sales let-down which followed after the first of this year was found to be unjustified. Business has returned to the seasonal trends of the pre-war period and the "down" seasons must be combatted with a more vigorous selling effort, and the dissipation of over-priced, slow-moving merchandise. If the downward trend of food prices continues, it will release more dollars to discretionary spending. Credit buying is on the increase, and should be aggressively exploited by the dealer to get the most out of this year's record radio business.

And Now It's TV Challenging the Theatre and the Movies!

Nowadays, there's wide speculation concerning the future of the movies and the stage as the lusty infant, Television, continues to increase in stature under a diet formula bountifully provided by Mr. and Mrs. American Consumer. Long ago, there was a controversy, too, touched off when William A. Brady, prominent New York theatrical agent, made a statement to the press in which he said that "radio is the greatest menace the theater has ever known." Arthur Hammerstein lined up with Mr. Brady in declaring war against the "enemy," but John Golden and S. L. Rothafel (Roxy) flatly disagreed with those who felt that Radio was putting the Indian sign on the legitimate stage.

The February, 1925 issue of *Radio Retailing* ran a headline, "Radio vs. Theater," illustrating the article with a cartoon reprinted from the *New York World*, and drawn by Rollin Kirby. The cartoon pictured a be-caped actor, armed with a sword, doing battle with a radio receiver equipped with the very latest in loudspeakers. The Caption—"HAVE AT THEE, VARLET!"

Television— Feature of the Chicago Show

(Continued from page 45)

Sylvania Electric Prods.	65
Talk-A-Phone Co.	17
Technical Appliance Corp.	111
Telex, Inc.	63
Thordarson Electric Mfg. Div.	110
Tricraft Products Co.	147
Trimm, Inc.	146
Triplett Electrical Instr.	121
Tung Sol Lamp Works	68
The Turner Co.	16
Ungar Electric Tools	101
United Transformer	92
University Loudspeakers	151
VACO Products Co.	60
V-M Corp.	42
Waldom Electronics	73
Ward Leonard Electric Co.	11
Ward Products Corp.	105
Webster-Chicago Corp.	93
Webster Electric Co.	138
Weller Manufacturing Co.	135
Wilcox Gay Corp.	77
Wincharger Corp.	126
Wirt Company	47
Workshop Associates	56

COMPANIES OCCUPYING DISPLAY ROOMS

in the
1949 RADIO PARTS & ELECTRONIC EQUIPMENT
CONFERENCE & SHOW

COMPANY NAME	DISPLAY ROOM NO.
Aircraft-Marine Products	504A
American Phenolic Corp.	550A-551A
Atlas Sound Corp.	513
Bell Sound Systems	524A
Belden Manufacturing Co.	501A
David Bogen Co.	544A-542A
British Industries	601A-602A
Brush Development	610-611
Centralab Division	610A-611A
Chicago Transformer Division	557A-561A
Crescent Industries	512A
Croname, Inc.	501
Eagle Electronics	523
Electro-Voice, Inc.	658-659
Ellar Woodcroft	560A
John E. Fast & Co.	521A
General Cement Mfg. Co.	612
General Electric Co.	500
General Transformer	603
E.I. Gullhammer Co.	657
The Hallcrafters Co.	605A-604A
Hickok Electrical Instrument Co.	526A
Indiana Steel Products	509
Insuline Corp. of America	509A
J.F.D. Manufacturing Co.	521
Jensen Manufacturing Co.	505-560
Kester Solder Co.	602
Markel Electric	516
The Mutter Co.	512
Newcomb Audio Products	522
Operadio Manufacturing Co.	519A-520A
Permoflux Corp.	607A
Philmore Manufacturing Co.	532A
Presto Recording	557
Quam-Nichols	533A
Racon Electric Co.	530A
Radio City Products	620A
Radio Corporation of America	656A-657A
Rauland-Borg Corp.	515A-528A
Rek-O-Kut	504
Sangama Electric Co.	556A
Walter L. Schott	617
Herman Hosmer Scott	609
Shure Brothers	517A
Simpson Electric Co.	553A
Mark Simpson Mfg. Co.	605-607
Spirling Products	612A
Stackpole Carbon Co.	618-619
Star Products Co.	535A-536A
Stephens Manufacturing Co.	639A-640A
Stromberg Carlson	505A-507A
Talk-A-Phone Co.	618A-619A
Thardarson Electric Mfg. Co.	653-655
Triplett Electrical Instrument Co.	513A
Tung Sol Lamp Works	57A
University Loudspeakers	639-640
V-M Corporation	507
Weller Manufacturing Co.	614A-615A
Wilcox-Gay Corp.	502
Wincharger Corp.	520
Workshop Associates	600-601

For Tentative
Program of
Events
See Page 60

Television Products

Dumont 20-INCH TV SET

The Manchu features a Chinese Chip-pendale cabinet and a picture 213 square inches in area, with AM-FM radio and



2-speed record changer. Cabinet swivels on its base to permit angle viewing. List price \$1995. Allen B. Dumont Laboratories, Inc., 515 Madison Ave., New York 22, N. Y.—RADIO & TELEVISION RETAILING.

Sentinel TV SETS

Three new 12-inch TV sets have been announced featuring 82-square-inch picture. Models 406TVM (dark mahogany) and 406TVB (blonde) are table sets with 22 tubes including rectifiers and picture tube, retailing for \$379.95 and \$389.95 respectively. Model 411CVM is a console set listing for \$409.95 in mahogany, \$419.95 in blonde. Sentinel Radio Corp., 2100 Dempster St., Evanston, Ill.—RADIO & TELEVISION RETAILING.

Garod TV COMBINATION

Model 12TZ4C features a Chinese decorated cabinet, 12-inch picture tube with Tele-Zoom, AM-FM radio, 78 and 45 RPM changer and record storage space, and is priced to retail at \$795. When enlarged with remote control Tele-zoom, picture is said to be larger than on a normal 15-inch receiver. Garod Electronics Corp., 70 Washington St., Brooklyn 1, N. Y.—RADIO & TELEVISION RETAILING.

Westinghouse TV RECEIVER

A new table model receiver featuring a 52 square inch picture in a modern mahogany cabinet with a suggested retail price of \$269.95—Model 223—is the lowest priced TV receiver made by Westinghouse. To facilitate installation, service controls are concealed behind a removable panel at the front of the cabinet. The receiver has 21 tubes plus 3 rectifiers and picture tube. Westinghouse Electric Corp., 306 Fourth Ave., Pittsburgh 30, Penna.—RADIO & TELEVISION RETAILING.

RCA TELEVISION SETS

Two new models have been announced combining AM-FM and television. Model 8-TR-29 is a 27-tube table model with matching table at a suggested Eastern list



price of \$375, and a traditionally styled console, model 8-TK-29 with doors that fold back flat against the sides of the instrument, at the suggested list price of \$425. RCA Victor Division, Camden, New Jersey.—RADIO & TELEVISION RETAILING.

UST TABLE TV SET

Model T15925 is a 15-inch direct-view table television set featuring a flat-faced tube and a new low price of \$495. Previous 15-inch table model was \$200 higher. U. S. Television Mfg. Corp., 3 West 61 St., New York 23, N. Y.—RADIO & TELEVISION RETAILING.

Vue-Scope TV MAGNIFIER

Magnifying lens comes in a variety of sizes and prices, starting at \$29.95, and features a mounting bracket with a three-way adjustment which is said to fit any table or console TV set, including one with a slanted screen. Celomat Corp., 521 W. 23rd St., New York 11, N. Y.—RADIO & TELEVISION RETAILING.

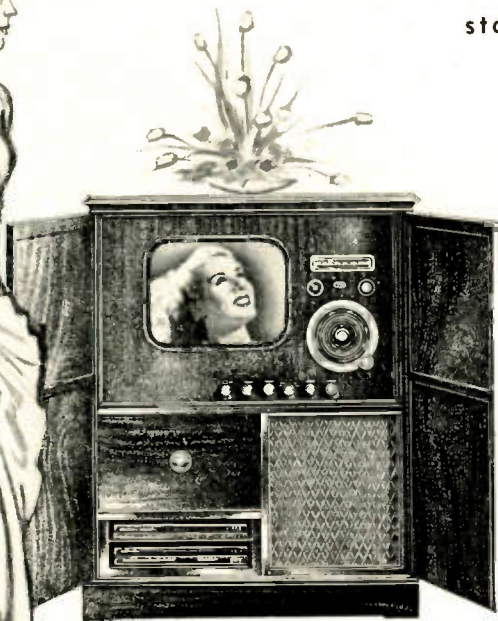
"RADIO IN EVERY ROOM" Phrase Coined in 1923!

From the February, 1925 issue of *Radio Retailing*: "The 'radio in every room' idea, inaugurated in his own home two years ago by O. H. Caldwell, editor of *Radio Retailing*, is rapidly being taken up all over the country, especially by hospitals, hotels and apartment houses."

Have you noticed?
 DuMont is the one big advertiser
 in the television field who has consis-
 tently sold quality to your prospects.

DuMont

standard of comparison
 in
television



The DuMont Colony—116 square-inch direct-view television, AM and FM radio, and automatic record player. One of a complete line of television receivers.

The highest compliment you can pay any other receiver is to say, "It's almost as good as DuMont". **compare** screen size. And be sure the rated size is all usable picture area—as it is on DuMont.

compare picture quality. **compare** brightness, clarity, detail, freedom from flicker and distortion. **compare** tuning.

Will it receive all 12 channels? Does it have a tuning indicator?

Can it be adjusted for "drift"? **compare** cabinet design.

Your television receiver will be the most-observed object in your home. Will you feel proud of its appearance. **compare** reputation. Is it a make with a good reputation for performance and dependability in television?

compare services. All DuMont models give you static-free FM radio.

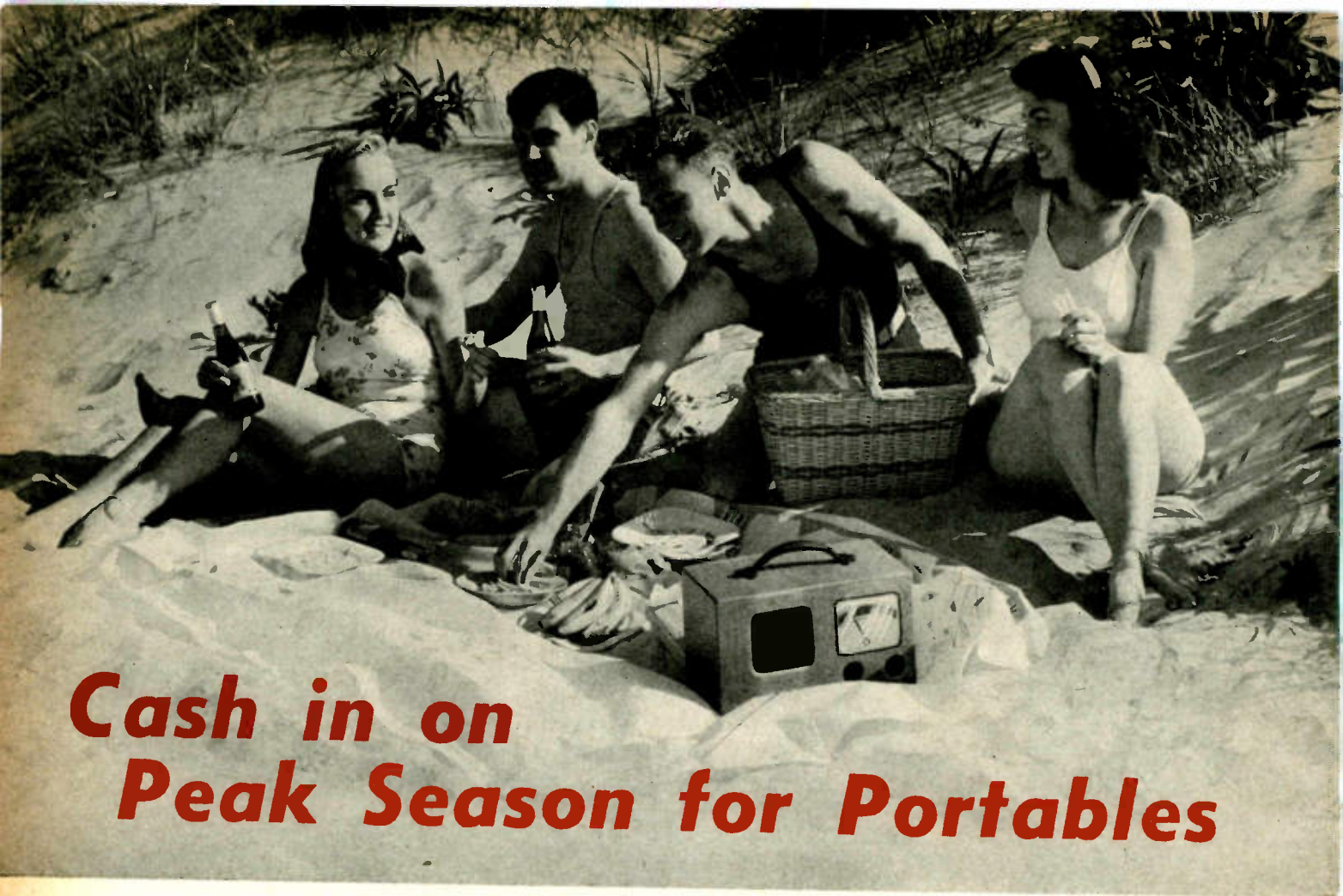
Many also include AM radio and a record player.

compare price. See if DuMont doesn't give you the most in real value for your television dollar.



The DuMont Chatham—72 sq. in. direct-view table-top television, FM radio, receptacle to plug in record player.

DUMONT first with the finest in television



Cash in on Peak Season for Portables

And Plug the Carry-About Sets Every Day in the Year!

• Since the appearance of self-powered portables eleven years ago, Spring has been the signal to start promoting these little fellows for vacations, the beach, and similar places where no electric power is available. Buying new batteries, and having the sets checked over for good operation has also been a perennial promotion. For some time after their introduction battery portables were sort of a novelty, and are still considered so by many consumers, some of whom have had occasion to reconsider the advisability of buying a radio for two or three weeks in a year.

But the subsequent development of three-way portables has entirely changed this picture, giving the dealer many new avenues of approach for portable selling. Not only is the portable now a year-round item, but also it has enlarged its appeal to all age and occupation groups.

The fact that these carry-about now get year-round use means that they are no longer a novelty returning relatively little use per dollar of expenditure. They are an extra radio with actually more versatility and usefulness than the usual table radio of similar size. In addition to their ordinary uses, they can also be used on the beach, farm,

and vacation because of their battery-power and luggage-type cabinet construction.

In other words, they are made to order for Spring and Summer seasons, which require an extra effort on the part of the dealer to hold sales up to winter levels . . . and also especially appropriate for the present trend toward a more careful evaluation of his dollar by the consumer.

Variety of Models

Portables not only sound and perform as well as their average table-set counterparts, but in many cases actually better. This is because, as is also the case with auto radios, more sensitivity and selectivity must be built into a set which is intended for use in places relatively remote from broadcasting stations and with a relatively small aerial. In addition, they are of rugged construction because of the rougher handling expected, and are usually protected against moisture, sand, dust, etc.

Many models are made with short-wave reception facilities which are especially appealing to travelers, and some are aimed at boat-users who wish to tune in the marine frequencies.

A variety of other types to suit speci-

fic tastes include models with either plastic or leatherette cabinets, very tiny models (personal portables), sets with facilities for battery-charging, fish-pole or built-in loop antennas, etc.

The extra selling features of portables point to the advantage of suggesting a portable to any customer who comes in to look at a small table set. In many cases it will be possible to sell up to a portable carrying a higher price-tag than the customer had in mind by stressing its extra uses and special construction features.

The key to the selling approach is not to start out with, or to emphasize the use of portables solely as a vacation or week-end item, as this puts it into the novelty class. Sell the portable as an extra and complete radio. The portable lends itself easily to being carried from room to room, especially for use in rooms where it is not desired to have a radio permanently. Many housewives take portables around the home during their housework, take them into the laundry while washing, and even out into the yard when hanging the wash. Men use portables in workshop, den, garage, and attic, as well as in normal use around the house. From the strictly portable point-of-view, the set is useful

(Continued on page 60)

Can I trust him to do a good repair job on my radio at a fair price?

How can I convince him that we do good work at reasonable cost?



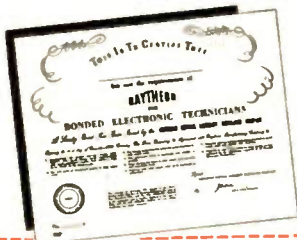
Only **RAYTHEON**® gives both You and your Customers the right answer and here it is—

The Raytheon Bonded Electronic Technician Program...

It's a 90-day BONDED guarantee on your radio set repair work and replacement parts, backed by *American Mutual Liability Insurance Co.*'s assets of close to a hundred million dollars!

RAYTHEON pays for it—The Raytheon Tube Distributor has this Bond for you — if you qualify. It doesn't cost you a cent. Here's honest-to-goodness *customer insurance* — the one and only answer that clears away mistrust — the biggest barrier to volume and profit.

Get in touch with your Raytheon Distributor, now. Ask him how to become a **BONDED ELECTRONIC TECHNICIAN**.



Why RAYTHEON Tubes are Easier to Sell

Universally Recognized Quality—Raytheon's reputation for excellence in electronics is unsurpassed. Your customers and prospects know the name, **RAYTHEON**, and know it stands for quality all along the line, from tiny hearing aid tubes to huge Magnetrons.

Don't take our word for it, alone
R. W. Roller, Electronics Service, Inc., Denver, Colorado, writes: "The framed Bonded Electronic Technicians Certificate hangs in a prominent place on our show room wall. There is no doubt that it inspires confidence in our place of business."

R. S. Bryant, Lubbock Radio, Lubbock, Texas, writes: "To my knowledge, your Bonded Dealer Program is the best thing for the Service business."



Efficient Merchandising — Your Raytheon distributor is one of the best parts sources in town — a good one to deal with. He *has* to be as sponsor of the Raytheon Bonded Dealer Program.

Raytheon national advertising and point-of-sale display material constantly reminds your customers of the value of the Raytheon name on every tube.

RAYTHEON
MANUFACTURING COMPANY
RADIO RECEIVING TUBE DIVISION

NEWTON, MASSACHUSETTS • CHICAGO, ILLINOIS • LOS ANGELES, CAL.

RADIO RECEIVING TUBES • SUB-MINIATURE TUBES • SPECIAL PURPOSE TUBES • MICROWAVE TUBES



Modern see-in store is Names' idea of something out of the ordinary to attract the passerby. Excellent service built business.

New Store Is a

Denver Dealer, Geared to Competitive Market, Has Efficient Merchandising Program

Constructing a beautiful new \$23,000 building which is the frame for a "maximum efficiency merchandising program" and backing it up with an unusual salesman-compensation plan to attract topnotch specialty men are the two points with which Herb Names, veteran Denver radio-appliance dealer, is gearing up for the competitive market ahead.

Names has been through the depression years with radio and appliance retailing, and thus has plenty of experience in meeting tighter money conditions. Therefore, when he started work on the new downtown "main store," which is flanked by two suburban appliance stores, he had a definite reason for investing heavily in glamorous surroundings for all appliance lines.

"The downtown store was built with as much color, eye-appeal, and attention-attracting features as we could cram into it," he said.

"Whereas during the past three years

the average dealer has enjoyed all the floor traffic he could handle, stemming from long shortages of home appliances, we feel that it will take something out of the ordinary to bring downtown shoppers inside during 1949. We need floor traffic, of course, to provide prospects and sales. Thus, any means of attracting the potential customer to the store is well worth while."

A Blaze of Color

Located right in the middle of Denver's downtown theater district, the Herb Names store rivals neighboring movie palaces with a blaze of color all its own. Through the all-glass front, remarkable for absence of supports or frames, and slanted back sharply to do away with reflections and "lead the visitor in," passersby see dove-grey walls, contrasted with chartreuse, maroon, green and tan colors in glassed-in separate showrooms at the rear. Ambitious

to make his store the brightest point on the street at night, Names contracted for three rows of egg-crate fluorescent fixtures running the full length of the ceiling, plus batteries of incandescent spotlights to swivel on displays as needed. Light from these totals to more than 35 footcandles on every display surface, or 30% more than the average well lighted retail store, Names emphasized.

The ceiling is acoustical Celotex, and the floor is rubber-tiled. Comfortable chairs are spotted here and there for the benefit of salesmen and customers who want to sit down and "talk it over." Lastly, the building is air-conditioned.

"We have used every electrical stunt we could call to mind for attracting attention," Names pointed out. "For example, I spent \$4000 for automatic timers on the electric outlets at the front of the store. This makes it possible to leave automatic laundry equipment, mixers, conventional washers, dish-

washers, etc., running in the windows at night, which cut off by the timer switch at ten o'clock. In this way, we can keep active demonstrations going on in the window every night without keeping personnel on duty."

Three banks of electric timers likewise control store interior lighting, and the neon signs on the terrazo front of the building, easily set to whatever time is desired for cutting them off.

Adequate Salesforce

A strong believer in "privacy" when displaying individual products, Names has set up a glassed-in automatic laundry showroom in the left rear, which can accommodate half a dozen people at a time, feature two dryers, two automatic washers and a water softener. There's a stock of washable clothing on hand for demonstrating. Opposite this, on the right side, is a similar sound-proofed, glass-enclosed radio showroom readily convertible for television when Denver gets video broadcasting. The rest of the building includes an impressive executive office, general office, radio repair department, and the appliance repair shops in the rear, which handle all warranty service on all Herb Names' lines.

With this excellent frame for selling operations, Names still hasn't any illusions about getting along with "drop in traffic." In addition to three salesmen in the downtown store and two each in the two suburban Names units, he



"DENVER KNOWS HIS NAME!"

Was the title of a feature article about Dealer Names published in **RADIO & TELEVISION RETAILING**, July, 1945. In '45, Mr. Names was doing a large and profitable business in servicing just as he is doing today, and was planning an active selling program for the return of merchandise. Read here how well he has carried out the plans he made during the war-shortage years.

spent much of the late winter in setting up an outside sales organization of six men, who are among the best-paid, best-assisted specialty men in the state.

Under Names' outside selling plan, every store operation is geared to provide a steady stream of prospects for outside salesmen, each of whom maintains a rotating cardfile of prospects which is duplicated in the general office. "Our job is to keep the salesmen so well supplied with actual, worthwhile prospect leads that it isn't necessary for them to do cold canvassing," Names said.

Prospect leads for the Denver organization come from a dozen sources. First, a crew of appliance servicemen, who cover Denver with all varieties of repair service at \$2.75 per hour, and contact scores of homeowners per week, provide direct, hot tips. Each man carries a printed "Daily Report Sheet" with entry space for ten prospects, and must jot down on this any potential appliance sales, when the salesman should call, the appliance concerned, and any remarks. Each man turns these in daily to the office, where a secretary makes out duplicate file cards, issuing one for each prospect to the salesman whose turn is "up." In this way, the Daily Report Sheet is an important prospect-building instrument for the store.

Some leads are provided by distributors, and others from a systematic phone canvass carried out by the store

(Continued on page 113)

Main Street Magnet!

The ceiling is of acoustical Celatex, and the floor is rubber-tiled. Comfortable seating arrangements have been provided in this air-conditioned store.



New Radio Products

Meck TV SET

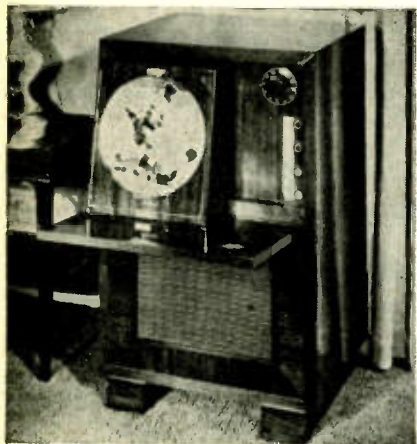
Model XL-750 is a 10-inch table model TV set with 65 square-inch picture in a hand-rubbed mahogany cabinet measuring



15 inches high by 21 wide by 19 deep. List price is \$279. John Meck Industries, Inc., Plymouth, Indiana.—RADIO & TELEVISION RETAILING.

Raytheon TV SET

Model B-10DX22 is a 10-inch direct-view console featuring a round picture using the entire face of the picture tube. The 70-square-inch set will operate on either AC or DC current. Picture tube recedes



into the interior of the cabinet when not in use automatically turning off the receiver. List price is \$349.95. Model 10DX24 is an AC-DC table set also featuring the 70-square-inch round screen, and lists at \$299.95. Belmont Radio Corp., subsidiary of Raytheon Mfg. Co., 5921 W. Dickens, Chicago 39, Ill.—RADIO & TELEVISION RETAILING.

RCA TV COMBINATION

Model 9TW333 is a 5-in-1 combination, offering 10-inch direct-view television, standard and FM radio, and two turntables: one for 78 RPM and one for 45 RPM records. This is the first RCA Victor TV set to include facilities for the new 45 RPM records, and carries a retail price of \$595 in mahogany or walnut and \$625 in blonde. Measuring 40 inches high by 41½ wide by 23 deep, the cabinet also includes record storage space for up to 139 of the new 7-inch discs. RCA Victor Division, Camden, New Jersey.—RADIO & TELEVISION RETAILING.

Admiral TV, RADIO SETS

Highlighted among the new items in the Admiral line are the 6Y18 3-way portable radio with simulated leather case at \$49.95, the 6V12 table radio-phonograph with 3-speed changer at \$69.95, several new TV sets with 12½-inch picture tubes and 3-speed record changers similar to the 10-



inch, 2-speed models in the previous line, in prices ranging from \$475. to \$595. depending on cabinet, and the 16-inch console with radio and 3-speed phonograph (model 4H126) listing at \$695. As pointed out last month, all Admiral radio-phonographs from \$69.95 and up, and all television combinations will include the 3-speed changer that handles all the current types and sizes of records. Staple items of the previous line such as the 4H15 "3 foot theatre" at \$399.95 are being continued, but with the new changer. Admiral Corp., 3800 W. Cortland St., Chicago 47, Ill.—RADIO & TELEVISION RETAILING.

Sightmaster TV SET

"Pandora 15" is a 15-inch direct-view table TV set featuring a cabinet constructed entirely of mirrors. The set is tuned in by a remote control unit so no knobs are necessary on the set. List price is \$675. Sightmaster Corp., 385 North Ave., New Rochelle, N. Y.—RADIO & TELEVISION RETAILING

UST TV COMBINATION

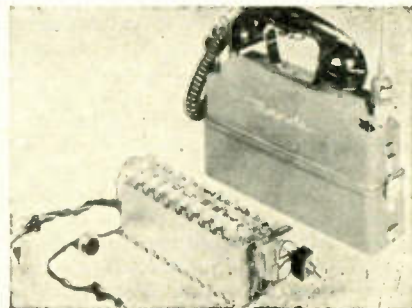
Model KRV-15933P features 15-inch TV plus AM-FM-SW radio and dual speed record changer and record storage space. A 12-inch loudspeaker is provided in the period style cabinet. U. S. Television Mfg. Corp., 3 West 61st St., New York 23, N. Y.—RADIO & TELEVISION RETAILING.

Major TELEVISION SETS

A complete line of console and table model TV sets has been announced, including a 12½-inch table set to retail at \$389.95, a 10-inch table set at \$249.50, and a 16-inch console. All sets will contain "magic eye" audio tuning. Major Television Corp., 19 West 44th St., New York, N. Y.—RADIO & TELEVISION RETAILING.

Motorola 2-WAY RADIO

The Handie-Talkie is a small 2-way communication set weighing 9.8 pounds for operation in two bands: 25-39 mc., and 39-50 mc. Easily carried in the hand or slung over the shoulders, the set will have



many uses in railroad construction, building, surveying, forestry, fire fighting, farming, police work and the like. An FCC license is required. Motorola Inc., Communications Division, 4545 Augusta Blvd., Chicago 51, Illinois.

Freed-Eisemann RADIO-PHONOGRAPHS

Two new consoles have been announced featuring two built-in record players, one for 78 and 33½ RPM, and one for 45



RPM records. Both sets feature 21-tube AM-FM radio, high fidelity 20-watt amplifier and coaxial dual speakers. Model 35 is a Heppelwhite cabinet and model 24 is Regency styled. Both list for \$595. Freed Radio Corp., 200 Hudson St., New York 13, N. Y.—RADIO & TELEVISION RETAILING.

Signet TV TABLE

Made to accommodate and improve table TV sets, this table features a built-in "Concert Grand" 12-inch loudspeaker which can be connected to the TV set in place of the small one that comes with the set. Table is 26 inches high. Signet Development Co., 188 West Randolph St., Chicago 1, Ill.—RADIO & TELEVISION RETAILING.

for Summer Sales

Wilcox-Gay RECORDIO CONSOLES

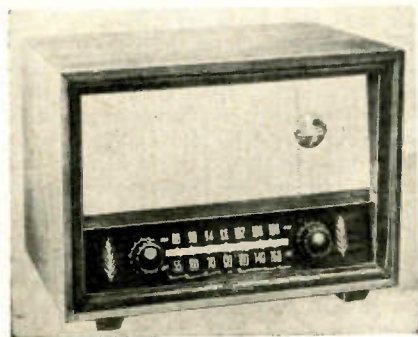
The "Windsor" and "Imperial" Recordio consoles combine home recording facilities, AM-FM radio and automatic phonograph. The Windsor, model 9G42 is available in



mahogany only and is of traditional styling. The Imperial, model 9G40, is available in either blonde or dark mahogany. Wilcox-Gay Corp., Charlotte, Michigan.—RADIO & TELEVISION RETAILING.

Tele-Tone AM-FM TABLE SET

Model #198 is an 8-tube AC set with built-in antennas for AM and FM. Mahog-



any veneer cabinet. Retail price is \$44.95. Tele-Tone Radio Corp., 540 W. 58th St., New York 19, N. Y.—RADIO & TELEVISION RETAILING.

Emerson RECORD PLAYERS

Models 590 and 623 are self-contained record players with automatic changer playing the new 45 RPM records. Each is equipped with 5-inch speaker and 3-tube amplifier. Model 590 is walnut plastic and 623 has a wooden cabinet, and both will retail for \$39.95. An adapter, model 598, is being released with a list price of \$24.95, and will also be included in the Model 586 AM-FM radio with separate changer for 78 RPM records. This model lists for \$179.95. Emerson Radio and Phonograph Corp., 111 Eighth Ave., New York 11, N. Y.—RADIO & TELEVISION RETAILING.

Hoffman TV SETS

Two new table model television receivers (610 and 612) have been announced each having 22 tubes plus rectifier and picture tube. Model 610 has 10" tube (55 sq. inches of screen) while the model 612 has 12" tube (75 sq. inches of screen). Both these models are available with matching stands. Two other new Hoffman TV receivers (816 and 817) were announced simultaneously with the table models. The 816, duplicate cabinet-wise of the previously announced CT800 (modern, in blonde oak, mahogany or walnut) incorporates the new 16" metal tube for larger picture reception—126" sq. inches. The 817, which cabinet-wise is identical with the previously announced CT801 (traditional, in 18th Century mahogany) also is equipped with the 16" metal tube for large screen viewing. Hoffman Radio Corp., 3761 S. Hill St., Los Angeles 7, Calif.—RADIO & TELEVISION RETAILING.

G. E. CLOCK RADIO

Table set with clock can be turned on and off at predetermined hours when its owner desires. Model 65 in white plastic



and 64 in rosewood plastic carry Eastern list prices of \$36.95 and \$34.95 respectively. General Electric Co., Syracuse, N. Y.—RADIO & TELEVISION RETAILING.

Pioneer LARGE SCREEN TV

Both direct-view and projection receivers have been announced, including 15-inch set priced at \$895 installed, a 20-inch set at \$1495 installed, and the Club Model projection set with a 3-foot wide picture at \$1495, installed. Larger models will also be available. Pioneer Television Co., 3219 Woodland Ave., Philadelphia, Penna.—RADIO & TELEVISION RETAILING.

Vafcor TELEVISION TABLES

Model 507 for table TV set is made of rock maple or birch, finished in mahogany or walnut. Overall dimensions 21 x 26 inches by 28 inches high. Vermont American Furniture Corp., 45 John St., New York 7, N. Y.—RADIO & TELEVISION RETAILING.

Stewart-Warner RADIO-PHONOGRAPHS

The new line of Stewart-Warner combinations includes facilities for playing automatically all the four present types of phono records (10- and 12-inch 78 RPM inter-mixed, 10- and 12-inch 33½ RPM



intermixed, 7-inch 33½ RPM, and 7-inch 45 RPM). The 45 RPM records will be played on a separate changer. New models incorporating these features are the "Monticello," "Palm Springs," "Manhattan" and "Sante Fe." Stewart-Warner Corp., 1826 Diversey Pkwy., Chicago 14, Ill.—RADIO & TELEVISION RETAILING.

Arvin TABLE RADIOS

AM-FM table models, 360 TFM in willow green and 361 TFM in walnut brown have been announced, both priced to sell at



\$49.95. Sets feature slide-rule dials and have 6 tubes. Noblitt-Sparks Industries, Inc., 1531 13th St., Columbus, Indiana.—RADIO & TELEVISION RETAILING.

More Radio
New Products
Elsewhere in This Issue

Program of Events—1949 Radio Parts and Electronic Equipment Shows, Inc.

(See pages 44, 45, 52 for complete show details)

SUNDAY, MAY 15TH

9:00 A.M.—Exhibition Hall open for erection of displays.
Sales meetings should be held on this day and prior days.

MONDAY, MAY 16TH "ASSOCIATIONS" MEETING DAY

9:00 A.M.—Exhibition Hall open for erection of displays.
10:00 A.M.—National Electronic Distributors Association—general meeting.
10:30 A.M.—"The Representatives" of Radio Parts Mfrs., Inc.—general meeting.
12:00 Noon—"Canadian Luncheon"—Radio Parts Sales Managers Assn. of Canada.
12:30 P.M.—"The Representatives" of Radio Parts Mfrs., Inc.—luncheon.
2:00 P.M.—Sales Managers Club, Eastern Division, Ass'n of Electronic Parts & Equipment Mfrs., and West Coast Electronic Mfrs. Ass'n—joint meeting.
2:30 P.M.—"The Representatives" of Radio Parts Mfrs., Inc.—delegates meeting.
3:30 P.M.—Radio Parts & Electronic Equipment Shows, Inc.—annual meeting of member-exhibitors and general members.
6:30 P.M.—"Old Timers" Cocktail Party

TUESDAY, MAY 17TH "NEDA DAY" (Exclusive)

10:00 A.M.—Exhibition Hall opens for exhibiting manufacturers, booth attendants, sales representatives and members of Nat'l Electronic Distributors Ass'n.
10:00 A.M.—Display rooms on fifth and sixth floors open to all distributors, manufacturers and sales representatives.
6:00 P.M.—Exhibition Hall and Display rooms close.

WEDNESDAY, MAY 18TH

10:00 A.M.—Display rooms on fifth and sixth floors open to all distributors, manufacturers and sales representatives.
10:00 A.M.—Exhibition Hall opens.
10:00 A.M. to 1:00 P.M.—Attendance confined to exhibiting manufacturers, their booth attendants sales representatives and members of NEDA.
1:00 P.M. to 3:00 P.M.—Attendance confined to exhibiting manufacturers, their booth attendants, sales representatives and all distributors.

3:00 P.M. to 6:00 P.M.—Attendance confined to exhibiting manufacturers, their booth attendants, sales representatives, all distributors, industrial manufacturers, government agencies, their purchasing agents and engineers.

6:00 P.M.—Exhibition Hall and Display rooms close.

THURSDAY, MAY 19TH

10:00 A.M.—Display rooms on fifth and sixth floors open to all distributors, manufacturers, and sales representatives.
10:00 A.M.—Exhibition Hall opens.
10:00 A.M. to 1:00 P.M.—Attendance confined to exhibiting manufacturers, their booth attendants, sales representatives and members of NEDA.
1:00 P.M. to 3:00 P.M.—Attendance confined to exhibiting manufacturers, their booth attendants, sales representatives and all distributors.
3:00 P.M. to 6:00 P.M.—Attendance confined to exhibiting manufacturers, their booth attendants, sales representatives, all distributors, industrial manufacturers, government agencies, their purchasing agents and engineers.
6:00 P.M.—Exhibition Hall and Display rooms close.
7:00 P.M.—Dinner—RMA's "Silver Anniversary" banquet, Grand Ballroom, Stevens.

FRIDAY, MAY 20TH

10:00 A.M.—Display rooms on fifth and sixth floors open to all distributors, manufacturers, and sales representatives.
10:00 A.M.—Exhibition Hall opens.
10:00 A.M. to 1:00 P.M.—Attendance confined to exhibiting manufacturers, their booth attendants, sales representatives and members of NEDA.
1:00 P.M. to 3:00 P.M.—Attendance confined to exhibiting manufacturers, their booth attendants, sales representatives and all distributors.
3:00 P.M. to 6:00 P.M.—Attendance confined to exhibiting manufacturers, their booth attendants, sales representatives, all distributors, industrial manufacturers, government agencies, their purchasing agents and engineers.
6:00 P.M.—Exhibition Hall and Display rooms close.
1949 Radio Parts & Electronic Equipment Conference & Show ends.

Richard A. O'Connor



A pioneer of the radio industry, Mr. O'Connor is president of The Mognovox Company, Fort Wayne, Indiana.

Cash In on Peak Season for Portables

(Continued from page 54)

many times during the year when a special radio broadcast is coming at a time when the set-owner will not be at home: elections, sporting events, special announcements from Washington, etc.

Improvements in portables have made it possible to operate them in trains and planes, so that they immediately recommend themselves to traveling. The short-wave portable is, in addition, useful to the international traveler.

A special but by no means limited use of portables is in automobiles and trucks operated by an employe, where it is not permissible or practical to install a radio permanently in the vehicle. Many routemen and traveling salesmen use portables for this purpose.

Recent additions to the uses of portables which have been mentioned previously in this magazine: 1) At sporting events, to hear the description of the event over the radio, and 2) at winter sports resorts.

Last but not least, of course, is the already well-publicized use of portables at beaches, on vacations, weekends, picnics, and the like. Here again, improvements in the sets over the years have resulted in even better performance at great distances from broadcasting stations, along with more power and better tone.

To the alert dealer who aggressively sells all the features and all the uses of portables, these sets will account for an increasingly larger percentage of total radio sales during every month of the year.

1925 Tape Recording

"A steel band called the 'radiofilm' has been devised by two Austrian inventors to preserve radio programs. By means of the film, any radio program can be permanently preserved . . . The film, by a process of demagnetization, can be made void of previous recordings and used many times."—From *Radio Retailing*, October, 1925.

War Surplus Is Nothing New

In 1925, the U.S. Navy was offering to sell surplus radio material at the Navy Yard in Boston. Among the items listed were 37 radio transmitters, 42 microphone receiving sets, 20,600 pounds Bakelite dielectro sheets.

What Was New!

" . . . There is no cause for worry concerning radical departures in radio receiving sets which might make obsolete present day models."—from *What's Ahead*, *Radio Retailing*, January, 1930.

"No television designed for home use, to our knowledge, produces an original picture over 1½ inches square. MAGNIFYING LENSES are provided in most commercial jobs which increase the image size to a maximum of 8 inches square."—from *Radio Retailing*, December, 1930.

AUTOMATIC SWITCH TURNS RADIO ON AND OFF AFTER STORE HAS CLOSED. Utilizing an electric clock with a preset switch, a dealer in Vallejo, Calif. was able to turn on store lights and radio (with outdoor speaker) after store had closed, and turn them off when desired program went off the

air.—from *Radio Retailing*, February, 1927.

"HOW TO READ SELECTIVITY AND FIDELITY CURVES ON A CATHODE RAY OSCILLOGRAPH" is the title of an article in the Service Section of *Radio Retailing* for December, 1934. Stagger-tuned IF's, now so essential to TV, were also explained in this article, as a method to effect a compromise between selectivity and fidelity. An oscillograph for sale to servicemen for \$79.50 was described in *New Products*, January, 1936.

MAGNETIC TAPE RECORDER IN 1940. A Brush Soundmirror magnetic recorder utilizing a continuous loop of steel tape is described in the Service Section of *RADIO & TELEVISION RETAILING* for February, 1940. Automatic erase was provided just before the recording head as in current models. Running at 3½ feet per second, the machine could record about 1 minute.

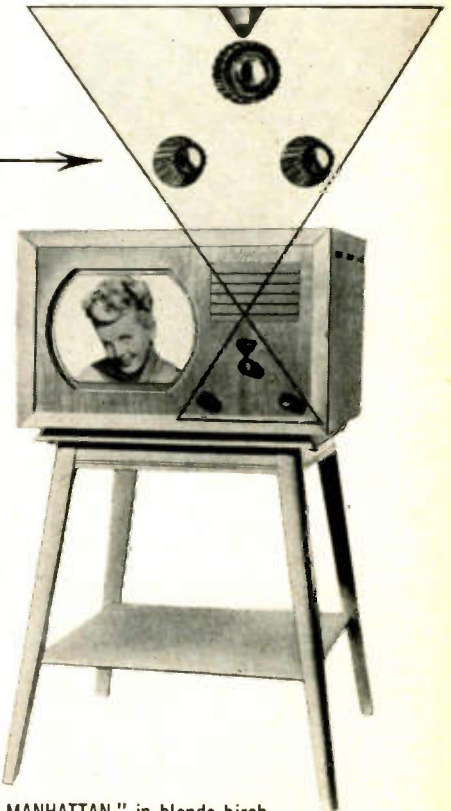
f e d e r a l
 TELEVISION
 CORPORATION

Trade Mark

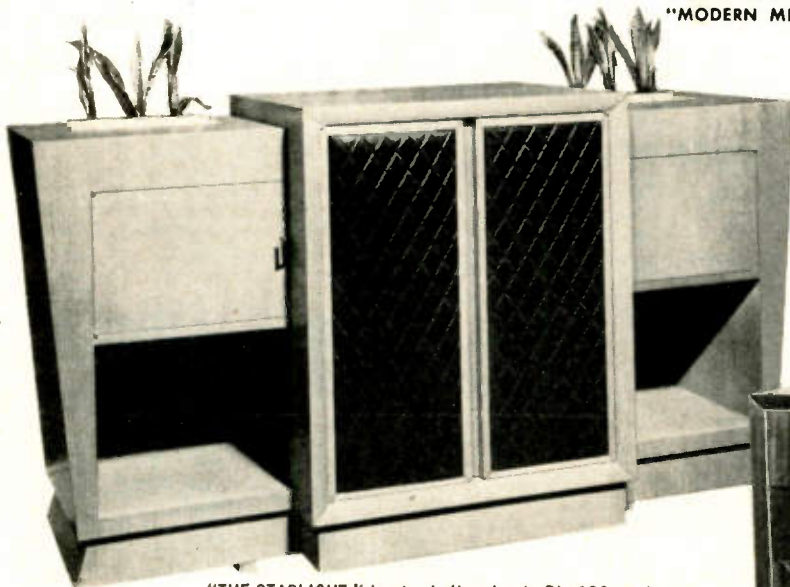
...*"your 1950 Television line!"*
 featuring . . . 3 magic dials
 to perfect performance!

An astounding minimum of tuning effort — with a maximum degree of tuning accuracy! This is the triumphant result of Federal Television's revolutionary 3-dial control! No vertical, horizontal, brilliance or focus controls. Picture and sound tune in simultaneously with one easy turn of the dial! Pictures are brilliant and "flicker-free" . . . details amazingly sharp . . . FM reception wonderfully clear. Federal Television works so simply . . . even a child can operate it!

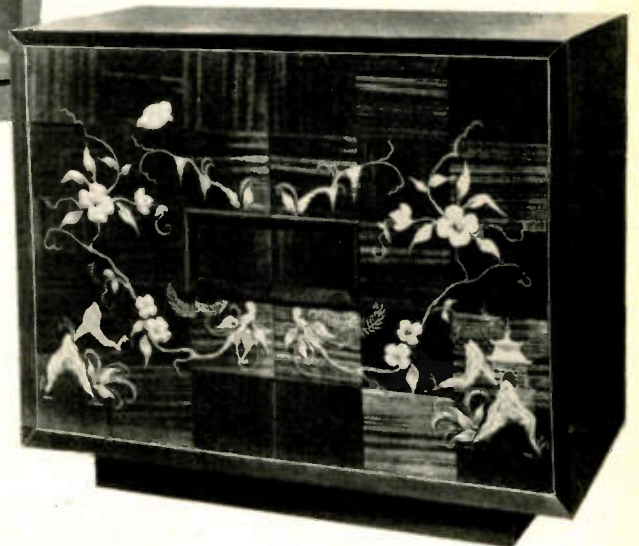
3 MODELS
 REPRESENTATIVE OF
 FEDERAL TELEVISION'S
 "MODERN MIRACLE" LINE



"THE MANHATTAN," in blonde birch. Big 132 sq. in. picture . . . FM receiver . . . matching table.



"THE STARLIGHT," in sturdy limed oak. Big 132 sq. in. picture . . . 12" PM dynamic speaker . . . AM-FM radio . . . 3-speed record player.



"THE FLEETWOOD," in rich mahogany with Chinese decor. Big 132 sq. in. picture . . . 12" symphonic speaker . . . FM radio . . . 3-speed record player.

OTHER OUTSTANDING FEDERAL TELEVISION FEATURES

- DISTINCTIVELY DIFFERENT STYLING! ● UNSURPASSED PICTURE BRILLIANCE, STEADINESS, DEFINITION AND CLARITY!
- POWERFUL NEW CIRCUITS! ● AUTOMATIC GAIN CONTROL!
- FULL CHANNEL COVERAGE! ● AUTOMATIC PICTURE LOCK!

All Federal Television Receivers carry a "slave" unit receptacle which enables viewing programs in more than one part of the house — or outside the house — at the same time. All table models are equipped with phonograph receptacles too!

f e d e r a l
 TELEVISION
 CORPORATION

T.M.

137-9-41 DUANE ST. • NEW YORK 13 • FACTORIES: NEW YORK • CONNECTICUT

DISTRIBUTORSHIPS AND TERRITORIES AVAILABLE! WRITE, WIRE OR PHONE FOR DETAILS!

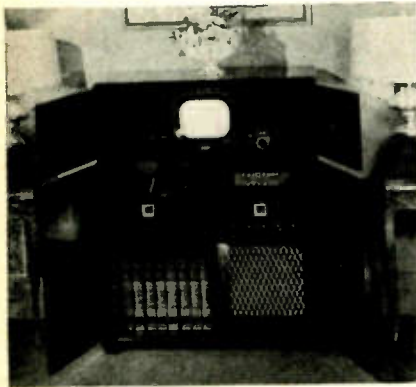
New Radio, TV Sets, Recorders

New FADA LINE

The new line includes 4 table radios (one is AM-FM), 1 three-way portable, and 5 TV sets. One of the high-lights of the line is model P111, a 3-way personal port-



able in glossy plastic finish case measuring 4 $\frac{3}{8}$ x 5 $\frac{1}{2}$ x 8 $\frac{1}{8}$ inches, priced at \$36.50 less batteries. Featured among the TV sets are models 880 and 895. The former is a 192-square inch projection set priced at \$699.50 in dark mahogany. Model 895 is a console with 12 $\frac{1}{2}$ -inch picture tube,



AM-FM radio, 2-speed record changer, and provision for 45 RPM player. List price is \$849.50. Other TV models include table sets TV30 (10"), 930 (12 $\frac{1}{2}$ -inch) and 925 (16-inch). Fada Radio and Electric Co., Inc., 525 Main St., Belleville, New Jersey.—RADIO & TELEVISION RETAILING.

Gotham RADIO CHASSIS

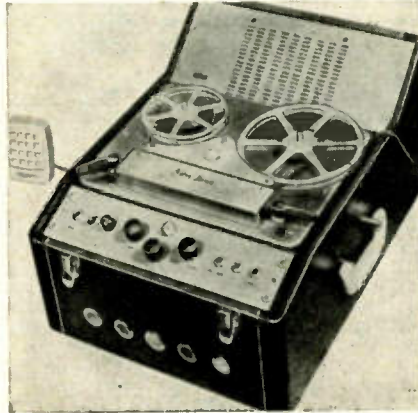
Adaptable for custom installations, this FM-AM receiver is available in either AC (\$135. list) or AC-DC (\$145. list) versions. Unit consists of a tuner, amplifier and 12-inch EM speaker. Power output up to 12 watts. AC model has 12 tubes, AC-DC 16 tubes. Harold Shevers, Inc., 33 West 46th St., New York 19, N. Y.—RADIO & TELEVISION RETAILING.

Vee-D-X ANTENNA GUY-RING

Split guy ring makes it possible to add additional sets of guy wires to already existing installations where increased strength is desired. La Pointe-Plascomold Corp., Unionville, Conn.—RADIO & TELEVISION RETAILING.

Astra-Sonic TAPE RECORDER

Model T549 is a dual track instrument that provides one hour of entertainment. Built-in timing meter and fast forward and reverse speeds make it possible to select



any desired portion of the tape quickly. Built-in amplifier and loudspeaker are provided. List price is \$179.50. Pentron Corp., 611 W. Division St., Chicago 10, Ill.—RADIO & TELEVISION RETAILING.

Mohawk WIRE RECORDER

"Sound-Magnet" is a portable home wire recorder said to be unique because it can mix sound with sound—for instance, voices with background music. It is equipped with a PA system, will record 2-way telephone conversations, contains a turntable for playback and recording of phonograph records, and is capable of recording directly from radio broadcasts. List price is \$138.75. Mohawk Business Machines, 743 Fifth Ave., New York, N. Y.—RADIO & TELEVISION RETAILING.

Wagner-Nichols MICRO-DISC RECORDER

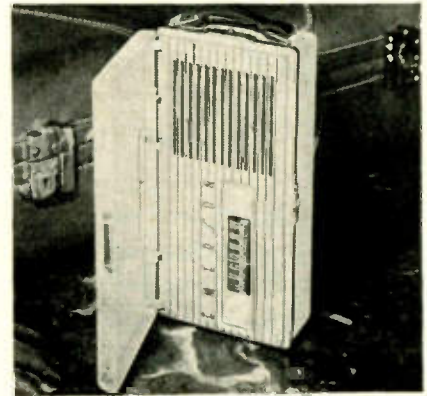
This recorder embosses sound on a thin Vinylite disc only 4 $\frac{3}{4}$ inches in diameter. Up to 30 minutes can be recorded on both sides since 320 lines per inch are used at 33 $\frac{1}{3}$ RPM. Discs, selling for about 17 cents each, can be played back on the recorder or on any LP record player. Machine is equipped with 5 tubes and a playback loudspeaker, and will retail for \$159.95. Wagner Recorder Mfg. Corp., 292 Madison Ave., New York 17, N. Y.—RADIO & TELEVISION RETAILING.

Audio-Master TRANSCRIPTION PLAYER

The portable Audio-Master '49 will play either 78 or 33 $\frac{1}{3}$ RPM records up to 17 $\frac{1}{2}$ inches in diameter, and is provided with its own audio amplifier and loudspeaker. Case is of water-proof fabricoid. Audio Master Co., 425 Fifth Ave., New York 16, N. Y.—RADIO & TELEVISION RETAILING.

Emerson PERSONAL PORTABLE

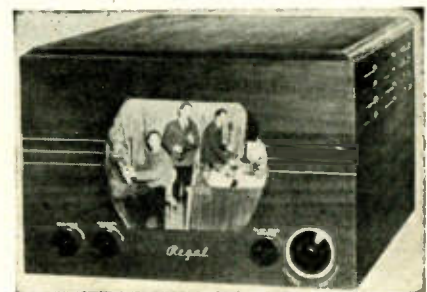
Model 558 is a self-powered personal radio about the size of a camera. Featuring automatic shut-off when the lid is



closed, the set is enclosed in a plastic case, available in ivory, green and black. List price \$24.95. Emerson Radio and Phonograph Corp., 111 Eighth Ave., New York 11, N. Y.—RADIO & TELEVISION RETAILING.

Regal TV SETS

The new Regal line features a 20-tube, 10-inch direct-view table set (model 1007) priced at \$199.50, and a 20-tube, 12 $\frac{1}{2}$ -inch direct-view console listing at \$299.50

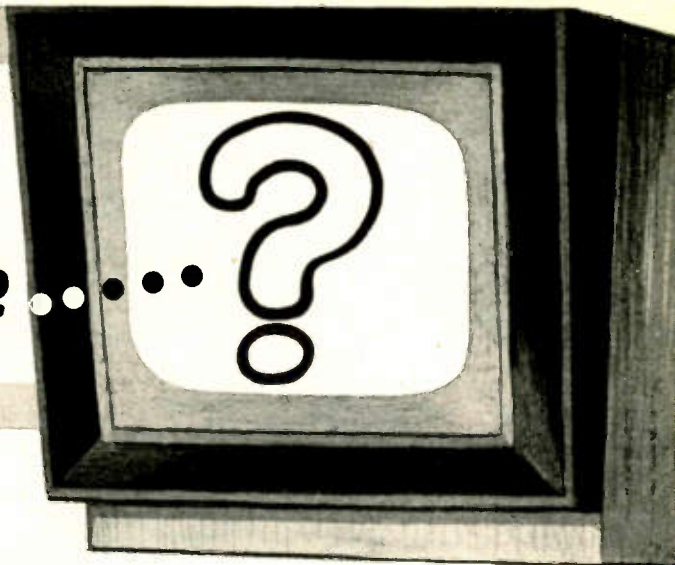


(model 1208). Also in the line are sets with a 30-tube chassis: model 1031 with 10-inch tube, \$350, and model 1230 with 12 $\frac{1}{2}$ -inch tube, \$389.50. Regal Electronics Corp., 603 West 130th St., New York 27, N. Y.—RADIO & TELEVISION RETAILING.

Electronic Controls TV SET

Projected pictures up to 48 square feet in size are available in "packaged unit" form for custom and commercial installation. Units are: projection unit, power supply, and two-piece TV chassis. The TV chassis may be used with direct-view tubes or with the projection unit and its power supply. Electronic Controls, Inc., 69 Glenwood Place, East Orange, N. J.—RADIO & TELEVISION RETAILING.

**Are You in the
Commercial
Television Picture . . .**



Let Trans-Vue

Entertainer Build Profits for You!

Every Hotel . . . Theater Cafe . . . tavern, cocktail lounge and restaurant a sale. The untouched commercial television market is at your command . . . and waiting for Trans-Vue Entertainer. The only commercial television set with Multiple Remote Control Units. A number of viewing units may be placed separately in any part of the room or rooms . . . yet controlled simultaneously from a conveniently placed Master Tuner. These multiple remote control units give all angle — 360 Degree Visibility. Simplified control "locks" the television picture into sharp flicker-free focus easy on the eyes . . . three control knobs on the Master Tuner . . . quick, sure, simple!

Another TRANS-VUE EXCLUSIVE!



New Polaroid one-way filter . . . for greater contrast, sharper definition . . . eliminates fluorescent, incandescent and daylight glare . . . Trans-Vue—and only Trans-Vue now gives your patrons the sharpest, clearest television picture . . . with no "television eyes"!

Trans-Vue puts YOU in the profitable commercial television picture!

Limited areas open for distributorships. For full details, write, wire or phone!

Trans-Vue

CORP.

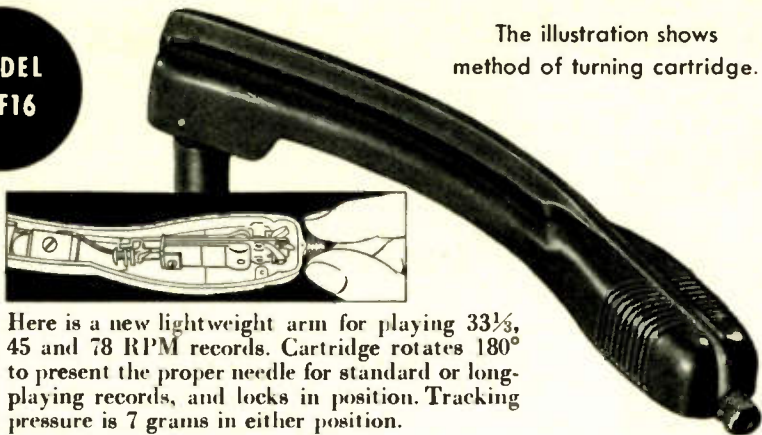
**1139-41 S. WABASH AVE.
CHICAGO 5, ILLINOIS**

WEBSTER ELECTRIC

Featheride TONE ARMS

That Meet the Requirements of 33 $\frac{1}{3}$, 45 and 78 RPM Records

**MODEL
VIF16**



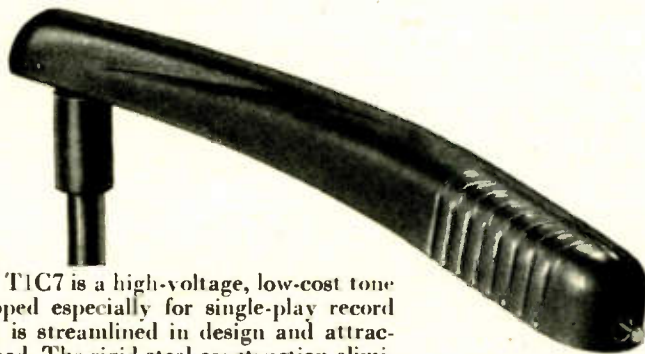
The illustration shows method of turning cartridge.

Here is a new lightweight arm for playing 33 $\frac{1}{3}$, 45 and 78 RPM records. Cartridge rotates 180° to present the proper needle for standard or long-playing records, and locks in position. Tracking pressure is 7 grams in either position.

SPECIFICATIONS

APPLICATION: 33 $\frac{1}{3}$, 45 and 78 RPM Record players.
NEEDLES: Replaceable osmium-tipped. Single setscrew releases both needles.
TRACKING PRESSURE: 7 grams on both needles.
ARM CONSTRUCTION: Aluminum die-cast. Spring counterbalanced for 7 grams pressure.
CARTRIDGE CONSTRUCTION: Stamped aluminum half shells with front bracket extending through front of pick-up arm to permit rotating the cartridge.
TERMINALS: Pin type, grounded or ungrounded.
OUTPUT: 1 volt, 1000 cps.

**MODEL
TIC7**

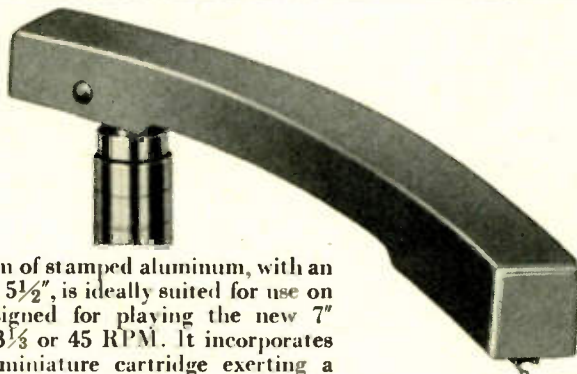


The Model TIC7 is a high-voltage, low-cost tone arm developed especially for single-play record players. It is streamlined in design and attractively finished. The rigid steel construction eliminates torque and resonance problems.

SPECIFICATIONS

APPLICATION: 78 RPM record players.
TRACKING PRESSURE: 1 $\frac{1}{4}$ oz. minimum.
OUTPUT: 3 volts, 1000 cps.
ARM CONSTRUCTION: Stamped steel housing. Tinnerman fastening.
COLOR: Antique copper tone.
NEEDLE: Any standard type.
LEAD WIRES: Plastic-covered—20 in.
Model VIF16.

**MODEL
BA-1**



This new tone arm of stamped aluminum, with an over-all length of 5 $\frac{1}{2}$ " is ideally suited for use on player units designed for playing the new 7" records, either 33 $\frac{1}{3}$ or 45 RPM. It incorporates the model A-1 miniature cartridge exerting a tracking pressure of only 7 grams without use of spring counterbalance.

SPECIFICATIONS

APPLICATIONS: 7" recordings (33 $\frac{1}{3}$ or 45 RPM).
ARM CONSTRUCTION: Stamped aluminum.
COLOR: Optional.
CARTRIDGE CONSTRUCTION: Bakelite half shells.
TERMINALS: Pin type.
NEEDLES: Replaceable, osmium- or sapphire-tipped.
LEADS: Optional.
TRACKING PRESSURE: 7 grams.
OUTPUT: 1 volt, 1000 cps.

WEBSTER ELECTRIC
 RACINE WISCONSIN



Established 1909

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

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

RECORDS

Section of **RADIO & TELEVISION RETAILING**

Records With Lots of Sales Appeal



CLASSICAL WORKS

BEETHOVEN: "Sonata No. 1 in D Major for Violin and Piano, Op. 12, No. 1," Joseph Szigeti, violin; M. Horzowski, piano. Columbia MX-312; ML-4133

Early Beethoven Sonata as performed by these two splendid artists a welcome addition to the music lover's collection.

GOUNOD: "Faust," Sir Thomas Beecham, Bart., conducting the Royal Philharmonic Orchestra, RCA Victor Vol. I, Vol. II, DM-1300, 1301

The complete opera is herewith performed by an outstanding group of French and English singers. The recording techniques utilized make vocalists, chorus, and orchestral backgrounds remarkably clear. Beecham's dynamic conducting evident throughout. Dealers would do well to feature this new set with other complete opera releases for an interesting window display.

LISZT: "Les Preludes," Leopold Stokowski and his Symphony Orchestra, RCA Victor DM-1277

Liszt's symphonic poem gets subtle handling . . . with full orchestra values utilized to the utmost, and skillfully recorded. Records packaged in the new RCA Victor "envelope" album, which gives customers extra value.

MENDELSSOHN: "Symphony No. 4 in A Major, Op. 90," the Cleveland Orchestra, George Szell, conductor. Columbia MM-733, ML-4127

When Szell was conducting the Mendelssohn centennial cycle last season, this symphony was one of the outstanding works of the series.

RAVEL: "Ma Mere L'Oye, Suite," Serge Koussevitzky, Boston Symphony Orchestra, RCA Victor DM-1268

Koussevitzky makes a specialty of Ravel's "Mother Goose Suite," and his performance has received much popularity. Its release on records makes this often-requested interpretation readily available.

"STRAUSS OVERTURES": The Philadelphia Orchestra, conducted by Eugene Ormandy. Columbia MX-311, ML-2041

Overtures include "Die Fledermaus" and "The Gypsy Baron." On LP the "Overtures" are coupled with "Strauss Waltzes."

TCHAIKOVSKY: "Eugen Onegin, Tatiana's Letter Scene, Op. 24," Ljuba Welitch, soprano. MX-310; ML-2048

Miss Welitch has been causing much comment in musical circles with her dramatic portrayals at the Met—this recording of Tatiana's "Letter Scene," plus the previously released "Freischutz" aria, is a good introduction for the soprano—and will provide dealers with an opening wedge for selling Miss Welitch's "Salome" album, to be released next month.

VOCAL ARTISTS



ELMO, CLOE-GIGLI, BENIAMINO: "Ai Nostri Monti"—"Vainement, Ma Bien Aimee," RCA Victor 12-0767

Cloe Elmo, mezzo-soprano, and the famous Gigli perform the noted aria from "Il Trovatore." Gigli is at his best on the reverse, in the aria from "Le Roi D'ys."

MELTON, JAMES: "Panis Angelicus"—"Because," RCA Victor 12-0764

RCA Victor Orchestra, under the direction of Frank Black, accompanies Melton in these selections.

SINGHER, MARTIAL: "Songs of Debussy and Ravel," Columbia MM-820, ML-4152

French baritone does two song cycles by the twentieth century French composers. The LP record is coupled with Singher's previously released "French Operatic Arias."

ROBESON, PAUL: "Swing Low, Sweet Chariot," Columbia MM-819, ML-2038

Sixteen of the finest Negro spirituals, including "Swing Low, Sweet Chariot,"

"Git on Board," "Ev'ry Time I Feel de Spirit," "Poor Wayfarin' Stranger" in album.

BARTOK: "Sonata No. 1," Yehudi Menuhin, violinist, with Adolph Baller at the piano. RCA Victor DM-1268

The renewed interest in Bartok will definitely make this Menuhin album a welcome addition to dealers' shelves. Menuhin has been doing a lot to repopularize Bartok, as indicated by success of previous Bartok Violin Concerto (DM-1120).



ANDREWS SISTERS, DAN DAILEY:

"Clancy Lowered the Boom"—"I Had a Hat When I Came In," Decca 24610; "Take Me Out to the Ball Game"—"In the Good Old Summertime," Decca 24605

A pair of spirited numbers with Irish flavor; Dailey's Irish brogue and comedy touch are high spots of "Clancy" and "I Had a Hat."

Other disc has two catchy sides, which play up seasonal angle as well as familiarity of tunes.

"BARKLEYS OF BROADWAY," Fred Astaire and Ginger Rogers. MGM L5

The new MGM musical, starring the famous dance team, contains some top tunes. Included in the album are three new ones, and a pop standard, "You Can't Take That Away From Me."

BENEKE, TEX: "Midnight Serenade"—"Pin-Striped Pants," RCA Victor 20-3395

"Serenade" one of the popular Glenn Miller standards, gets a new Beneke interpretation; flip, a novelty with Beneke on the vocals.

CARLISLE, RUSS: "The Gang That Sang 'Heart of My Heart'"—"You're So Understanding," Coral 60053

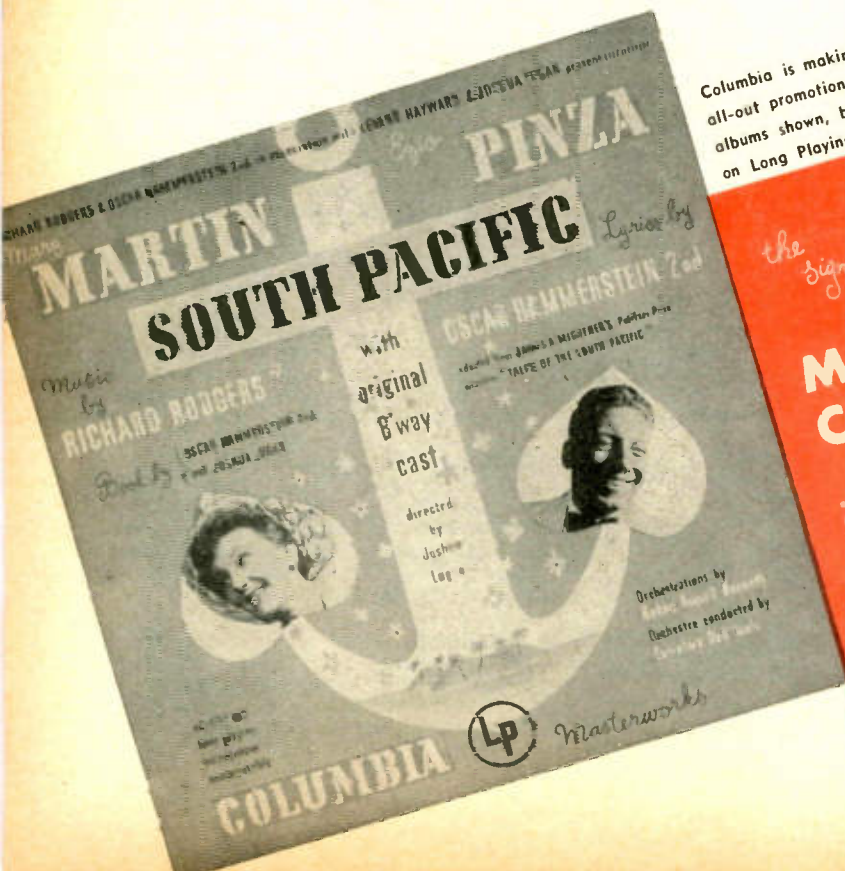
"Heart" side gets top treatment by
(Continued on page 70)



The Andrews Sisters, this time with Dan Dailey, have waxed some more mod and merry tunes for Decca that seem sited for the best-seller lists.

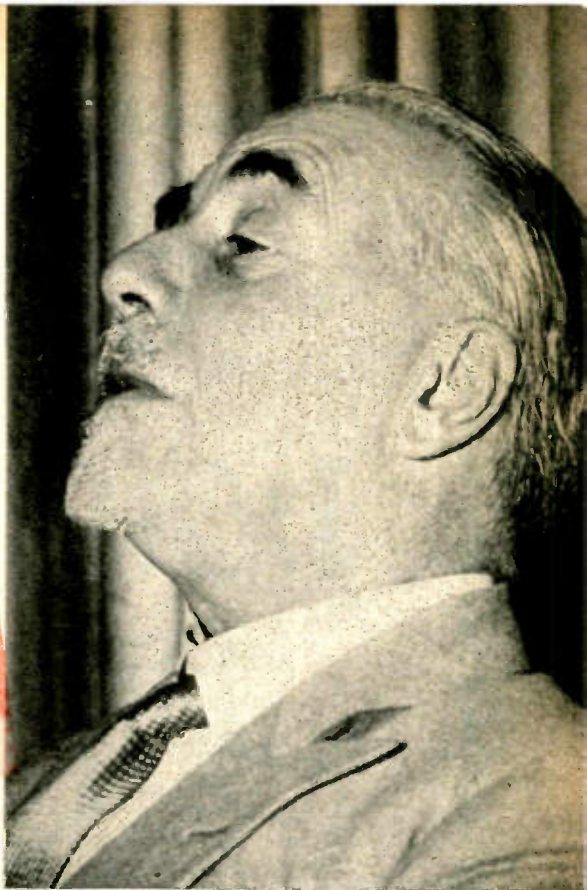
Recordings With Lots of

Top Artists, New Hit Tunes, and Outstanding Recordings Team With New Speed Developments to Give Business Added Impetus and Arouse Customer Interest



Columbia is making an all-out promotion drive for the two albums shown, both of which are available on Long Playing and conventional shellac records.





Sir Thomas Beecham, right, celebrates his 50th anniversary this year as one of the world's great conductors. The RCA Victor release of the complete "Faust" is part of the company's celebration—dealers can tie in with the event by planning appropriate displays.

Sales Appeal



Russ Carlisle and The Mellowlarks, a vocal group, shown at a recording date waxing a new tune for the Coral label.



The famed dance duo of Astaire & Rogers are teamed in a new MGM picture that contains some sure-fire hit tunes. MGM album is taken from the soundtrack.

Jo Stafford does "Some Enchanted Evening" and "I'm Gonna Wash that Man Right Outta My Hair" for Capitol records. Tunes available on new 45 rpm release, as well as at the regular speed.



LAST CALL DOUBLE RETURN PRIVILEGE on (Lp) Records *All this month only!*

(Lp) CUSTOMERS ARE BIGGEST
 REPEAT CUSTOMERS.



Push LP to the limit. The more LP you sell—the faster you bring your 78 rpm inventory into line—thanks to Columbia's sensational Double Return privilege offer.

BE SURE YOUR (Lp) INVENTORY
 MEETS SERVICE REQUIREMENTS.



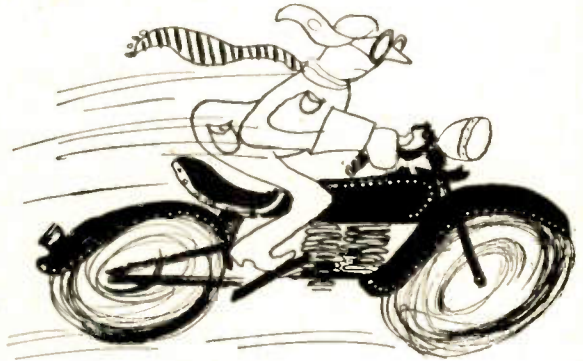
Don't lose LP sales by being "out of stock." Every LP sale, besides showing you a nice profit, means added opportunity to return obsolescent 78 rpm stock. Act today . . . smile tomorrow.

USE THE "DOUBLE RETURN
PRIVILEGE ON LP" TO BALANCE
YOUR 78 RPM INVENTORY.



All purchases of LP during March, April and May enjoy *double* return privilege applicable against your 78 rpm overstock. Balance your 78 rpm inventory while you're making an LP profit.

HURRY . . . HURRY . . . HURRY . . .



May 31st, last day to cash in on Columbia's Double Return privilege deal . . . so check your inventory at once! Don't lose out on this money-in-the-cash-register offer.

Your distributor salesman has all the details. Get in touch with him
and get set on a progressive profit program!

Remember! *May 31st* is the last day for the double return privilege offer!

GET BUSY!
DO IT NOW!



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

Records With Lots of Sales Appeal

(Continued from p. 65)

Carlisle and ensemble; flip is a new ballad.

CLARK, BUDDY: "A Chapter in My Life Called Mary"—"Whispering Waters," Columbia 10" 38443, 7" 1-171

Two ballads, done in nice medium tempo with Ted Dale's orchestra, make some nice additions to the Clark catalog.

COMO, PERRY: "Some Enchanted Evening"—"Bali Ha'I," RCA Victor 29-3402

With orchestra under the direction

of Mitch Ayres. Como does two top tunes from "South Pacific."

CROSBY, BING: "Riders in the Sky"—"Lullaby Land," Decca 24618; "Careless Hands"—"Memories" Decca 24616

These two records are done in Bing's inimitable style—and require very little comment. But dealers will do well to watch "Riders in the Sky" waxing, which is definitely Crosby at his best.

CROSBY, BOB: "Need You"—"Three Wishes," Columbia 10" 38450, 7" 1-180

Bob Crosby's debut disc for Colum-

bia is pleasant enough; his weekly radio program has gained a big following for this affable singer.

EBERLE, BOB: "Hurry! Hurry! Hurry!"—"You Redhead," Coral 60045

This is Eberle's first release on the Coral label, and these sides should meet with good acceptance.

ECKSTINE, BILLY: "Somehow"—"What's My Name," MGM 10383

Pop baritone does the torch tune associated with him, "Somehow," and pairs it with the up-and-coming "What's My Name," which he gives a unique treatment.

FOWLER, T. J.: "T. J. Boogie"—"What's the Matter Now," National 9075

Hank Ivory does the vocal on "Matter" side; the "Boogie" platter is a different beat instrumental that the record company has great hopes for.

HAWKINS, ERSKINE: "Cold Hearted Woman"—"Brooklyn Bounce," RCA Victor 20-3379

Hawkins does "Cold Hearted Woman" with plenty of rhythm; Jimmy Mitchell does the vocals; "Brooklyn Bounce" instrumental is a rough-and-ready number.

HERMAN, WOODY: "That's Right"—"I Got It Bad," Capitol 15427

First side a bop instrumental with lots of drive and beat; Mary Ann McCall does vocals on reverse, turning in a nice performance to Woody's modern accompaniments.

IVES, BURL: "Riders in the Sky"—"Wayfaring Stranger"—"Woolie Boogie Bee," Columbia 10" 38445, 7" 1-175

"Riders," a new song with haunting theme; the other two songs are familiar to Ives fans, "Wayfaring Stranger" as the singer's theme, and "Bee" as an Ives original.

KAYE, DANNY: "Candy Kisses"—"Thank You," Decca 24623

Kaye does these two tunes "straight" and surprisingly enough for some listeners, he does very well. "Kisses," a favorite hill-billy tune, now being given the popular touch.

BUDDY KAYE QUINTET: "Don't Tell My Heart"—"Don't Take My Word," MGM 10387

Quintet and the Tune Timers, vocal group, do a slow ballad, and a new rhythm novelty. Good rhythm sparks both sides.

KELLY, GENE - GARRETT, BETTY: "Yes, Indeedy"—"Take Me Out to the Ball Game," MGM 30193

Two of the stars of "Take Me Out to the Ball Game" do two of the tunes from the picture.

KILTY, JACK: "The Streets of Laredo"—"I Got a Gal in Galveston," MGM 10376

Newcomer to the label, Kilty has been doing well. "Laredo" is title tune from picture, and is a tender ballad; reverse, the toe-tapping pop tune, "Gal From Galveston."

"KISS ME, KATE," Jo Stafford, Gordon MacRae, Capitol CD-144

Eight of the top show tunes from the Cole Porter musical success nicely done by Capitol's popular duet team.

DEALERS' CHOICE

THREE DUOTONE NEEDLES PUT PEP IN ACCESSORY SALES



THE "STAR"—A top-quality sapphire-tipped needle, the Duotone "Star" has rolled up sales records in stores across the country. Entirely hand made, long-wearing, individually tested and inspected. Packed in individual transparent lucite containers. Free display cards and national advertising boost sales. List price \$5.00.



THE DURPOINT—The Duotone Durpoint answers the steady demand for a good, permanent needle at low cost. Plays thousands of records without changing. Takes additional polish from record groove, reducing surface noise and record wear. Twelve needles on an eye-catching display, each packed on individual card. List price each needle, \$1.00.



THE SHOCKPROOF NYLON—The Duotone Shockproof Nylon needle is really shockproof, will absorb shock when whole tone arm is bounced on record. Twelve needles in individual transparent plastic containers on three-dimensional self-demonstrating display. Free demonstration needle and two counter signs with each card. List price each needle, \$2.50.

THE **DUOTONE** COMPANY, INC.
799 Broadway New York 3, N. Y.

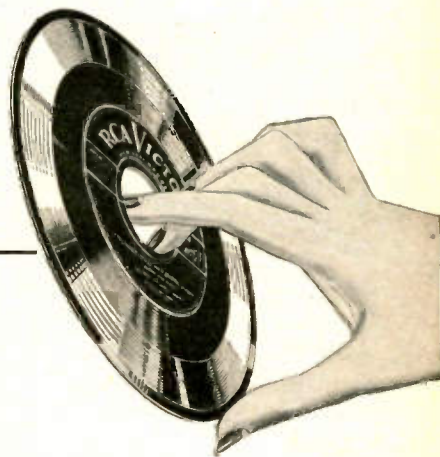
Yes, NEW record buyers!

Starting with June,
RCA VICTOR monthly releases
will be for both
standard 78 rpm . . .



. . . and
the new 45 rpm

'Red Seal'
recordings



YES! Thousands of new record player-owners, new record buyers are being created—people who are acting on the big RCA Victor 45 rpm advertising and publicity campaign now in full swing. So now—sell both these new 45 rpm buyers and your regular 78 rpm customers! Look at this line-up for June—give it a bigger-than-ever promotion!

Boston Pops Orchestra, Arthur Fiedler: Holiday For Strings; Our Waltz—Rose. 10-1311, \$1. 49-0407 (45 rpm), 95¢.

Robert Merrill: Folk Songs of The British Isles (Phyllis Has Such Charming Graces; My Lovely Celia; Mary of Allendale; Down By The Sally Gardens; Come, Let's Be Merry; The Ballynure Ballad; Oliver Cromwell). MO-1306, \$4.00. WMO-1306 (45 rpm), \$3.35.

Yehudi Menuhin: Habanera (No. 2 From Spanish Dances, Op. 21)—Sarasate; Scherzo Tarantelle, Op. 16—Wieniawski. With Gerald Moore at the piano. 12-0922, \$1.25. 49-0404 (45 rpm), 95¢.

Whittemore and Lowe: Coronation Scene (from "Boris Godounoff")—Moussorgsky; Polka (from the ballet, "The Age of Gold")—Shostakovich. 12-0923, \$1.25. 49-0405 (45 rpm), 95¢.

Indianapolis Symphony Orchestra, Fabien Sevitzky: Ballet Music of Delibes (Ballet Suites: Coppelia and Sylvia). DM-1305, \$7.25. WDM-1305, (45 rpm), \$5.25.

Boston Symphony Orchestra, Serge Koussevitzky: Serenade No. 10, in B-Flat, K. 361—Mozart. DM-1303, \$6.00. WDM-1303 (45 rpm), \$4.30.

NBC Symphony Orchestra, Arturo Toscanini: Concerto No. 1, in B-Flat, K. 191—Mozart. DM-1304, \$2.50. WDM-1304 (45 rpm), \$2.20.

Aksel Schietz: Flow My Tears; Shall I Sue; Now Cease My Wandering Eyes—Dowland (From the Second Book of Ayres, 1600). 12-0924, \$1.25. 49-0406 (45 rpm), 95¢.

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

The world's
greatest artists
are on

RCA VICTOR RECORDS



NOW! A \$10 SALE

for every record-player in your area!

LIST PRICE \$7.50



SELL NEW TITONE PICKUP!

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

NO TONE LIKE TITONE

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

Record News Notes

J. W. Murray, vice-president in charge of the RCA VICTOR Record Department has stated there will be no general reduction in the suggested retail list price of RCA Victor records under current plans. . . . May releases of 45 RPM's will be many and varied, and include several best-selling hit tunes. . . . From now on RCA Victor is issuing all 12-inch two-record sets in a new envelope package, which makes possible a suggested list price of \$2.50 per set as compared with the former price of \$3.50 for the conventional hard-backed album. . . . An extended program of cooperation with disc jockeys undertaken by the company should also prove of great value to dealers.

RCA Victor has created a special package service for platter spinners across the country, including additional musical categories in regular mailings of new records, and weekly visits by company and distributor reps to the nation's radio stations. . . . In response to a continually growing demand, RCA Victor has reinstated in its catalog, the 14-record album (DM-127) of Arnold Schonberg's work "Gurre-Lieder," re-issuing the original performance conducted by Leopold Stokowski.

Stepping up the tempo of its 45 RPM promotion campaign, RCA Victor is re-releasing to its dealers a variety of display, consumer information, and sales aid material, including a line folder on new 45 RPM phonograph instruments, a 24-sheet billboard poster, a kit of window streamers and wall chart, en-

(Continued on p. 73)

And Now . . . Introducing Movement with LIGHTS!

KASSON Model "712"
Roto-Sho
ELECTRIC TURNTABLES

The ACTION Display-Way To Boost Your Sales!

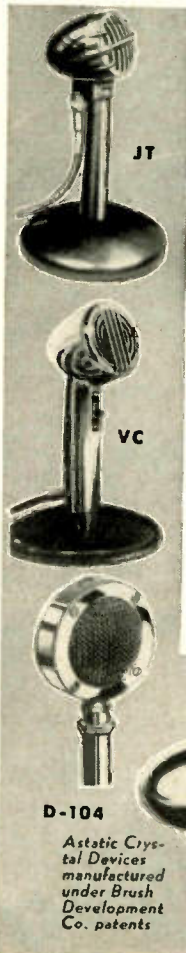
MODEL "712" ROTO-SHO's two-way built-in electric outlet permits novel, self-contained lighting effects as well as operation of electrical devices while the turntable revolves three times a minute! (Lights turn with table.)

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

Write for our complete ROTO-PRODUCTS catalog!



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



Here's Why ASTATIC MICROPHONES with CERAMIC ELEMENTS ARE GAINING WIDE, ENTHUSIASTIC PREFERENCE

Overshadowing even the important technical advantages is one simple but undeniable fact—sound transmitted by Astatic Ceramic Microphones is the MOST NATURAL you've ever heard! Everyone has different words to describe the remarkable quality of voice reproduction . . . all agree that it is more NATURAL than anything they've heard. Try it. Judge for yourself. Of course you'll also be interested in the immunity of Astatic Ceramic Mikes to tropical heat or Arctic cold, high humidity or dryness. Frequency response is unaffected through wide temperature range. They're amazingly rugged against accidental shocks and stresses, operational abuses which shorten or impair the service life of other types. Adaptable to existing hook-ups without requiring other changes in equipment.

See us at Booth 141, Radio Parts & Electronic Equipment Conference and Show, Stevens Hotel, Chicago, May 18 to 20

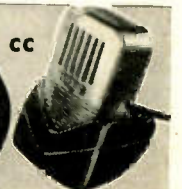
Model	List Price	Cable Length	Output Level*	Range c.p.s.
D-104-C	\$24.60	7'	-58 db	30 to 7,500
IT 30-C	16.15	7'	-62 db	30 to 10,000
IT 40-C	16.15	7'	-62 db	30 to 10,000
T-3-C	25.55	7'	-62 db	30 to 10,000
VC	13.15	7'	-62 db	30 to 10,000
VC-1	13.15	7'	-62 db	30 to 10,000
CC	8.35	7'	-62 db	30 to 10,000
CC-1	8.35	7'	-62 db	30 to 10,000

*0 Reference Level = 1 volt per bar

D-104

Astatic Crystal Devices manufactured under Brush Development Co. patents

T-3



Record News Notes

(Continued from p. 72)

velope stuffers, and a sales manual compiled to aid dealer salesmen in presenting the "45" story to customers.

Dealers were enthusiastic about COLUMBIA'S special double return privilege offer on LP records for the period of March, April and May 1949, which allow dealers a 10% return privilege on purchases of LP records, and which could be applied to return Columbia shellac records. Paul Southard, vice-president in charge of merchandising for Columbia, explained the move as an effort to encourage dealers to maintain proper inventories. He stated, "shellac inventories are too high and LP inventories are too low based on the present ratio of sales to customers."

The musical hit "South Pacific," featuring the original Broadway cast is released this month with much fanfare by Columbia. The score is available in conventional shellac album and one LP microgroove record. . . . A novel Long Playing Microgroove disc series, comprising special selections of popular recorded material by outstanding dance bands, has been initiated by Columbia. Titled "Dance Parades," the 10-inch LP series features the dance numbers closely associated with various band leaders. The first four bands scheduled include Frankie Carle, Benny Goodman, Woodie Herman and Claude Thornhill. The releases do not duplicate standard popular albums, but do include single records from the current catalog. The LP records sell for \$2.85.

Intensive promotion plans are underway for the new "You Are There" series. The initial releases of "Magna Carta" and "Gettysburg" broadcasts have been designated as a "feature set" for May, Columbia house organs, display cards, plates for use on special mailing pieces, a series of co-op ads, and a big publicity build-up are some of the methods being utilized to push the records. . . . Newest vocalists to sign with Columbia's popular division are Julie Wilson and Bob Crosby. In the folk music division, Columbia has contracted The Five Scamps instrumental group. A newcomer to the children's record division is popular singer Harry Babbitt, former Kay Kyser vocalist. . . . Look for Ljuba Welitsch's recordings from "Salome", with Fritz Reiner conducting the Metropolitan Opera Orch. for big sales.

Milton R. Rackmil, president, DECCA Records, Inc., announced that by virtue of a new agreement, Bing Crosby will

continue to appear on Decca Records for the next seven years. . . . Arthur Grobart new sales promotion manager.

CAPITOL'S initial 45 RPM release includes the following: "So Dear to My Heart"; "Spark's Magic Piano"; "Vienne Waltzes"; "Cowboy Hit Parade"; "Little Toot"; "Bozo Sings"; "Nursery Rhymes"; "Bugs Bunny"; "Kiss Me Kate"; "Stan Kenton Encores"; "Children's Songs & Stories, Tex Ritter"; "Margaret O'Brien's Favorite Fairy Tales"; plus some popular singles by Margaret Whiting, Peggy Lee, Jo. Stafford and Paul Weston. Classical releases include: "Franz Lehar Operettas"; Hindemith's "Mathis Der Maler"; Erna Saci, "Voices of Spring—The Nightingale"; "The La Scala Orchestra in Overture to the Sicilian Vespers."

The NATIONAL ASSOCIATION OF MUSIC MERCHANTS announces that the demand for space for the Industry's Annual Trade Show & Convention, to be held at the Hotel New Yorker, July 25-28, is equal to that of 1948, with many new companies anxious to exhibit. Exhibits include television, radios, radio-phonograph combinations, records, phonographs, accordions, band and orchestra instruments, musical merchandise, pianos and organs, sheet music, wire recorders and sound equipment. . . . A special session is being planned for the phonograph record and radio-television markets.

. . . RECORD MERCHANTS . . . don't forget "Mother's Day" (May 8) and "Father's Day" (June 19) when planning windows.

Announcing **tapetone** The New



Triumph in Magnetic Tape Sound Recorders!

HERE IS your opportunity to stock and sell a superlative recording instrument on a profitable, *exclusive dealer agency basis* . . . TAPETONE, truly tops in sound recorders is now being manufactured on a production basis and will be sold only through exclusive dealerships. *And it is priced RIGHT.* Actually sells for less than many other fine recorders.

TAPETONE is essential for the musician, student, educator, physician, clergyman, etc. . . . Has unlimited uses in industry and business. It is packed with entertainment value when used in the home.

TAPETONE HAS ALL THESE GREAT FEATURES

- Reproduces voice and music with high fidelity equal to the finest console radio.
- Records on magnetic paper tape, many times stronger than wire. Tape may be edited, titled, used over and over again—or the recording can be kept indefinitely for permanent use if desired.
- Provides $\frac{1}{2}$ hour recording time or can be equipped for full hour's playing with special drive.
- Has microphone and radio inputs and record player. Can be hooked up to telephone to record two-way conversations.
- Precision-built, portable, free from distortion . . . and simple and easy to operate. Anyone can get professional-calibre results with TAPETONE.

**CAPTURE YOUR
FULL SHARE OF
THE TREMENDOUS
RECORDER MARKET.**

**WRITE FOR COMPLETE
DETAILS
NOW!**



Milton R. Rackmil

tapetone

TAPETONE Manufacturing Corp.

Dept. A, 202 Tillary St. • Brooklyn 1, N. Y.



She'll say **YES, YES**
to your **water heaters**

YES! . . . if you feature the water heaters that people want — safe, clean, dependable, convenient *electric* water heaters **DISTRIBUTED BY Graybar**

YES! . . . if you use good selling methods — modern merchandising and promotion tools — **THE SALES HELPS AVAILABLE FROM YOUR LOCAL Graybar APPLIANCE SPECIALIST.**

Yes, and you'll get prompt deliveries from a Graybar warehouse near you.

These are a few reasons why thousands of dealers throughout the nation make Graybar their No. 1 source of electrical appliances.

4944

Appliance Department
GRAYBAR ELECTRIC COMPANY, Inc.
Executive Offices:
Graybar Building, New York 17

THEY SAY YES WHEN YOU FEATURE APPLIANCES . . . recommended by
Graybar

IN OVER 100 PRINCIPAL CITIES

RADIO & TELEVISION RETAILING • May, 1949

ELECTRICAL APPLIANCES

Section of **RADIO & TELEVISION RETAILING**

Trade-In Technique Boosts Sales, Brings Profits

Pennsylvania Dealer Reconditions and Sells Washers, Refrigerators, Vacuum Cleaners—Finds Ready Market. Ups New Equipment Volume

• C. Beckley, Inc., of Warren, Pa., is a firm presently encouraging trade-in transactions. This dealer has found that offers to take in old equipment stimulate the buying of new appliances, and that there are good profits in the resale of reconditioned trade-ins.

Beckley's complete, modern repair shop is the "secret," as it were, behind its successful trade-in merchandising. This shop incorporates several tooling ideas and layout features that might well appeal to any electrical appliance retailer these days, with trade-ins becoming an increasingly important factor to reckon with in a buyer's market.

This repair and service shop has been built up and expanded over a period of years—some 41 years, in fact, since C. Beckley moved to the small industrial community of Warren and set up his electrical shop for contracting and supplies. His son, Stewart, now is active manager of the store, which only last year modernized its sales floor, installing a visual front and a record-bar.

Profits in Used Products

This firm encourages buying of new major appliances, on a trade-in basis, knowing that the policy is backed up by the highly mechanized repair department that can turn dilapidated, broken-down appliances into serviceable machines, refinished to give buying-appeal.

"We periodically run small advertisements in the want-ad columns, where many people 'shop' for second-hand merchandise," explained Beckley.

A second-floor storage area is used for the display of reconditioned appliances.

Speaking of his well-equipped repair department, Mr. Beckley said, "We carry a very complete stock of parts for washers, refrigerators, vacuum cleaners and so forth. We're in the process," he went on, "of stocking up just as completely on parts for some of the newer automatic washers, food freezers and dryers. You've got to keep in step with the times first of all."

Orderliness a Must

The Beckley firm maintains a separate department for radio servicing. As for personnel, Beckley's employs four men in the main repair department, two

of whom work almost solely on refrigerators, and two on washers. One of the refrigerator men doubles up with the single radio repairman, when needed.

These men, for the most part, were hired with little or no experience (with the exception of the radiomen) in major appliance reconditioning, but with a bent for working with their hands and a knowledge of power tools. Strict orderliness in maintenance of the repair department adds greatly to their efficiency.

For instance, each machine tool's parts are kept right beside the device, handy for the workman, and usually

(Continued on page 76)

Stewart Beckley looks over a dozen or so washers and other appliances reconditioned and ready for re-sale at his progressive store at Warren, Pa. Want ads help sales.



Trade-In Technique Boosts

(Continued from page 75)

hung on clearly marked boards or racks flush with the wall. Back of a drill press is one such tool panel, with black-and-white painted outlines to denote places for C-clamps, pulley-pullers, hack saw, stocks and dies for threading standard size bolts, and shears.

Over in one corner near an Erwin Snyder wringer testing machine, a large, freshly-painted panel had recently been installed on the wall. This, explained Stewart Beckley, was in the process of being readied to hold tools and parts for repairing automatic washers.

On the wall back of the wringer test-

ing machine there is another panel, made by Beckley's for holding the machine's drive blocks and couplers for different makes of washers of the older variety. A Dake arbor press is installed in this corner, too, and is used, among other things, to press bearings into washing machine motors.

Efficient Shop Layout

Along another wall in this shop is a battery of machines with various uses to speed reconditioning work. A simple rig, bracketed up at convenient working level, utilizes a quarter-horse

electric motor with direct-drive belt to turn a spindle that holds wringer rollers. Held and turned here, the rollers can be cut down as needed for reinsertion in trade-in washers. Double-ended buffing and grinding machines are side-by-side.

The grinding wheels are mounted on either side of a Granger motor, and the buffing wheels, on a Leland motor; both are improvisations of Beckley's own repair department. Tools are sharpened on the grinding equipment, or parts ground to size as needed. Just to the front of this equipment sits an R. & S. (Milwaukee) cutting machine, which mounts an abrasive wheel that revolves at high speed to cut steel shafts on wringer rollers. Nearby is an old wooden die, cup-shaped, on which the older type washer vanes or "beating" wheels, can be mounted and corrected by hammering to shape, as needed.

Latest in Equipment

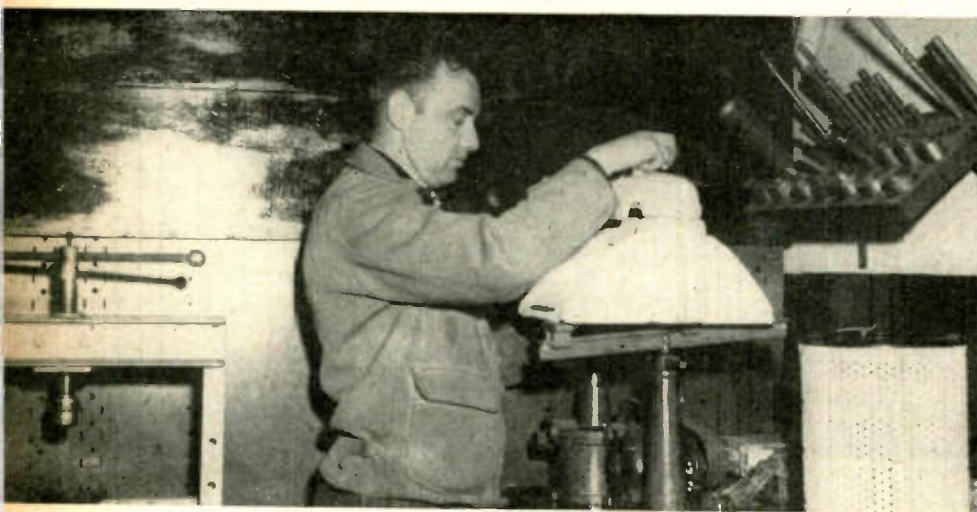
The shop even has a small electric oven for baking small motors that have been submerged in a flooded basement and need drying out before servicing. Over this oven is another handy improvisation by Beckley's—brackets against the wall holding inverted refrigerant tanks, out of the way but convenient for use. As each of these tanks weighs some 165 pounds, a ceiling-mounted pulley is used to raise or lower them.

Another feature of this repair department is a small paint spraying booth, with wall-mounted exhaust fan. In the same booth, at one side, are basins that hold cleaning fluids used to wash motors and appliance parts before reassembly in a reconditioned unit. An air compressor for painting is mounted on the roof of this booth.

There is an old, but capable, large drill press for larger diameter work than can't be handled by the drill press already mentioned. One of the most expensive pieces of equipment is an Atlas lathe, used for undercutting armatures, etc. Behind it, on the wall again, are panels for holding cutting tools, chucks, etc.

Even the motor test bench is rather unique, in that it is wired for testing on 110, 220 single phase, and 220 two and three phase current. A last look around revealed a shop-fabricated carrying stand. It's about knee-high, welded up out of inch steel pipe, with wheelbarrow-type handles on either end. Heavy machines can be placed on it, serviced, and moved about the shop by two men, as required.

"Every traded-in appliance 'gets the works' here," said Beckley. "We wind up with a nice paint and shine-up job, and that really speeds re-sales."



Above, assembled and ready for testing, the wringer goes into this machine. Arbor press, at left. In the background, is a newly-built and painted panel for parts to be used in repairing the newer automatic laundry appliances. Note handy rack at right.

Below, both large and small drill presses are in regular use at Beckley's. Note neat placement of C-clamps, hacksaw, drill press parts on outline panel on wall.

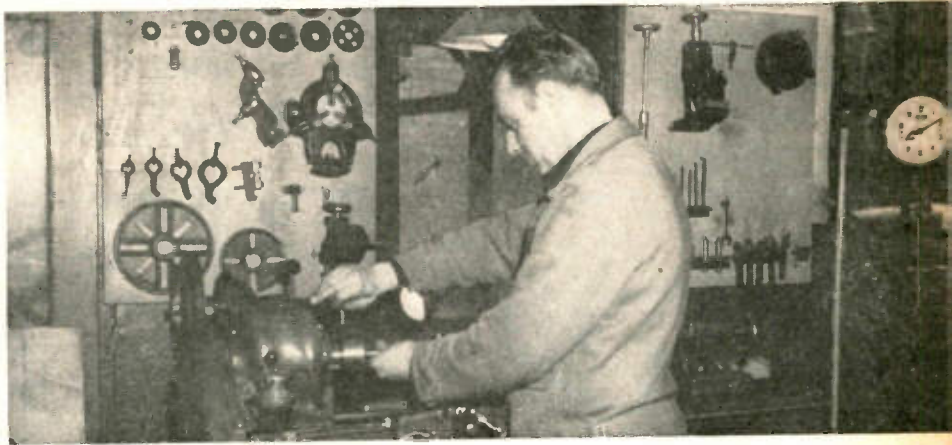


Sales, Brings Profits

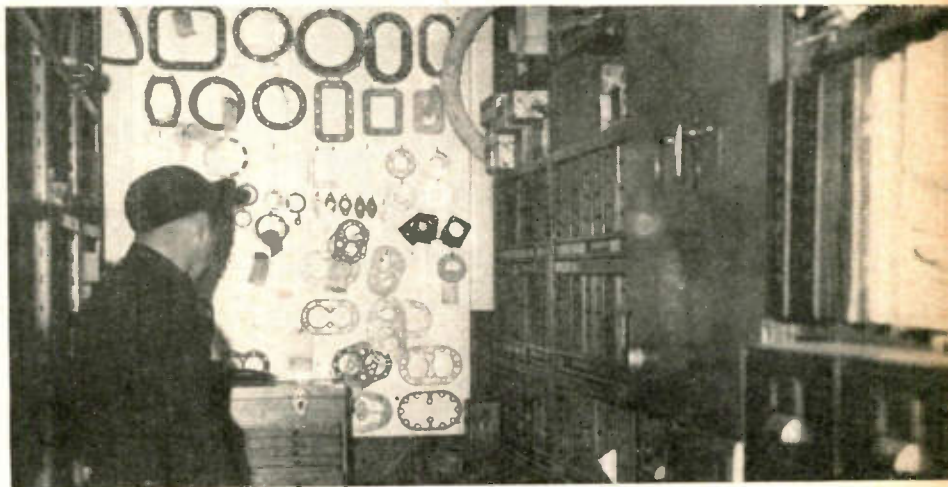


Paint spray booth has sinks for washing motor, other parts. Fumes are expelled at rear of booth. Trade-ins are put in top condition.

Cut down a washer wringer roller (rubber), and sand it to smoothness? Sure, as this repairman is doing in the corner in this photograph.

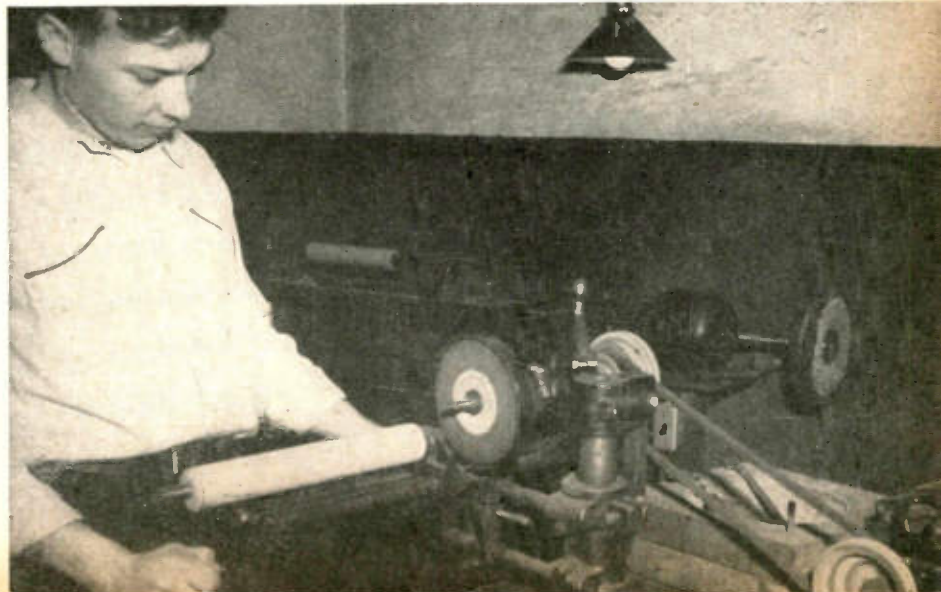


Above, such a job as undercutting an armature for a compressor motor is a matter of minutes with fine equipment like this Atlas lathe. Note neat arrangement of tooling parts on wall panels in a section of Beckley's repair department.



Above, "A place for everything, and everything in its place" is a maxim at Beckley's, aiding the repair and re-conditioning shop in speeding up assemblies of parts for washers, refrigerators, vacuum cleaners. Highly mechanized repair department turns used equipment into saleable merchandise; stimulate sales of new products.

Below, a precision, abrasive-wheel cutting machine trims down a washer wringer roll, if required. Also, on this worktable is an old wood die used for holding washer "beater" parts for hammering into shape. A large stock of parts is maintained, many of them are components of the latest models of appliances on the market.



New Electrical Appliance

Universal WAFFLE GRILL, REFRIGERATOR

"Cook-A-Matic" waffle grill provides 80 square inches of cooking area. Unit has two sets of easy to change aluminum cooking surfaces, two flat grids for toasting, and two waffle grids. An automatic



signalite indicates pre-heating. An adjustable heat control eliminates guesswork. Control slides from light to dark. Reversible handle support features a "fold back" grid rest which becomes a top grid handle and serves as a firm support for the top grid when opened. Carrying handles are large, and made of durable bakelite. Unit is of chromium.

Refrigerators include an 8.5 cu. ft. deluxe refrigerator which has a horizontal evaporator, and holds up to 50 lbs. of frozen food, sliding and adjustable shelves, two vegetable crispers, and is priced at \$339.95 including four-year additional warranty; the 9 ft. standard model retails at \$259.95 and has a "U" type evaporator with two ice trays, large dessert tray and room for frozen foods. Landers, Frary & Clark, New Britain, Conn.—RADIO & TELEVISION RETAILING

Sno-Breeze AIR COOLER

"Self-contained" air cooler for use particularly in rooms above ground floor where a water connection or drainage system is impractical. The unit weighs 22 lbs., is 16 inches wide, 10½ inches deep. To operate, set in window, fill with water, and "plug in." All steel cabinet finished in bronze brown baked enamel hammertone. Palmer Mfg. Corp., Phoenix, Ariz.—RADIO & TELEVISION RETAILING

Howard AIR CIRCULATOR

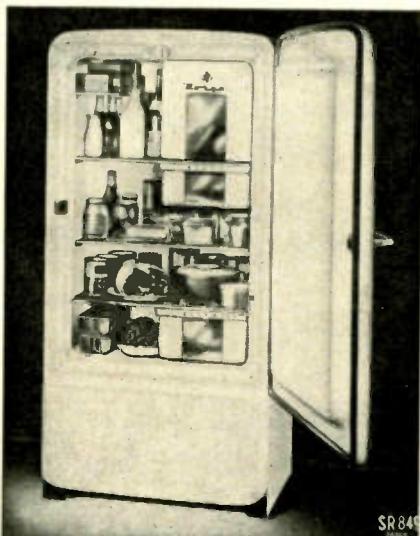
Model A-2, warm or cool air circulator for use in homes, offices, apartments, factories, etc. Features: converts instantly from heater to cooler; portable, light, compact with carrying knob; copper, blue and green hammerloid finish; provides uniform air circulation; noiseless, vibrationless; 1 year guarantee. Size 10 x 10 inches. Priced at \$25.16 F.O.B. Chicago. Safety Tool & Equipment Co., 4638 N. Central Ave., Chicago 30, Ill.—RADIO & TELEVISION RETAILING.

Prevore TABLE BROILER

Deluxe electric table broiler, of highly polished aluminum; heat indicator; bakelite trim; 2-heat glazed easy to clean unit of modern design. Retail at \$8.95. Prevore Electric Mfg. Corp., Brooklyn 16, N. Y.—RADIO & TELEVISION RETAILING.

Norge REFRIGERATOR

Model SR-849 refrigerator, retails for \$269.95, and features "built-in automatic defrosting at a low price." Model has 8



cu. ft. capacity, storage capacity for 27 lbs. of frozen food, beverage shelf, "fold-away" shelf for flexibility. Self-D-Froster is a built-in system for defrosting, and eliminates the need for manual defrosting. Refrigerator is 29¾ inches wide, 58¾ inches high. Norge Division, Borg-Warner Corp., Detroit 26, Mich.—RADIO & TELEVISION RETAILING.

Kitchenaid CABINET SINK

Forty-two-inch standard cabinet sink has double bowl sink top; sliding drainboard moves to cover either bowl, provides work surface; undersink compartment has double doors. Sink top of acid-resisting porcelain steel. Chrome faucet assembly has swinging spout, with space provided for installation of spray. Undersink of all-steel construction, finished in hi-bake white enamel. Mullins Mfg. Corp., Warren, Ohio.—RADIO & TELEVISION RETAILING.

Kelvinator WATER COOLERS

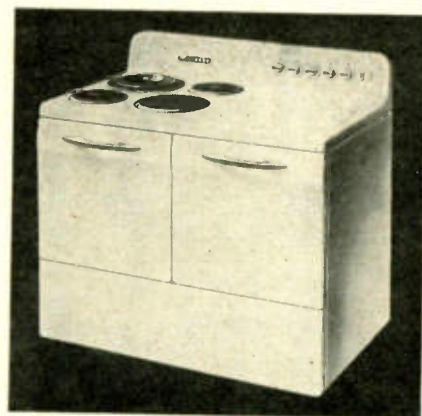
1949 electric drinking water cooler line completely restyled; finished in gray. Particularly suitable for installation in all types of offices are the PE-5, a five gallon pressure cooler; BE-2, restyled bottle water cooler; BE-R, simultaneously cools water, freezes ice cubes, and cools a storage compartment. A 10-gallon pressure cooler, model PE-10 also available. Twenty-gallon cooler, PE-20, is also in the line. Kelvinator Water Coolers, Town & Lucas Sts., Columbus 8, O.—RADIO & TELEVISION RETAILING.

Ajax BARBECUE

Portable barbecue retails for \$49.50, fully equipped with hand spit. Unit cooks and broils. Electric drive spit, or hand-winding units available for \$24.95 extra. Seabreeze Engineering Co., Inc., 1349 East Vernon Ave., Los Angeles 11, Calif.—RADIO & TELEVISION RETAILING.

Gibson ELECTRIC RANGES

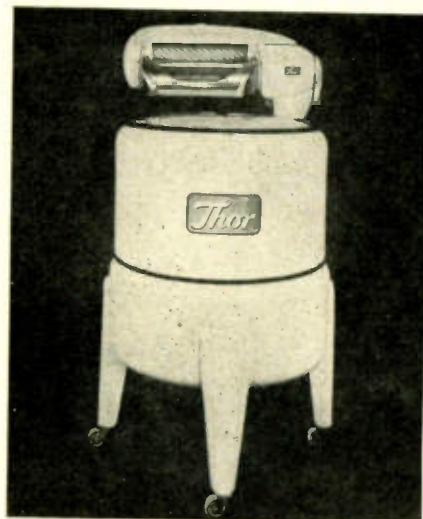
Model ER-199-A, shown, with a retail list of \$179.95, features 40-inch table top cooking surface, with 3 sq. ft. of work space, a 6-quart deepwell cooker for steaming food; patented concealed oven vent carries vapor from the oven to the right



rear surface unit where it is dissipated. Model ER-199 has, in addition, a combination lamp, clock, and minute watchman, which rings to signal when cooking time is up. It is priced at \$219.95. Both models have a high speed banquet-size oven, 16 x 16 x 20 inches. Gibson Refrigerator Co., Greenville, Mich.—RADIO & TELEVISION RETAILING

Thor Washer, Ironer

Washer model 492, shown, priced at \$99.95, has an 8 lb. dry load capacity and a streamlined wringer with bar release. The ironer, model 0-40, is an improved version of a similar Thor model which was

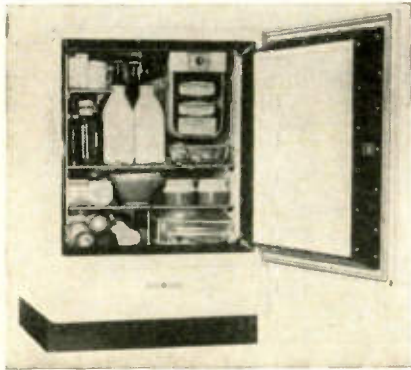


successful before the war, and utilizes the washer's motor and gear-reduction mechanism to turn its roll. Ironer retails for \$59.95. Thor Corp., 2115 South 54 Ave., Chicago 50, Ill.—RADIO & TELEVISION RETAILING

Products for Dealers

GE REFRIGERATOR

Four cu. ft. apartment-house size refrigerator, model NB-4, features ventilation



through a vent in the front of the cabinet. The 34½ inch height of the cabinet permits installation under a standard 36-inch drainboard or kitchen work surface. Operation is controlled by a single control which permits a wide range of freezing speeds. Compact shelf arrangement; two ice-cube trays; glass chiller tray. Recommended national retail price is \$232. General Electric Co., 1285 Boston Ave., Bridgeport 2, Conn.—RADIO & TELEVISION RETAILING.

Westinghouse PAPER BAGS

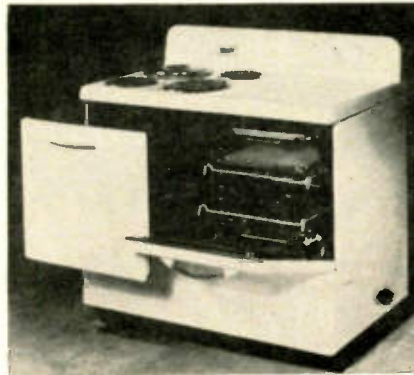
Disposable paper bags, shown, will be used on two new models of the 1949 line of cleaners. A light rubber extension hose is to be used on the new tank-type vacuum cleaner, it was also announced. The



paper bags, "Toss-Away" are made of paper of high filtering qualities, and are designed for use with the upright Deluxe automatic and the tank-type cleaners. Westinghouse Electric Corp., Appliance Division, Mansfield, O.—RADIO & TELEVISION RETAILING

Coolerator ELECTRIC RANGE

Two new models added to line. Model 9HB43, shown, a budget model with a suggested list price of \$199.95. Features a 16 x 16 x 20-inch oven, automatic pre-heat, waist high broiler. Three 7-heat surface units are grouped to the left, plus 6½ inch deep well cooker. Overall dimensions are 40 inches long, 36 inches high, plus 6 inch backsplash, and 25 inches in depth.



Imperial model, 9HD81, has a suggested list of \$369.95. Two ovens, both with self-sealing door construction, 3-position shelves and smokeless broiler pans. Telechron automatic control, up and down Well-E-Vator 7-heat surface units, 2 regular and 2 giant provide cooking flexibility. Overall dimensions are 48½ inches high, 40 inches wide, and 27 inches deep. The Coolerator Co., Duluth, Minn.—RADIO & TELEVISION RETAILING.

Guth TROFFER

New glass surface troffer, features hinged enclosing glass; no screws, strings or latches. Glass is a curved panel of Ribbed Albalite. Edwin F. Guth Co., St. Louis 3, Mo.—RADIO & TELEVISION RETAILING.

GE RANGES, REFRIGERATOR

Two new electric ranges have been announced. The new standard-size range, the CD2-5, has three high-speed Calrod surface-cooking units, a deep-well thrift cooker and a master oven and broiler for capacity cooking. Three sliding drawers provide 3½ cu. ft. storage space. Recommended price set at \$199.75. The four-unit apartment-house range, the AP4-F1, has been set at \$169.95; the price of the three-unit range, the AP3-FL, is \$159.95. The deluxe Speedster range, the DD1-F3, has been equipped with a raisable unit in the deep-well position, and is priced at \$284.95. Price of the new Airliner, the CD3-FL, in which an oven timer has been substituted for the "minute-minder," has been established at \$239.95.

6 cu. ft. refrigerator, NF-6F, retails for \$224. Unit is designed especially for use in small homes; equipped with a 3¼" deep meat storage drawer, and a drawer at the bottom of the cabinet for fruits and vegetables. Ice-cube compartment holds about 17 lbs. of frozen food. General Electric Co., Bridgeport 2, Conn.—RADIO & TELEVISION RETAILING.

Hotpoint RANGE

Electric range, model RB-37, shown, priced at \$199.95, features: greater storage capacity, automatic oven temperature con-



trol; oven indicator signal light; five measured surface cooking heats; 6 quart deep-well cooker. The RU-49 model, retails at \$179.95, and has three surface units in addition to a deepwell cooker; in the deluxe class is RC-12, retailing at \$279.95 and equipped with raisable Calrod unit; medium priced RB-32 has a platform light and oven timing clock, and retails for \$239.95. Two new models in the apartment house size are the RB-34, retailing for \$169.95, and the RB-30, priced at \$159.95. Hotpoint, Inc., 5600 W. Taylor St., Chicago, Ill.—RADIO & TELEVISION RETAILING

Ultra-Cold FRIGID-CHEF

Model 400-G Frigid-Chef features a 4 cu. ft. refrigerator, combined with 4-burner cooking top. Full-sized gas burners have beneath them two high burner drip-trays; above the burners is the 4-section grate. The refrigerator has a hermetically sealed, self-oiling unit; also a 2-tray ice maker, drip pan, 3 shelves, self-closing evaporator door, and vegetable storage bin. Dimensions: 40 inches high; 24¼ inches wide; 26½ inches deep. Model obtainable in electric or gas models. Ultra-Cold, Inc., 2615 Exposition Place, Los Angeles, Calif.—RADIO & TELEVISION RETAILING

Mitchell AIR CONDITIONERS

Two new room air conditioners, model M-34, has ¾ HP unit designed for use in larger rooms and model M-12, a ½ HP room air conditioner, for medium and smaller rooms. Units are complete, self-contained packages that cool, dehumidify, filter, circulate and ventilate. Units install easily in double hung sash window, plug in like a radio and require no plumbing connections. Furniture steel cabinet finished in bronze with chrome trim. Mitchell Mfg. Co., 2525 Clybourn Ave., Chicago 14, Ill.—RADIO & TELEVISION RETAILING.

More New Products
Elsewhere
In This Issue

ONE OF THESE 5 WILL BEST FILL YOUR V.O.M. REQUIREMENTS



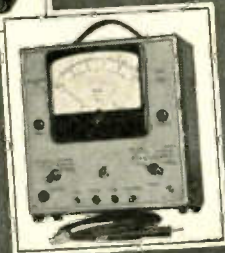
MODEL NO.
630

MODEL NO.
666-HH



MODEL NO.
625-NA

MODEL NO.
2451



MODEL NO.
2405-A

MODEL 630. Outstanding Features: (1) The new Triplett Molded Selector Switch with contacts fully enclosed . . . (2) Has Unit Construction with Resistor Shunts, Rectifier Batteries in molded base . . . (3) Provides direct connections without cabling . . . no chance for shorts . . . (4) Big easily read $5\frac{1}{2}$ " Red • Dot Lifetime Guaranteed Meter.

TECH DATA

D.C. VOLTS: 0-3-12-60-300-1200-6000, at 20,000 Ohms/Volt
 A.C. VOLTS: 0-3-12-60-300-1200-6000, at 5,000 Ohms/Volt
 D.C. MICROAMPERES: 0-60, at 250 Millivolts
 D.C. MILLIAMPERES: 0-1.2-12-120, at 250 Millivolts
 D.C. AMPERES: 0-12, at 250 Millivolts
 OHMS: 0-1000-10,000; 4.4 Ohms at center scale on 1000 scale; 44 Ohms center scale on 10,000 range.
 MEGOHMS: 0-1-100 (4400-440,000 at center scale).
 DECIBELS: -30 to -4, -16, -30, -44, -56, -70.
 OUTPUT: Condenser in series with A.C. Volt ranges.

MODEL 630. U.S.A. Dealer net price . . . \$37.50
 Leather Carrying Case, \$5.75. . . Adapter Probe for TV and High Voltage Extra.

MODEL 666-HH. This is a pocket-size tester that is a marvel of compactness and provides a complete miniature laboratory for D.C. and A.C. voltages, Direct Current and Resistance analyses. Equally at home in the laboratory, on the work bench or in the field . . . its versatility has labeled it the tester with a thousand uses . . . housed in molded case . . .

TECH DATA

D.C. VOLTS: 0-10-50-250-1000-5000, at 1,000 Ohms/Volt
 A.C. VOLTS: 0-10-50-250-1000-5000, at 1,000 Ohms/Volt
 D.C. MILLIAMPERES: 0-10-100-500, at 250 Millivolts
 OHMS: 0-2,000-400,000, (12-2400 at center scale)

MODEL 666-HH. . . . U.S.A. Dealer Net Price . . . \$22.00
 Leather Carrying Case, \$4.75.

MODEL 625-NA. This is the widest range laboratory-type instrument with long 5.6" mirrored scale to reduce parallax. Special film resistors provide greater stability on all ranges. Completely insulated molded case. Built by Triplett over a long period of time, it has thoroughly proved itself in laboratories all over the world.

TECH DATA

SIX D.C. VOLTS: 0-1-25-5-25-125-500-2500, at 20,000 Ohms/Volt
 SIX D.C. VOLTS: 0-2.5-10-50-250-1000-5000, at 10,000 Ohms/Volt
 SIX A.C. VOLTS: 0-2.5-10-50-250-1000-5000, at 10,000 Ohms/Volt
 D.C. MICROAMPERES: 0-50, at 250 Millivolts
 D.C. MILLIAMPERES: 0-1-10-100-1000, at 250 Millivolts
 D.C. AMPERES: 0-10, at 250 Millivolts

OHMS: 0-2000-200,000, (12-1200 at center scale)
 MEGOHMS: 0-40, (240,000 at center scale)
 SIX DECIBELS RANGES: -30 +3.0, +15, +29, +43, +55, +69.
 (Reference level "O" DB at 1.73 V. on 500-Ohm line.)
 Six Output on A.C. Volts ranges.

MODEL 625-NA. . . . U.S.A. Dealer Net Price . . . \$45.00
 Carrying Case, \$5.50. Accessories available on special order for extending ranges.

MODEL 2405-A: This instrument combines ultra sensitivity with a large $5\frac{3}{4}$ " scale meter and is housed in a rugged metal case. . . It is furnished with hinged cover so that it can be used for service bench work or for portable field service. Gives A.C. Amperes readings to 10 Amps.

TECH DATA

D.C. VOLTS: 0-10-50-250-500-1000, at 20,000 Ohms/Volt
 D.C. AMPERES: 0-10, at 250 Millivolts
 D.C. MILLIAMPERES: 0-1-10-50-250, at 250 Millivolts
 D.C. MICROAMPERES: 0-50, at 250 Millivolts
 A.C. VOLTS: 0-10-50-250-500-1000 at 1000 Ohms/Volt
 A.C. AMPERES: 0-0.5-1.5-10, at 1 Volt-Ampere
 OHM-MEGOHMS: 0-4000-40,000 ohms-0-4-40 megohms (self-contained batteries)
 OUTPUT: Condenser in series with A.C. Volts ranges
 DECIBELS: -10 to +15, +29, +43, +49, +55. (Reference level "O" DB at 1.73 V. on 500-ohm line.)
 CONDENSER TEST: Capacity check of paper condensers is possible by following data in instruction book.

MODEL 2405-A. . . . U.S.A. Dealer Net Price . . . \$59.75

MODEL 2451. Electronic Volt-Ohm-Mil-Ammeter . . . is easy to use in complicated testing . . . A must in F.M. and TV work in any sensitive circuit where low current drain is a factor . . .

TECH DATA

D.C.-A.C.-A.F. VOLTS: 0-2.5-10-50-250-500-1000
 R.F. VOLTS: 0-2.5-10-50
 D.C. MILLIAMPERES: 0-2.5-10-50-250-500-1000
 OHMS: 0-1K-10K-100K
 MEGOHMS: 0-1-10-100
 INPUT IMPEDANCE: 11 Megohms on D.C. Volts,
 4.8 Megohms on A.C.-R.F. Volts

MODEL 2451. U.S.A. Dealer Net Price . . . \$76.50
 External high-voltage probe available on special order. See the Triplett V.O.M. line at your local Radio Parts Distributor or write

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SERVICE & SOUND

Section of RADIO & TELEVISION RETAILING

16AP4 Metal-Cone Kinescope

• The so-called 16-inch tube, seen for the first time just before the first of this year, will probably appear in about 200,000 receivers during '49. Highlight of the advance rumors was that of relatively low cost to manufacturers, but this has since been countered by lower prices on glass tubes, and an increased supply of 15-inch flat-faced tubes. Principal among the technical features are relatively light weight and short length compared to other large tubes, and the use of an ion-trap, which was not standard on all of the larger tubes.

Due to the popularity of the 10-inch tubes, the 16AP4 will most likely be compared with them. The 16AP4 is 22¼ inches long overall (the 10BP4 is 17½), with the same neck diameter (1 7/16 inches) and using the same tube socket. The cone of the tube is metal, while the neck and face-plate are glass. The overall diameter of the front of the tube is approximately 16 inches, including the rim of metal formed where the metal cone is joined to the glass face-plate. The actual usable diameter of the screen is approximately 14½

inches. The largest square-cornered 4:3 rectangle possible is 11.6 inches wide by 8.7 inches high, or 101 square inches. The "wide screen" technique, using the full width of the tube with rounded sides, would yield a picture 14½ inches wide by 10 7/8 inches high, and various rounded-corner pictures could be formed between those extremes, striking an average at about 10 by 13 1/4 inches.

A feature of the tube is that the entire metal-cone is, in effect, a second anode contact, and when the high voltage is connected to it (usually at the rim at the front) the whole area is at this potential. For this reason, it is good practice to insulate this portion, and various plastic sleeves have been made which accomplish this.

The tube is designed to operate at from 9000-12,000 volts, and set manufacturers are for the most part utilizing 12,000 volt supplies such as is described elsewhere in this article to obtain the maximum brilliance and definition of which the tube is capable. For conversion purposes, however, it is possible to operate the tube within normal sig-



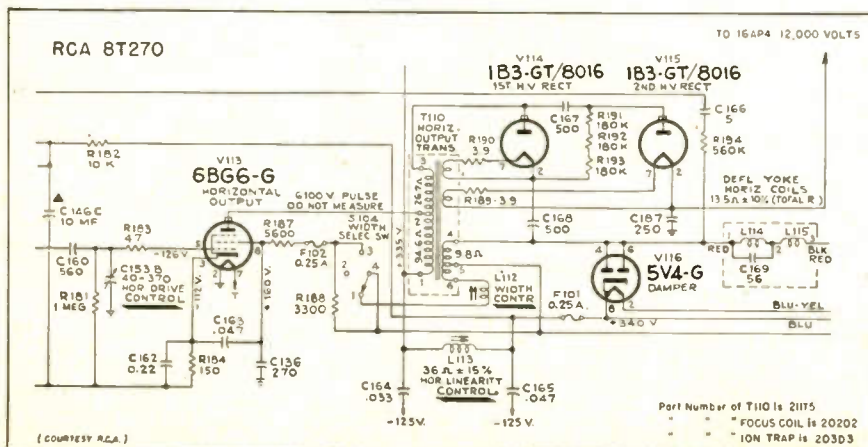
Tel-O-Tube's 16-in. metal picture tube.

High voltage circuit used by RCA. The high voltage transformer, focus coil and ion trap are new, but the horizontal linearity, width control and deflection yoke coils are the same as were used with 10-inch tubes.

nal strength areas with the same components and circuit constants as were used with the 10BP4 and similar tubes, with brilliance and definition comparable to the 10-inch tube. The writer has effected this conversion with only some physical alterations necessary for mounting the tube.

The changes were necessitated by the fact that due to the increased diameter of the tube, the neck sets higher above the chassis. Therefore the yoke and focus coil must be mounted higher, and extension leads were required for these and for the tube socket. A PM ion trap makes it unnecessary to bother with leads in that quarter. The metal cone of the tube cannot make contact with the chassis, so some separate means of mounting it are necessary, and a wooden cradle was used, although plastic would have been better. The tube may be supported at the rim in the front, and by means of the yoke on

(Continued on page 112)



One Chance in Fifty!

Method in Your Magic Speeds Repair Work — System Is the Only Way to Fast Service

Have you ever watched a good radio mechanic—a really good man, go to work on a recalcitrant receiver? Those fairly new to the repair game may have been awed by the speed with which he reached into a mess of parts and pulled out the defective unit.

"A magician!" the newcomer might have exclaimed with admiration. "Why he didn't even stop to blow his nose. One, two, three, the trouble was located, the set repaired."

If you asked the magician how he managed to put his finger on the trouble so quickly, chances are, he answered modestly, "Well, I don't know. I just sort of guessed it was a shorted trimmer condenser across the RF tuner."

Just guessed, eh?

His father's mustache!

Assume the receiver on the bench was a simple, 5 tube AC/DC midget. Do you know what the cold chances of locating a bad part by guess are? One in fifty. The average 5 tube, AC/DC job has about 50 individual parts counting tubes as one part each, and IF transformers with two coils and two trimmers as four parts.

Since a part can open, short, change value, rub against its neighbor, permanently, or intermittently, and there are about 166 solder joints, 46 pressure contacts, and 6 adjustments, the number of things that can happen to a small receiver is frightening. When you consider that a set is often subject to a number of troubles, the possibilities are almost infinite.

The "magician" may honestly believe that he locates troubles by intuition—that he has gypsy blood in his veins. But don't believe it. What has happened is that the magician has through years of experience evolved and perfected a system of tracking down trouble that is so smooth, and by now so automatic, that he himself is unaware of it.

Unconscious Analysis

Let us ask our magician to examine the receiver again but very slowly. Let us watch him very carefully.

Step 1. He removes the receiver from its cabinet, places it on the bench, plugs it in. Without realizing it, he has already inspected the set visually for obvious defects such as a punched in speaker cone, fire, missing tubes, exploded filter condensers, etc.

Step 2. He turns the set on, volume all the way up. The tubes and the pilot light go on. No sound. (this receiver has a shorted trimmer across the RF gang condenser).

Again without realizing it, our ma-

gician has tested the following parts, and found them satisfactory. Line plug, and connections, pilot bulb, power switch, filament circuit, line noise filter condenser. He has eliminated 4 possibilities, 4 parts that may have caused the receiver not to function.

Step 3. He measures the voltage on the plate of the 50L6 tube. He hears a click in the speaker.

9 Steps In One

He now knows that voice coil, and plate coil, and speaker are OK. He heard a click. He also knows that the plate coil is not grounded, or open, as he got the proper reading on the plate. He also knows that the filter resistors are OK, they are passing current. That the filter condensers are not leaking excessively; the plate voltage is normal. That the filter condensers are not open; that there is no excessive hum in the speaker. That the input filter condenser is not open, for if it were, the plate voltage would not be up to par, as it is.

With step three, he has reduced the number of parts that may be causing the trouble to 37.

Step 4. He touched the high end of the volume control, where it connects to the IF transformer, with one test prod. A loud click, hum, howl, or combination is heard.

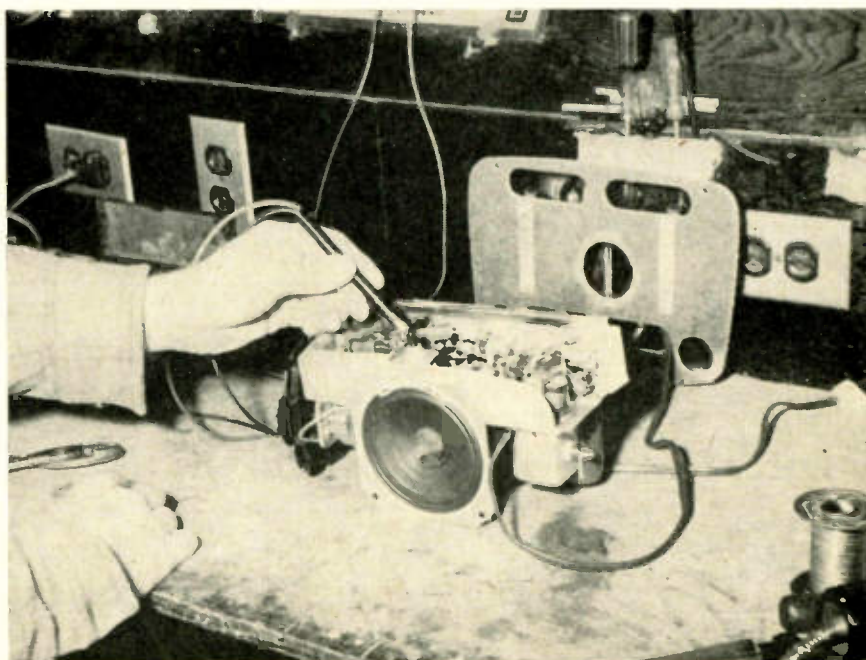
He now knows that the receiver will pass a signal from that point on out. He doesn't know the gain from that point, neither does he know if there is cause for distortion. But he knows that were a signal present at that point he would hear something.

By this test he has cleared, for all practical purposes of the moment, all the parts from the volume control through to the plate of the 50L6, and associated parts. 12 more parts have been cleared of suspicion. The audio channel is open out through the speaker. 25 more parts to go.

Step 5. He now feeds a modulated 455KC signal into the plate circuit of the 12SK7. He turns up the signal generator's output, and hears the 400 cycle note.

He has now cleared the set from the plate of the 12SK7 through to the previous testing point. The number of possible trouble makers have been reduced by 4.

Step 6. He moves the signal prod from the plate of the 12SK7 to the plate of the 12SA7. He hears the note in the speaker. He knows that the set is operating from the plate of the mixer tube out. He does not know whether there is any distortion, or lack of gain, but he does know that if the proper signal were fed the plate circuit of the mixer, he would hear something.



Any one of a thousand troubles can afflict even the simplest receiver. The model shown has 50 parts, 166 solder joints, 46 pressure contacts, and six adjustments.

He has now eliminated 8 more parts, reduced his troubles to 13 parts.

Step 7. He increases the frequency of the signal generator's output to that of a broadcast station plus 455KC., or the frequency to which the oscillator would be tuned. He feeds this into the RF grid of the 12SA7 mixer tube. He hears nothing.

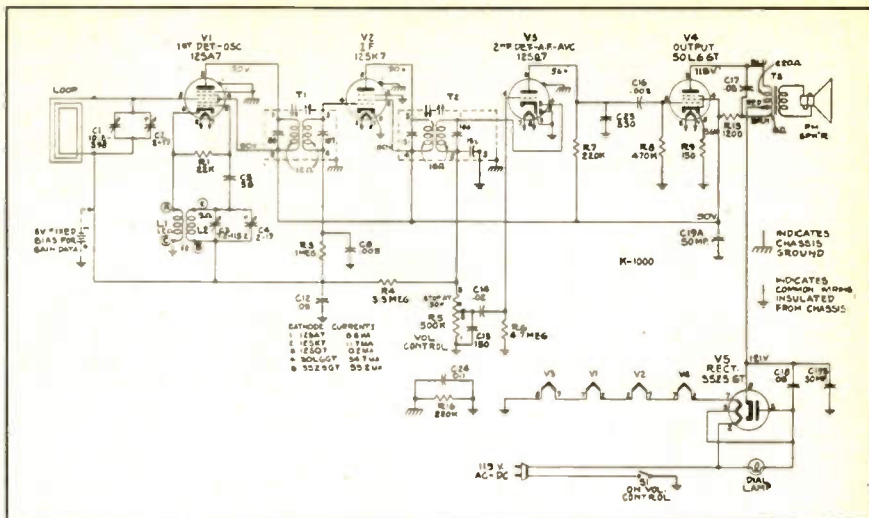
He now knows that whether or not the oscillator is working, something else is wrong. If all were well he would have heard the 400 cycles modulating the signal generator output. The mixer should pass something. He has temporarily eliminated the oscillator circuit, 6 parts. He has seven parts left to consider.

End of the Trail

Step 8. He eliminates one more by testing the 12SA7 tube, which proves to be OK.

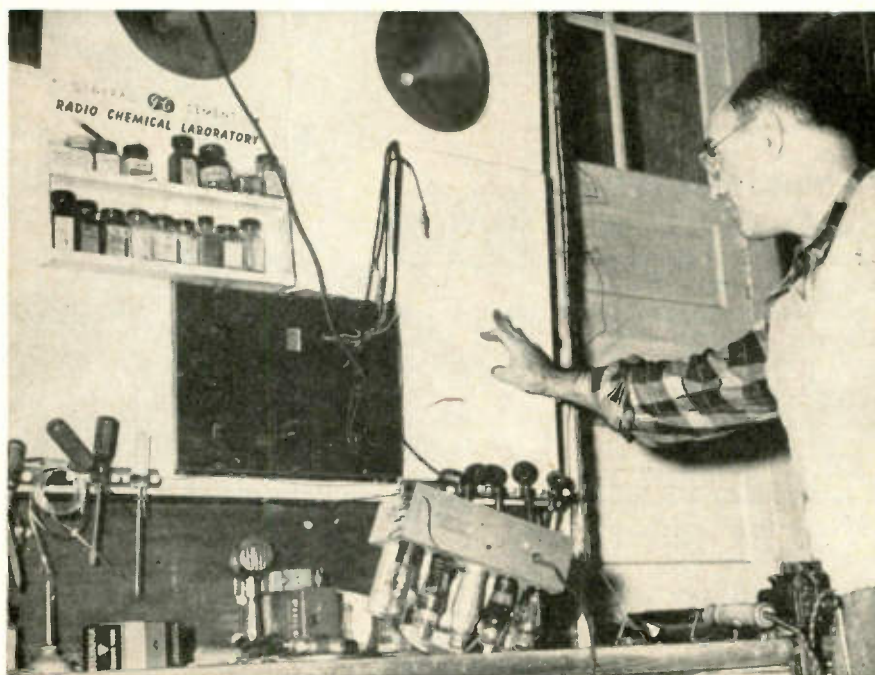
This leaves our magician with 6 parts. The loop, the gang condenser, the AVC by-pass condenser, the antenna coupling coil, the condenser that feeds RF signal from the line into this coupling coil. The last mentioned three parts are ruled out. An open antenna coupling coil would not cause a dead set. A shorted antenna coupling coil would cause a weak set. An open AVC by-pass condenser would possibly permit interstage coupling and feed back; not our trouble. A shorted AVC condenser would remove the AVC voltage, cause distortion, possibly, but not silence. An open line to antenna coupling condenser would reduce the signal. A shorted condenser in this spot would increase signal, noise, etc., but would not cause the set to be completely dead.

Our magician now is confronted but by three parts, after only eight moves, none of which required any soldering,



PARTS LIST RCA 8X541

- | | |
|--------------------------------------------------------------------------|---------------------------------------------------------------------------|
| 1. Capacitor—Ceramic, 56 mmf (C5) | 21. Resistor—1200 ohms, 1 watt (R15) |
| 2. Capacitor—Ceramic, 150 mmf (C13) | 22. Resistor—22,000 ohms, 1/2 watt (R1) |
| 3. Capacitor—Mica, 330 mmf (C23) | 23. Resistor—220,000 ohms, 1/2 watt (R7) |
| 4. Capacitor—Tubular, .002 mfd, 400 V. (C16) | 24. Resistor—220,000 ohms, 1/2 watt (R16) |
| 5. Capacitor—Tubular, .005 mfd, 400 V. (C6) | 25. Resistor, 470,000 ohms, 1/2 watt (R8) |
| 6. Capacitor—Tubular, .02 mfd, 400 V. (C14) | 26. Resistor, 1 meg, 1/2 watt (R3) |
| 7. Capacitor—Tubular, .03 mfd, 400 V. (C17) | 27. Resistor, 3.3 meg, 1/2 watt (R4) |
| 8. Capacitor—Tubular, .05 mfd, 400 V. (C12) | 28. Resistor, 4.7 meg, 1/2 watt (R6) |
| 9. Capacitor—Tubular, .05 mfd, 400 V. (C18) | 29. Socket, pilot lamp |
| 10. Capacitor—Tubular, .1 mfd, 400 V. (C24) | 30, 31, 32, 33, 34.—Tube sockets |
| 11. Capacitor—Electrolytic, 50 mfd, 150 V. (C19a), 30 mfd, 150 V. (C19b) | 35, 36, 37, 38.—Transformer, 1st IF (2 coils & 2 Fixed Tuning Condensers) |
| 12, 13. Coil—Oscillator (L1, L2) | 39, 40, 41, 42.—Transformer, 2nd IF (2 coils & 2 Fixed Tuning Condensers) |
| 14, 15, 16. Condenser—Variable tuning (C1, C3) with trimmers (C3 and C4) | 43. Output transformer |
| 17, 18. Control—Volume control (R5) and power switch (S1) | 44. Speaker, 4" PM, with cone and voice coil |
| 19. Loop antenna and back cover assembly | 45. Dial lamp, Mazda 47 |
| 20. Resistor—150 ohms, 1/2 watt (R9) | 46. 47, 48, 49, 50. Tubes: 12SA7, 12SK7, 12SQ7, 50L6, 35Z5 |



A list of steps to be taken, written down on a piece of paper, and kept in view, will aid the serviceman in establishing a system that will speed his bench work.

or very careful calculations. He may even have skipped many of these steps.

From here on in he coasts. He may unsolder the lead to the control grid of the mixer at the socket lug. If he does, he will hear a rush, perhaps some signal. He disconnects the loop from the gang condenser. Puts the ohmmeter across the gang, finds that it is shorted. . . . unsolders the trimmer, finds that it is shorted, replaces it.

The magician when viewed in slow motions turns out not to be a magician at all, but a very stolid, methodical worker. He just kept hammering away at a problem, reducing it, simplifying it, bit by bit, step by step until the solution became obvious.

There is no magic in radio repairing, and very little luck. The thousands upon thousands of possible troubles, and combination of troubles preclude results from guess work.

The magic-like speed which the experts show is the result of consistently using a systematic attack; learning to make every move count, day after day, year after year until every test, every conclusion becomes second nature.

The beginner is likely to test some
(Continued on page 111)

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NEW "TWO-CHANNEL" TAPE RECORDER

Unmatched in tonal fidelity and quality, the new portable Pentron Tape Recorder has exclusive features unobtainable in any other recorder at this low price. Studio type, does professional recording. Ideal for homes, schools, institutions and churches. Check these profitable features:

FULL HOUR'S RECORDING or playing . . . continuously
FAST SPEED, both forward and reverse. No rethreading
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FULL FREQUENCY RANGE, 65 to 8000 cycles
PUBLIC ADDRESS SYSTEM, high gain

PENTRON
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TAPE RECORDER



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You have four prospects instead of one, and faster turnover, with this portable combination wire recorder, radio, phonograph and public address system! Engineered for high-fidelity response and trouble-free operation. The Pentron 4-IN-1 combination has the fastest rate of sales of any wire recorder on the market . . . definite proof of profit!

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TRU-TRACKING PHONO ARM, Astatic L70 Cartridge
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ONE TIME ERASURE absolutely guaranteed

RADIO-PHONOGRAPH
PENTRON
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WIRE RECORDER
PUBLIC ADDRESS SYSTEM



List
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COMPLETE
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NEW COMPACT, FIDELITY WIRE RECORDER

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SYNCHRONIZED TIMING METER indexes all recordings
TWO-WAY AUTOMATIC SHUT-OFF prevents wire tangle, breakage
PUBLIC ADDRESS SYSTEM, medium gain
ONE TIME ERASURE absolutely guaranteed
FREQUENCY RANGE, 75 to 7500 cycles, hum and flutter free

PENTRON
Astra-Sonic
WIRE RECORDER



List
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COMPLETE
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Kalamazoo—Electronic Equipment Co.
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TENNESSEE

Nashville—Radio and Appliance Corp.

TEXAS

Austin—Standard Radio Supply Inc.
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Dallas—Crabtree's Wholesale Radio
Dallas—Southwest Radio Supply
Fort Worth—Clifford-Herring Sound Eqpt. Co.
Houston—Sterling Radio Products Co.
San Antonio—South Texas Radio Supply Inc.

WASHINGTON

Seattle—Radio, Television & Appliance Inc.
Spokane—Inland Sales Inc.

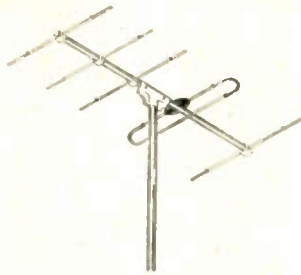
WISCONSIN

Milwaukee—Continental Engineering Co.
Washington, D.C.—Electronic Wholesalers, Inc.

RECORDERS OF PROVEN MERIT

Elincor FRINGE TV ANTENNA

Model 300EA is a 5-element antenna consisting of a folded dipole, a reflector, and three directors. Elements are adjust-



able from channels 2 to 6. Overall length is 8½ feet. List price \$41.50. Electric Indicator Corp., 53 Wyckoff St., Brooklyn, N.Y.—RADIO & TELEVISION RETAILING.

Philson PORTABLE TV ANTENNA

Porta-vid is an indoor antenna designed for table-top, all-channel reception, featuring all-directional orientation. Heavy plastic base automatically locks the adjustable telescopic dipoles in the most effective position desired. List price is \$6.25. Philson Mfg. Co., Inc., 156 Chambers St., New York 7, N. Y.—RADIO & TELEVISION RETAILING.

Ward TV ANTENNA

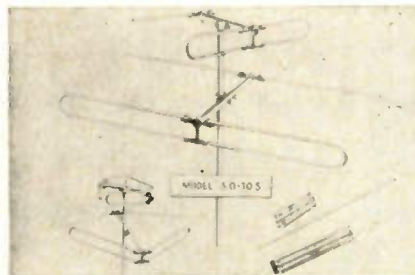
TVI-43 is an indoor type consisting of chrome-plated brass telescopic dipoles on a stand with a round, satin finish brown base. Dipoles will extend to 7 feet 9 inches. Ward Products Corp., 1523 E. 45th St., Cleveland 3, Ohio.—RADIO & TELEVISION RETAILING.

JFD TV ANTENNAS

A new line of antennas has been announced, designated the "D-Xer," model TA160, which consists of a broad band conical antenna designed for all-channel operation. The "Double D-Xer" is a stacked conical array, Model TA161, listing at \$40.30. Model TA160 lists at \$19.40. JFD Mfg. Co., Inc., 6106 16th Ave., Brooklyn 4, N. Y.—RADIO & TELEVISION RETAILING.

Hy-Lite TV ANTENNA

The "snap-out" line comes pre-assembled and folded into a compact package. All that is required to construct the antenna is



to straighten elements into place, slide booms on to the mast, and hand tighten the wing nuts. Hy-Lite Antennae, Inc., 528 Tiffany St., Bronx 59, N. Y.—RADIO & TELEVISION RETAILING.

Motorola INDOOR TV ANTENNA

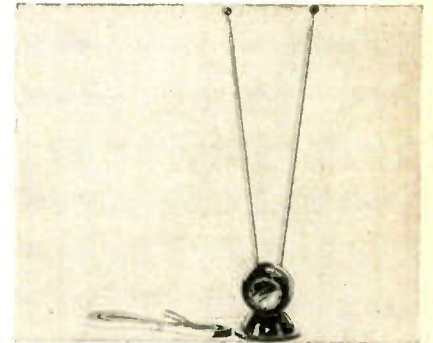
The antenna is of the dipole type, and is fitted to a weighted base. It can be shortened or lengthened for best reception. Connection to the set is made through a 300 ohm line. List price is \$5.95. A similar antenna is standard equipment on the Motorola portable TV set. Motorola, Inc., 4545 Augusta Blvd., Chicago 51, Ill.—RADIO & TELEVISION RETAILING.

Nicholas ANTENNA MOTOR

Antenna rotating motor for TV features 370 degree rotation in 1½ minutes, instantly reversible at any point. Comes complete with 60 foot control wire and plastic control unit, and will take any antenna mast up to 1¼ inch diameter. List price \$44.95. Nicholas Equipment Co., Bellevue, Ohio.—RADIO & TELEVISION RETAILING.

Radion INDOOR TV ANTENNA

The Radion portable antenna features adjustable, telescopic nickel dipoles on a black bakelite or mahogany base, and can be placed on the TV set, on a window



or on the floor, and can be turned in any direction. The arms can be extended to 92 inches. Radion Mfg. Co., 1137 N. Milwaukee, Chicago 22, Ill.—RADIO & TELEVISION RETAILING.

Square Root TV ANTENNAS

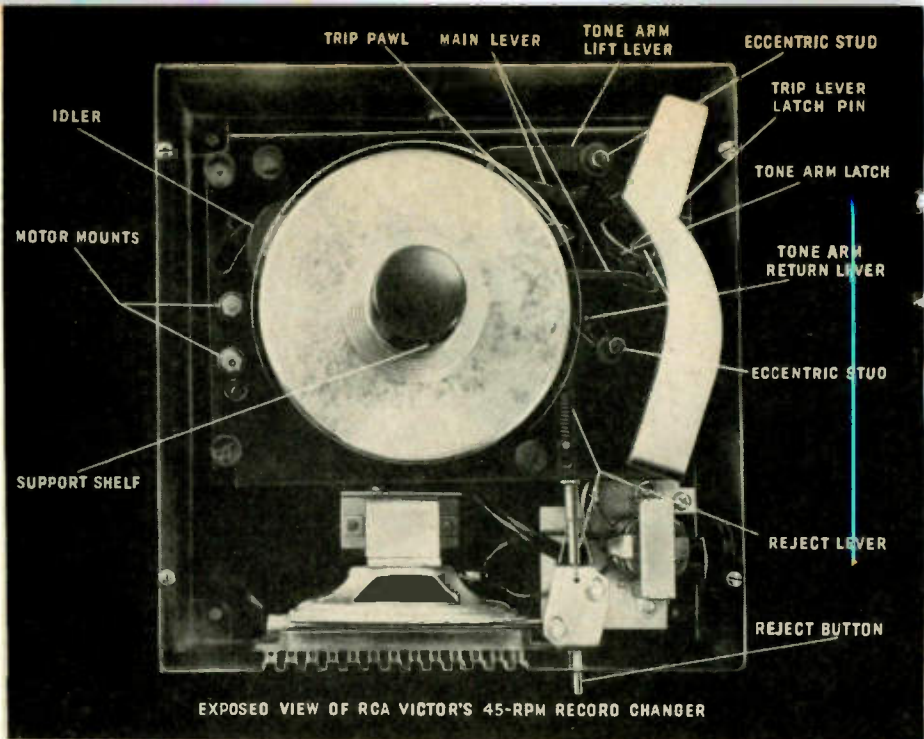
Wind-O-Loop is constructed of a single rectangular loop and one dipole, and is attached to the pane of a window by rubber suction cups, or with screws if desired. List price with 25 feet of lead-in is \$8.50. Di-Loop is constructed of a loop and two dipoles, for roof-top installation, and is furnished with an aluminum 6 feet mast. All channel TV-FM reception is claimed for this antenna, which lists with mast for \$12.50. Square Root Manufacturing Corp., 901 Nepperhan Ave., Yonkers 3, N. Y.—RADIO & TELEVISION RETAILING.

ARL TV ANTENNA

ARL-12 is a broadband TV antenna especially designed for high-gain, sharply directional fringe reception. Antenna consists of a specially designed folded dipole with a corner reflector. Gain is relatively flat over all 13 channels, directivity increases with higher frequency. Weight of antenna with 10 foot mast is 30 pounds, list price \$77.50. Antenna Research Laboratory, Inc., 797 Thomas Lane, Columbus 2, Ohio.—RADIO & TELEVISION RETAILING.

RCA Victor Record and Reproducing System

Desire for Quality Plus Simplified Results in Radical Changes From Previous Systems.



Speaker shown is not found in player-attachments. Only controls are on-switch and reject button.

• No servicer who has repaired record changers will question RCA's desire to design "a less complicated changer mechanism and eliminate 25 per cent of the parts required under most 78 RPM systems." The servicer will probably also readily appreciate that many of his changer troubles were due to the records: different sizes, varying location and types of lead-in and tripping grooves, varying thickness, warping, etc.

It is understandable, therefore, that RCA finally chose to attack the problem from all sides, designing a new record and a new changer. The result is a changer which is simple in construction and operation, while at the same time considerably smaller, and a new record which is easier to load, easier to store, and which provides better quality music.

The salient feature of the new system is the spindle, which is 1½ inches in

diameter. Even if some conventional speed had been chosen, the new record would still be non-standard because of the large hole in the middle. The new spindle houses a very simple changer mechanism, eliminates the necessity for any "post" on the outside of the record, and therefore reduces the size of the changer while at the same time eliminating a few parts.

One Record Size

Another highlight of the new system is that all the records have the same size (diameter), which is nominally 7 inches, actually 6⅞ inches. This further simplifies the construction of the unit and makes it smaller, while at the same time making indexing operations by the user unnecessary.

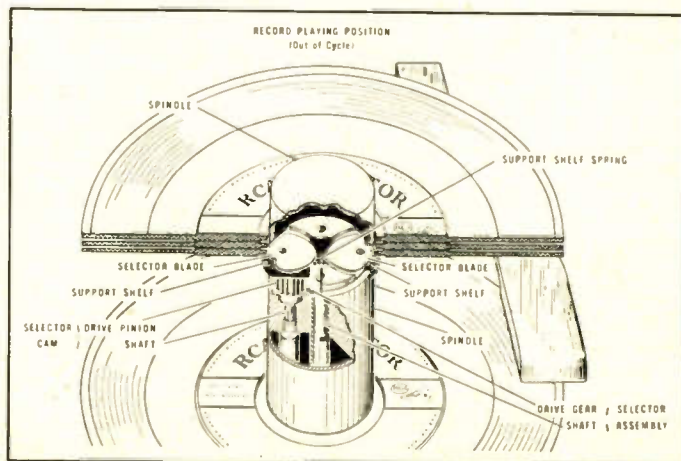
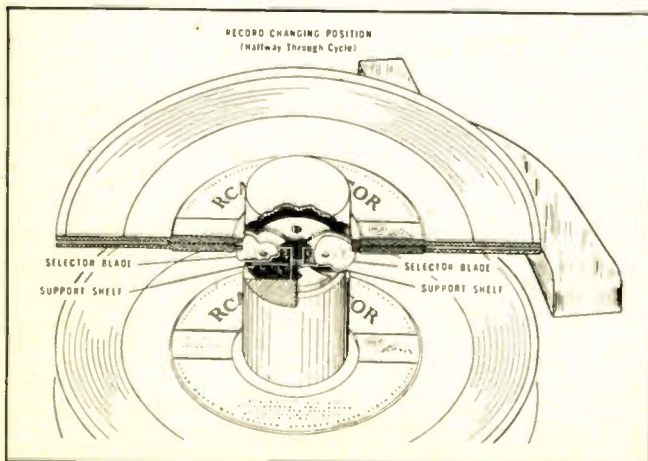
The needle tip radius is 1 mil, as with the Columbia LP records, and the grooves per inch vary from about 250

to a maximum of 275, according to the amount of music which is to be recorded (from about 3 minutes for "pops" to a maximum of 5¼ minutes for classical records). Frequency response is said to go out to 12 or 13 kc.

One of the initial decisions made which determined the ultimate form of the record was that the optimum maximum playing time is 5¼ minutes. Since all records were to be the same size, the "playing time" figure had to be a compromise suitable for both popular records and classical records, and the resultant figure accommodates the amount of music customary on 12-inch 78 RPM records, and at the same time makes it possible to record single popular selections.

It will be recalled that the design feature of LP records was to get one entire classical album on one record, and this was found to average about
(Continued on page 115)

Cross-section shows that label area is thicker than the rest of the record, providing air space between playing surfaces. In the left view the "support shelf" blades have pulled into the spindle and the selector blades are out, while in the right-hand view, the reverse condition exists.



2 New



Radiart

TV-ANTENNAS

The New Double Stacked High Band Model 84 HTV for low signal strength areas to improve reception on high frequency channels. Conversion kits also available to convert from single to double stacked arrays, model K84HTV

The New Model 85X "in line" Antenna ... especially designed for use with Rotators ... incorporating Radiart's now famous quick assembly design and superior electrical performance on all channels.

Here are the two "hottest" developments from the Radiart Laboratories. Skillfully engineered ... sturdily constructed ... these new types add even greater versatility to the popular Radiart TV and FM antenna line.

The New 1949 Vibrator Guide is off the press ... Ask your Radiart jobber for your copy



IT'S RIGHT ... WHEN IT'S RADIART



THE RADIART CORPORATION

CLEVELAND 2, OHIO

MANUFACTURERS OF THE FAMOUS RED SEAL VIBRATORS

New Sound and PA Products

Altec **MINIATURE MIKE**

The miniature mike is a condenser-type, weighs less than ¼ ounce, and is smaller than a thimble. Characteristics are high fidelity and omni-directional, with output sufficient for broadcast and PA work. Fea-



ture of the mike is that it does not hide the speaker, and is thought to reduce "mike fright" because of its unobtrusiveness. Altec Lansing Corp., 161 Sixth Ave., New York 13, N. Y.—RADIO & TELEVISION RETAILING.

Astatic **MICROPHONES**

Microphones employing the new piezoelectric ceramic elements, announced last Spring, are now available in "look alike" counterparts to all existing Astatic crystal



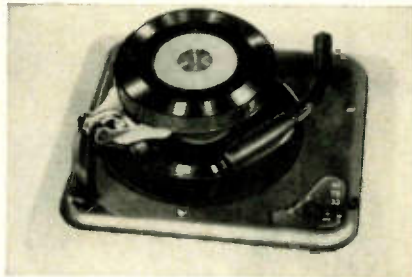
microphones. High fidelity and immunity to exposure to extreme climatic heat or humidity are features claimed for this line. For complete descriptions write the Astatic Corp., Conneaut, Ohio.—RADIO & TELEVISION RETAILING.

Lincoln **DOUBLE-SIDE CHANGER**

This new changer will play both sides of a record consecutively, and will play 7, 10 or 12 inch records intermixed. It therefore lends itself to playing LP records (in which one selection is recorded on both sides) and "manual" type albums. The machine can also be set to play one side only, to accommodate the automatic sequence type albums. Lincoln Engineering Co., 5701 Natural Bridge Ave., St. Louis, Mo.—RADIO & TELEVISION RETAILING.

General Instrument **CHANGER**

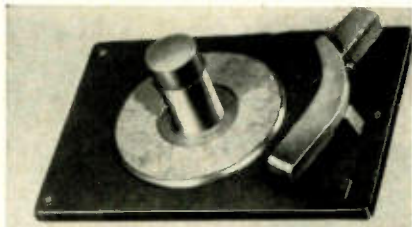
Model 700F33-45 is designed to play automatically all sizes and speeds of records: 78 RPM, 33 RPM, 45 RPM, 7-inch, 10-inch,



12-inch, and utilizes one tone arm for all. A "turn-over" type cartridge provides the two different needle sizes required. General Instrument Corp., 829 Newark Ave., Elizabeth 3, N. J.—RADIO & TELEVISION RETAILING.

Crescent **45 RPM CHANGER**

C-6 Series, Type 1 changer will accommodate the new 7-inch, 45 RPM records.



Changer mechanism is housed in the 1½-inch spindle. Crescent Industries, Inc., 4140 Belmont Ave., Chicago, Ill.—RADIO & TELEVISION RETAILING.

Pentron **RECORDING WIRE**

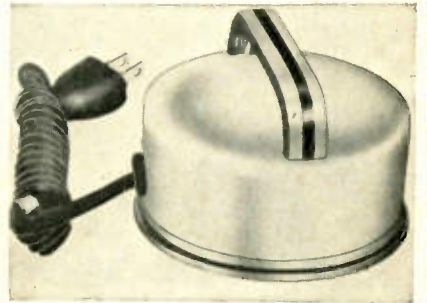
Magnetic recording wire features "conditioning" which the maker states greatly facilitates smoothness of feeding and reduction of wire noise, background noise and microphonics in the recording, and



higher fidelity due to the improved signal to noise ratio. Designated as Low Noise, Lubricated magnetic recording wire, the new wire will be no higher priced than previous types. Pentron Corp., 611 W. Division St., Chicago 10, Ill.—RADIO & TELEVISION RETAILING.

Amplifier Corp. **ERASER**

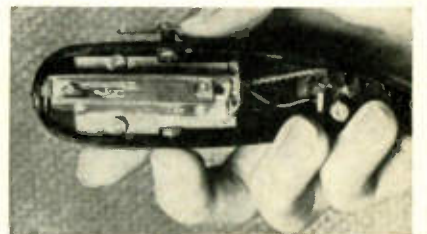
Magnerasor provides complete and instantaneous erasure of an entire reel of magnetic tape without running the tape past the erase head. Erasure is accom-



plished by placing the Magnerasor on the reel and moving it around the circumference of the reel. Amplifier Corp. of America, 396 Broadway, New York 13, N. Y.—RADIO & TELEVISION RETAILING.

Sonotone **DUAL POINT PICKUP**

A further development of the "Titone" ceramic pickup announced previously, the new pickup is designed to accommodate 33 and 45 RPM records (both requiring 1 mil stylus) as well as 78 RPM (3 mil stylus). The two points are side-by-side on one



needle shaft, and the proper needle is obtained by slightly tilting the cartridge with a lever on the side of the tone arm. High fidelity is claimed for the ceramic cartridges, which are designed to replace crystals. Sonotone Corp., Box T-1, Elmsford, N. Y.—RADIO & TELEVISION RETAILING.

Thordarsen **TRANSFORMERS**

The new "24" line of replacement transformers includes power and output transformers of various specifications, including universal output transformers, universal line to voice coil, and special duty transformers. Thordarsen Electric Mfg. Div., Maguire Industries, Inc., 500 W. Huron St., Chicago, Ill.—RADIO & TELEVISION RETAILING.

Lowell **PA CEILING Baffles**

Metal ceiling baffles for loudspeakers feature 360 degree sound distribution especially desirable in commercial PA work. Models available for 6, 8 and 12-inch speakers. For complete information write Lowell Metal Products Corp., 1531 Branch St., St. Louis 7, Mo.—RADIO & TELEVISION RETAILING.



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M. M. HENLEY, Service Mgr., May Electric Appliance, 61 Fox Street, Aurora, Illinois



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NOTE: The Mollary Radio Service Encyclopedia, 6th edition, makes reference to only one source of radio receiver schematics — Rider Manuals.
ANOTHER NOTE: The C-D Capacitor Manual for Radio Servicing, 1948 edition No. 4, makes reference to only one source of receiver schematics—Rider Manuals.

New Aids for Technicians

Eico VOLTMETER KIT

Model 221K, one of several items of test equipment available in kit form, is a vacuum tube voltmeter providing 5 ranges



of AC and DC volts, and 5 ranges of ohms, with a scale calibrated also in DB. Complete instructions with each kit. Electronic Instrument Co., Inc., 276 Newport St., Brooklyn 12, N. Y.—RADIO & TELEVISION RETAILING.

Triplet BATTERY TESTER

Model 698 is a pocket-size battery tester for testing under load all dry batteries (1.5 to 90 volts) used in hearing aids, port-



able radios and other equipment. It has also been designed to indicate the ability of the battery to supply the power required of it in use. Triplet Electrical Instrument Co., Bluffton, Ohio.—RADIO & TELEVISION RETAILING.

Radio Kits SIGNAL GENERATOR

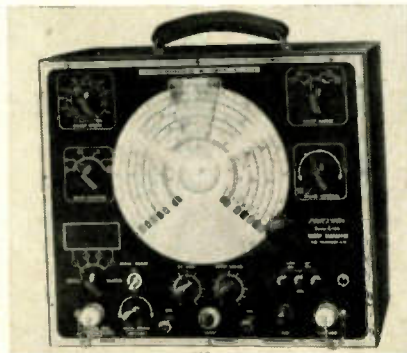
Signal generator kit SG2 covers 150 kc to 32 mc on fundamentals and up to 100 mc on harmonics, with 400 cycle modulation. Blue-prints and step-by-step instructions are provided. Radio Kits, Inc., 120 Cedar St., New York 6, N. Y.—RADIO & TELEVISION RETAILING.

Weston PORTABLE INSTRUMENT

A series of AC and DC portable instruments (series 901 and 904) feature high visibility on 5½-inch mirrored scales, and special shielding against strong external magnetic fields. In addition, a series of AC rectifier type instruments is supplied as voltmeters and milliammeters with accuracy within 1½ per cent. Complete technical data on this line can be had from the Weston Electrical Instrument Corp., 617 Frelinghuysen Ave., Newark 5, N. J.—RADIO & TELEVISION RETAILING.

Precision SIGNAL GENERATOR

Series E-400 is a wide range sweep generator for FM and TV offering continuous coverage from 2 to 240 mc in five bands, continuous narrow and wide band



sweep direct reading from 0-1 mc and 0-10 mc. External AM input terminals are provided. Net price is \$124.70. Precision Apparatus Co., Inc., 92-27 Horace Harding Blvd., Elmhurst, L. I., N. Y.—RADIO & TELEVISION RETAILING.

Mallory BIAS CELLS

New miniature grid bias cells are available in two voltages, 1.5 and 1.75, featuring economy of space as well as absence of current requirements from the associated equipment. For full details write P. R. Mallory & Co., Inc., Indianapolis 6, Indiana.—RADIO & TELEVISION RETAILING.

Pres-To-Heat SOLDERING TOOL

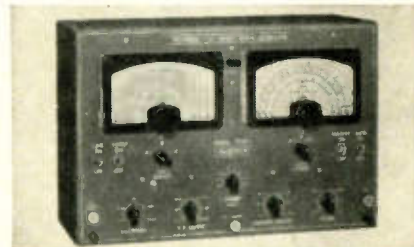
Pres-To-Heat resembles a long-nosed pliers and has an actuating lever on the handle. The pliers holds the work, and pressing the lever causes the cold iron to reach soldering heat within two seconds, the maker states. The tool weighs 4½ ounces and lists for \$22.50. Appliance Div., The Housing Foundation, Inc., Deep River, Conn.—RADIO & TELEVISION RETAILING.

Heller STAPLING GUN

Heller automatic stapling gun "shoots" a broad, rust-proof staple, and is said to be especially adaptable to wire installation, such as PA, TV transmission lines, display wiring and the like. The Heller Co., 2153 N. Superior Ave., Cleveland 14, Ill.—RADIO & TELEVISION RETAILING.

Jackson TV SIGNAL GENERATOR

Model TVG-1 provides a complete range of frequencies for the alignment of RF, oscillator, IF and trap circuits, combined with a built-in marker "pip" generator and



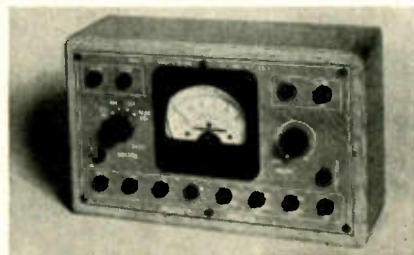
marker crystal oscillator. All that is needed for visual alignment is the addition of an oscilloscope. Jackson Electrical Instrument Co., 18 South Patterson Blvd., Dayton 1, Ohio.—RADIO & TELEVISION RETAILING.

Acro PHONO TRANSFORMER

Model TI-100 is a transformer unit to preamplify and equalize the output of reluctance type phono cartridges, replacing the usual electronic preamplifier. Advantages claimed are absence of hum and hiss, stability of operation, and absence of current requirements. Maker states the unit provides high fidelity response, with rising bass characteristics required by this type of pickup. Acro Products Co., 5328 Baltimore Ave., Philadelphia 43, Penna.—RADIO & TELEVISION RETAILING.

RCP MULTITESTER

Model 447A is similar to the 447 but has been made considerably lighter in weight, along with certain circuit improvements. Ranges cover AC and DC volts, AC milli-



amps, DC amps, Ohms and Output volts. No price increase is made for the new unit. Radio City Products Co., 152 W. 25th St., New York, N. Y.—RADIO & TELEVISION RETAILING.

Simpson TV ANTENNA COMPASS

Designed to simplify installation work, the "antenna compass" consists of a compact meter which is clipped on to the CRT video lead, and carried by extension to the antenna site, where the effects of orientation on signal strength can be observed by a lone installer. Simpson Electric Co., 5200-18 W. Kinzie St., Chicago, Illinois.—RADIO & TELEVISION RETAILING.

GET **T-V** SALES *Easy*

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Advertised to Consumers!

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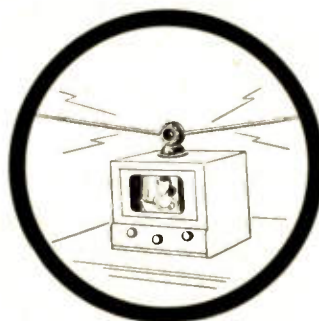
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DECORATION" FEATURE!

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HOME DEMONSTRATIONS

Installation cost, permission from landlords, these brakes do not apply to your T-V Sales with Radion. For, it makes installation cost *zero* . . . this makes that "package" sale . . . and that's where your T-V volume lies!

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Radion is the original, nationally-proven indoor T-V antenna . . . nearly a quarter million in use today! Your customers know nationally-advertised Radion. Dealers are closing T-V sales every minute with Radion. Let installation cost be an accelerator, not a brake for you! Use Radion and get into the big T-V money!



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Address _____

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Fada Shows New Line of Radio & TV in New York



Fada Radio & Electric Company, Belleville, N.J., exhibited a new line of radio and television sets in the Cacaanut Grove of New York's Park Sheraton hotel, shortly after an exhibit in Newark, N.J. New Fada products are described and illustrated elsewhere in this issue.

FMA Clinic Meets in New York



An all-day session was held recently to bring broadcasters up to date on "What's What in FM." In which facts and figures on the growth and advertising potential of FM were presented to members of the FM Association by a panel of speakers. Pictured above, left to right, are: William H. Ensign, Eastern manager Transit Radio, Inc.; Everett L. Dilliard, president Continental Network; Millard C. Faught, president The Faught Co.; William E. Ware, president of the FMA; Herbert Georges, vice-president and general manager of WHEB and WFMI-FM, Portsmouth, New Hampshire. Features among the speakers were Major E. H. Armstrong, inventor of FM, Edgar Kobak, president Mutual Broadcasting System, Ted Leitzell, Zenith Radio Corp., and Grady L. Roark, the General Electric Co.

Admiral Executives Discuss Ad Campaigns



Seymour Mintz, left; director of advertising of Admiral Corp., discusses plans for Admiral's \$8,000,000 advertising campaign for 1949 with John B. Walt, newly-appointed assistant advertising manager.

V-M PORTABLE CHANGER

Model 8025 is a 3-speed record changer with three tube amplifier and 4 x 6-inch speaker in a dark brown leatherette carrying case. Other non-portable models of the Trio-Speed series were described in a previous issue. V-M Corp., 4th and Park Sts., Benton Harbor, Michigan.—RADIO & TELEVISION RETAILING.

Zenith PHONO ADAPTOR

The "micro-Cobra" adaptor, designed for use with Cobra-equipped record changers, plays either 33-1/3 or 45 RPM records in the 7-inch size. Speed change is controlled by a lever on the adaptor. Retail price is \$8.95. Zenith Radio Corp., 6001 West Dickens Ave., Chicago 39, Ill.—RADIO & TELEVISION RETAILING.

Crosley RADIO COMBINATION

The "Merrymaker" incorporates 5-tube radio, built-in antenna, and automatic record changer, plus storage space for 35 records in a table cabinet measuring 8 inches high, 15 wide and 13 deep. Changer is the new 45 RPM type. Suggested retail price in Zone 1 is \$69.95. Crosley Division, Avco Mfg. Corp., Cincinnati, Ohio.—RADIO & TELEVISION RETAILING.

Birch PORTABLE PHONOGRAPH

Model 45 is equipped with 4-inch speaker, 2-tube amplifier and Fabricoid carrying case measuring 12 x 13 x 5 inches. Retail price is \$21.95. Boetsch Brothers, 221 E. 144th St., New York 51, N. Y.—RADIO & TELEVISION RETAILING.

Pelco TAPE RECORDER

Portable tape recorder in leatherette carrying case has self-contained amplifier and loudspeaker for reproduction, and built-in turntable for recording from records onto the tape. Maker states special design permits fidelity response (100 to 5000 cycles) with tape speed of 3 3/4 inches per second. Will retail for under \$150. Pelco Industries, 629 Second Ave., New York 16, N.Y.—RADIO & TELEVISION RETAILING.

Tapetone TAPE RECORDER

Formerly available only in kit form, "Tapetone" may now be obtained completely assembled and mounted in a leatherette carrying case. An 8-inch loudspeaker is provided for playback, and a built-in turn-table is provided for recording from discs. Tapetone Manufacturing Corp., 202 Tillary St., Brooklyn 1, N. Y.—RADIO & TELEVISION RETAILING.

Knight 45 RPM PHONOGRAPH

Electric phonograph with RCA-developed 45 RPM automatic record changer is housed in a portable case of brown rawhide fabric. Built-in amplifier and 5-inch speaker are provided, with space for carrying records. Allied Radio Corp., 833 W. Jackson Blvd., Chicago 7, Ill.—RADIO & TELEVISION RETAILING.

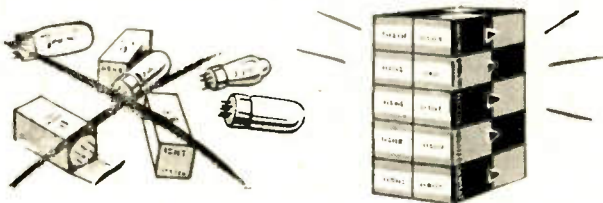
SAVE TIME!



SAVE MONEY!



SAVE SPACE!



with Sylvania's New 10-Lot
Cartons of *fastest-moving radio tubes!*

HERE'S the new, handy 10-lot package, developed by Sylvania to make your job easier! You save time, you save money by keeping plenty of fast-moving tube types *on hand*. No need to make numerous trips to your distributor to buy a few tubes at a time—especially when you're just one type short on a service job!

This new package is easy to handle, easy to stock—no more loose tubes and cartons to take

up unnecessary space! Now your shelves will be neatly arranged, making it possible to store more tubes in the same space. Buying Sylvania tubes the 10-Lot Carton way simplifies your inventory and re-ordering job since you can inventory on the basis of 10 and re-order the same way! See your Sylvania Distributor today for any further details! *Sylvania Electric Products Inc., Radio Division, Emporium, Pa.*

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DRAWER UNITS**

The Handiest Unit You Ever Had For Taking Care Of Your Small Parts. Use as insert or stacked on top of each other. Size 13 3/4" high by 12" deep by 34" wide. Each drawer has 3 adjustable cross dividers or a total of 72 adjustable compartments. Shipped set up. Olive green.

ORDER NOW!



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For loads up to 800 pounds with ample factor of safety. Size—36" long, 34 1/2" high, 24" wide. Baked enamel alive green finish. Top and Bottom Trays 6" Deep. Top Tray May Be Inverted Making a Flat Top.

Order Now!

Large 5"x1 1/4"
Rubber Tread
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Names in the News

Charles G. Mason has become manager of the Eureka Williams Chicago branch, according to A. L. McCarthy, executive vice-president of the Bloomington, Illinois, firm. Lloyd R. Dimmig has been appointed Eastern sales manager, with headquarters in Lansdowne, Pa. He was formerly associated with Maytag and with Altorfer Brothers.

According to R. P. Kelley, sales manager, General Mills Home Appliances, the following appointments have been made: John Burke becomes manager of the Wolverine district, with headquarters at Detroit; John C. McDevitt, heads a newly-formed Hoosier district, with offices at Indianapolis, and Rieder Grunseith has been named sales head, south central district in Cincinnati.

S. J. Spector, president of Insuline Corporation of America, New York, announces the appointment of Frank Lester to head the engineering staff.

Edward B. Bailey has been appointed assistant advertising manager of the Philco Corporation, it is announced by John F. Gilligan advertising manager. Mr. Bailey has been acting as account executive on the Philco account for the Hutchins Advertising Agency.

Appointment of Malcolm R. Rodger as manager of the Crosley home laundry section, has been announced by W. A. Brees, vice-president and general sales manager, Crosley Division, Avco Manufacturing Corporation.

A. J. Lindemann & Hoverson Company, Milwaukee, announces the appointment of W. R. Lindemann as district manager in Ohio and eastern Indiana, as well as the western part of West Virginia, for the complete line of L&H electric ranges, water heaters and Kero-gas oil ranges.

Dorman D. Israel, executive vice-president of Emerson Radio and Phonograph Corporation, N.Y., announces the appointment of Floyd Makstein as television field engineer.

General Mills Home Appliance Department has announced the promotion of Mary Johnson to the position of supervisor of department store and utility sales.

The appointment of Paul P. Smith as renewal sales representative for the Radio Tube Division of Sylvania Electric Products, Inc., is announced by C. W. Shaw, general sales manager. He said that Smith would serve in the Metropolitan New York territory and would operate out of the company's offices at 500 Fifth Avenue.

After serving as a director for seven years, Jack Downs of the Clements Mfg. Co., makers of Cadillac vacuum cleaners, has been elected president of the Clearing Industrial Association, Chicago.

A Better Installation Every Time By Using **WARREN** in '49

THE LATEST DEVELOPMENT IN TELEVISION ANTENNAS . . .

The **WARREN "CORONET"**

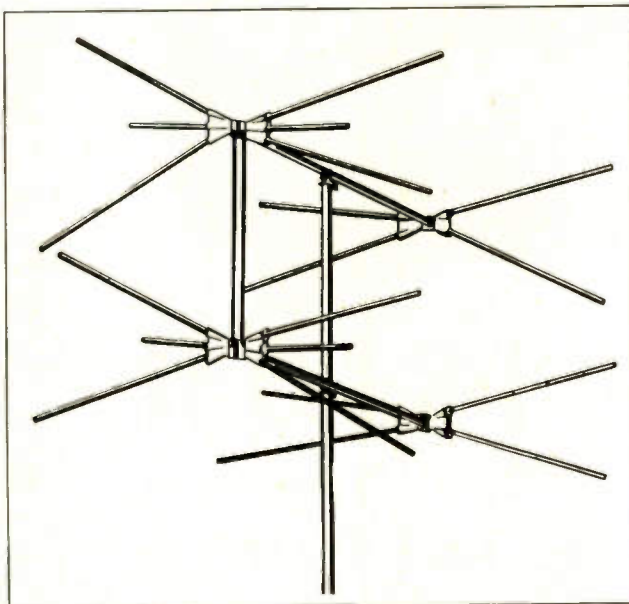
USERS SAY:

"The best by far of all antennas we have tried, and we have used practically all. The gain is exceptionally high with a high signal—low noise ratio."

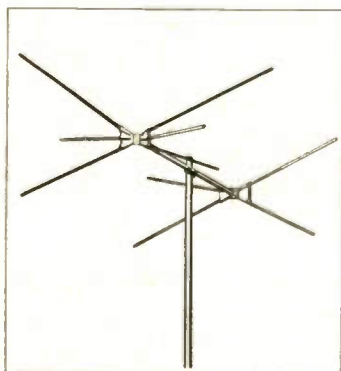
HASCO TELEVISION
New Haven, Conn.

"We are located in mountain area and need a highly directive antenna. We do installations as far as 95 miles from the stations and need a good antenna and the CORONET is just that."

HIGHLAND FALLS TELEVISION
Highland Falls, N. Y.



IN ALL ACTUAL PERFORMANCE TESTS BY OUTSTANDING INSTALLATION AND SERVICE COMPANIES CONICAL ANTENNAS OUTDISTANCED ALL FORMS OF FOLDED AND STRAIGHT DIPOLES IN SINGLE AND STACKED OPERATIONS. PROVE IT FOR YOURSELF TODAY!

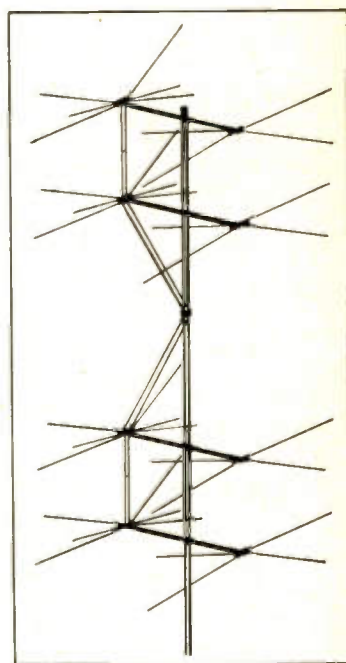


The "Broadband"

A CONICAL ANTENNA that combines exceptional performance with moderate price. Precision-built with scientific care, the "Broadband" is outstanding from any standpoint.

This great CONICAL ANTENNA overcomes maximum distances. Tests proved this model out-performs all other stacked types in any area—even 100 miles from the station! Featuring the HI-FREQUENCY LOBE for maximum reception.

*All Inquiries Invited.
Write for price lists and
descriptive literature.*



To accommodate our customers in areas beyond television reception, we found by stacking two CORONETS reception was made possible farther than 120 miles.

WARREN MANUFACTURING CO., Inc.

461 Main Street

East Haven, Conn.

Your Picture Will Show the Difference — With a WARREN



Checks all TELEVISION and Radio types SIMPSON 555 Tube Tester

- Basic RMA recommended circuit. Tests any tube regardless of base connections or internal connections of elements.
- Simpson designed 3-position lever operated toggle switches with molded rotor carrying silver plated contacts, self-cleaning through wiping action.
- Sockets for all receiving tubes on the market.
- Provision for future tube developments.
- No adapters or special sockets required.
- Properly fused, provides for line adjustment from 100 to 130 volts; smooth vernier control.
- Beautiful modern panel of shining silver and black anodized enduring aluminum.
- Large illuminated meter for easy readings.
- Unique jewel-like molded lucite housing encloses Neon bulb indicating shorts and inter-element leakages.
- Line adjustment control below dial opening. Easy to operate.
- Case of sturdy plywood with heavy fabricoid covering, slip hinges.
- Simpson patented "No-Backlash" Roll Chart.

SIZE: 16 $\frac{3}{4}$ " Wide x 12 $\frac{1}{2}$ " High x 6" Deep
Dealer's Net Price, with Operator's Manual . . . \$79.50

Simpson
INSTRUMENTS THAT STAY ACCURATE

5200-18 W. Kinzie Street, Chicago 44, Illinois
In Canada: Bach-Simpson Ltd., London, Ontario



See the 555 at your parts jobber or write for descriptive literature.

Modern-Aire TV ACCESSORIES

Line of TV antenna mounting brackets includes models for mounting masts on vent pipes, corners, and walls, in various sizes. Mounts are made of zinc-plated steel welded and bolted together. Modern-Aire Mfg. Corp., 4434 W. Roosevelt Rd., Chicago, Ill.—RADIO & TELEVISION RETAILING.

Opti-Vision TV FILTERS

These green-tinted filters are said to have optical properties which are comforting to the eyes of viewers. A complete range of sizes is available from 7-inch to 20-inch picture sizes (including 16-inch) with special models for "wide screen" and round screen types. Prices range from \$6 for 7-inch to \$20 for 20-inch sizes. Television Filter Co., 225 West 34th St., New York 1, N. Y.—RADIO & TELEVISION RETAILING.

Flextron INDOOR TV ANTENNA

Model IN-102 is a "V" type indoor antenna with telescopic dipoles and plastic base featuring a low list price of \$5.25 with 10 feet of 300-ohm lead-in. Electro-Steel Products, Inc., 112 N. Seventh St., Phila. 6, Penna.—RADIO & TELEVISION RETAILING.

Aerosweep ANTENNA ROTATOR

Aerosweep is designed to rotate any TV antenna through 370 degrees at 4 to 5 degrees per second, clockwise and counter-clockwise, and is instantly reversible. Weighing 5 pounds, the rotator is 7 inches in diameter. Lyte Parts Co., 11 Washington Ave., Plainfield, New Jersey.—RADIO & TELEVISION RETAILING.

Snyder TV ANTENNA

The Lazy-X model is of conical type and is recommended for fringe areas. The antenna comes complete with 2 mating mast sections, guy wire anchor, standoff insulators and adjustable mounting base. Snyder Mfg. Co., 22nd and Ontario Sts., Philadelphia 40, Pennsylvania.—RADIO & TELEVISION RETAILING.

Kraus TV PROGRAM HOLDERS

Home Theatre Program Holders consist of a metal plate decoratively framed in wood, to which newspaper programs of TV stations can be mounted by means of magnetic tabs which adhere to the plate through the paper. Device provides an attractive display of TV programs. Kraus Metal Products Co., 447 Broadway, New York 13, N. Y.—RADIO & TELEVISION RETAILING.

House of TV CIRCULAR MAGNIFIER

The new round magnifying lens is designed for use with round as well as rectangular TV screens. Available in 7 or 10-inch sizes for either table or console model sets, the Circular Multivision Screen lists at \$29.95. House of Television, Starrett-Lehigh Bldg., New York, N. Y.—RADIO & TELEVISION RETAILING.

Philco TV BOOSTER

The booster contains two r-f amplifier tubes, one for low-band and one for high band channels. Channels are tuned in by means of a single dial. Power is obtained from the TV chassis (except series filament types) by means of an adaptor which fits on an audio tube socket. List price is \$32.50. Philco Corp., Tioga and C Sts., Philadelphia 34, Pennsylvania.—RADIO & TELEVISION RETAILING.

Spico INDOOR TV ANTENNA

"V" type chrome finished dipoles on a bakelite base feature lock-notch vertical orientation, with telescoping dipoles for adjusting to channel. Complete with 8 feet of 300-ohm lead, list price \$6.95. Spirling Products Co., Inc., 63 Grand St., New York 13, N. Y.—RADIO & TELEVISION RETAILING.

Saunders TV TUBE CRADLE

Cradle is designed to support the picture tube, focus and deflection coils independently of cabinet, making possible servicing of the chassis outside the cabinet, and independent mounting of the tube outside the cabinet. Available for various size tubes. Saunders Mfg. Co., 21 Atherton St., Yonkers 1, N. Y.—RADIO & TELEVISION RETAILING.

Precision TV BOOSTER

Tel-Tenna is a television signal booster for all 12 channels, with an attached adjustable indoor folded dipole antenna. Combination of the two features is said to simplify reception without outdoor antenna. List price is \$34.95. Precision Plastic Products, Inc., 628 W. Lake St., Chicago 6, Illinois.—RADIO & TELEVISION RETAILING.

Astatic 3-WAY CARTRIDGE

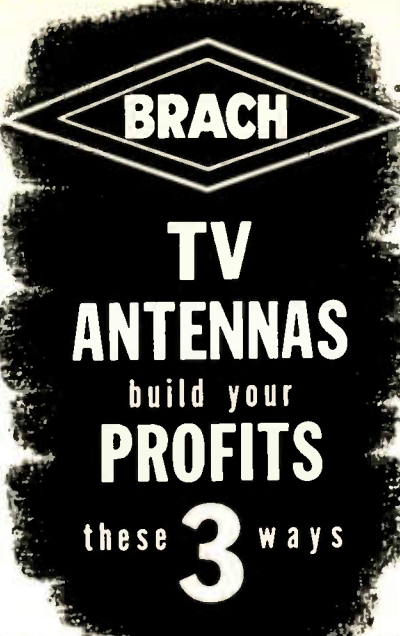
This new pickup cartridge is a two-needle "turnover" type for playing either standard (78 RPM) or microgroove (33 $\frac{1}{3}$ and 45 RPM) records, and features removable needles, and a constant needle pressure of 8 grams for both types of records. High output voltage requiring no pre-amp, and frequency response from 50 to 7000 cycles are additional features, the maker states. Astatic Corp., Connecticut, Ohio.—RADIO & TELEVISION RETAILING.

Sylvania SPECIAL TV TUBES

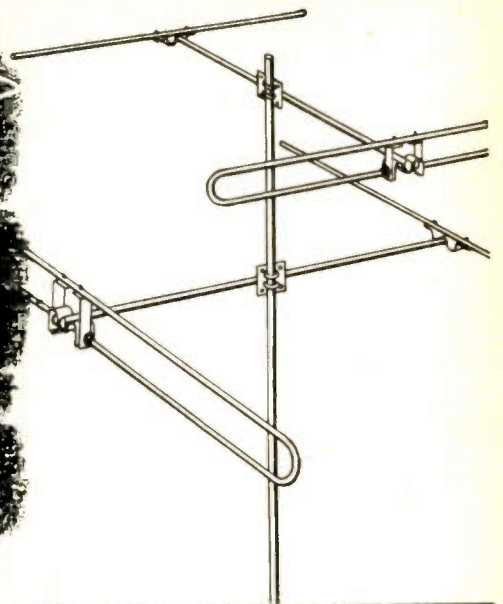
Specially processed receiving tubes for replacement service in television receivers will include miniature, GT and Lock-In styles. The new tubes are identified by an orange band and new orange and green cartons. Except 1B3GT and 6BG6G, which are made only for TV sets, list prices will be slightly higher than for corresponding types for broadcast receivers. Sylvania Electric Products, Inc., 500 Fifth Ave., New York 18, N. Y.—RADIO & TELEVISION RETAILING.

Transmirra TV FILTER

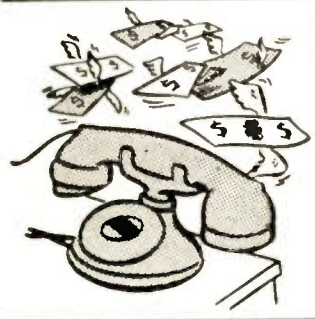
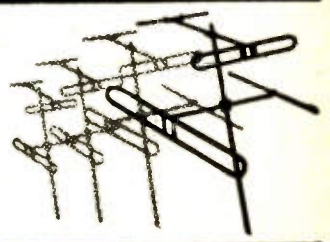
The Image Definer is said to prevent eye-strain and reduce glare from TV screens by filtering out the yellow light to which the eye is most sensitive. The filter is available to fit all sizes of pictures from 7-inch up, with prices ranging from \$7.50 to \$35.00. Transmirra Products Corp., 1650 Broadway, New York 19, N. Y.—RADIO & TELEVISION RETAILING



BRACH
TV ANTENNAS
build your
PROFITS
these **3** ways

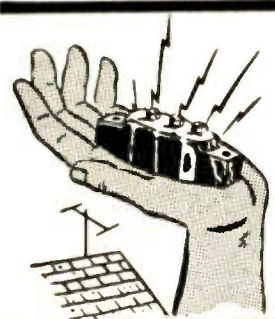
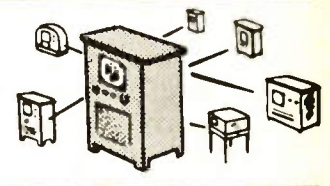


1. SAVE INSTALLATION TIME. Actually save enough for additional installations each week. Simplicity of Brach Antenna design, together with maximum pre-assembly at the factory, take whole hours of "time-on-the-roof" off your installation costs. And, for easier, quicker, on-the-job handling, Brach TV Antenna Kits are individually packaged, complete with all necessary hardware. Brach Universal Base Mount is a real time saver.



2. ELIMINATE EXPENSIVE CALL-BACKS. Brach quality engineering and bulldog ruggedness combine to help make your initial installation completely satisfactory. Developed by a name as old as radio itself, Brach TV Antennas are products of the manufacturer's own laboratory. From the rugged structural steel base mount to the tip of the sturdy mast, they're designed to stand up and shrug off the worst the weather has to offer—and deliver superior reception—longer. Factory pre-tuned and matched for 300-ohm transmission line, all Brach Antennas feature large-diameter aluminum elements for better signal pick-up.

3. MAKE PURCHASERS YOUR BEST SALES-MEN. The future success of your television line depends upon the success of your past installations. There's a Brach TV Antenna to meet every television problem better. Each Brach array you install puts you further ahead of your competition performance-wise.



A NECESSARY EXTRA BRACH LIGHTNING & STATIC ARRESTER #4004

Helps keep the buck and jump out of the image when due to static discharge. Protects certain delicate receiver parts. Complete with all necessary hardware, the Brach Rare Gas Arrester is easily attached to any downlead. Constructed of porcelain and non-corrosive metal parts. Tested and listed by Underwriters' Laboratories.

SEND FOR BRACH CATALOG NO. RR1304



L. S. BRACH MFG. CORP.
200 CENTRAL AVENUE, NEWARK, N. J.
WORLD'S OLDEST AND LARGEST MANUFACTURERS OF RADIO ANTENNAS AND ACCESSORIES

Tel-O-Tube Expansion

Tel-O-Tube Corp. of America, Paterson, N.J., is expanding its cathode ray tube manufacturing facilities by the addition of another building to be connected to its present quarters at 167-169 Marshall Street, Paterson 3, N.J. The new building will be of concrete, brick and glass construction, modern in design, with mezzanine floor offices and 10,000 square feet of additional unobstructed manufacturing space. Samuel Kagan, president, of the concern has stated that the increased space will be utilized for revolutionary type equipment and new techniques.

Sparton Service Program for TV Training

Sparton dealers in all television areas from coast to coast are receiving special training in all technical problems related to the sales, installation and servicing of Sparton television, announced Henry L. Pierce, Sparton general sales manager, the Sparks-Withington Co., Jackson, Mich.

The training is being given by six factory-trained television field engineers, working with Sparton district merchandisers in the various sections of the country.

Strange Video Static

St. Elmo's Fire, that legendary static discharge from ships' mizzen-tops and church steeples which we used to read about in boyhood days is now with us to plague TV reception on tall isolated antennas—though little has been reported on it. A dozen times a year, either on cold clear starry nights or during low-lying thundercloud conditions, our own 50-ft. antenna sets up intermittent or continuous clicks and roars which may spoil or even drown out the sound, while accompanying white spots flash across the picture screen.

We have tried completely insulating the folded dipole from the grounded metal mast, also grounding its midpoint, both without result. The next step will be to mount a series of needle points at the top of the mast to drain the earth's electricity into the atmosphere with the least sparking and other disturbance.—O. H. Caldwell

News of Jobbers and Reps

Jack Dierkes has been appointed home appliance division sales manager for Erskine-Healy, Inc., Rochester, N.Y. He has been a district sales manager for Norge.

Jewell Radio Corp., New York, has appointed the following reps: J. A. McCaffry, 6432 Cass Ave., Detroit, for state of Michigan and the city of Toledo, Ohio, and Barstow & Doran, 14-6-08 So. Grand Ave., Los Angeles, for southern California and southern Nevada.

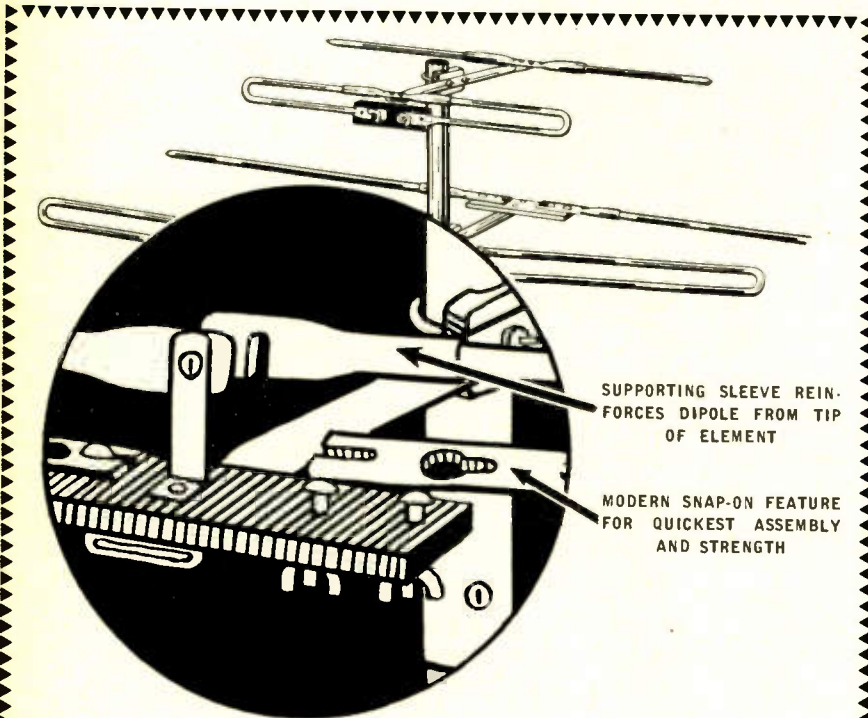
Louis Silverman, sales manager for Automatic Radio Mfg. Co., Boston, announces the following appointments: Associated Industries, Inc., 1420 W. Fort St., Detroit, will distribute Automatic products throughout Michigan; Buck M. Goldman Co., will serve as factory reps in the same territory, and Larry Elliott of Lawrence-Elliott Co., Cleveland, has been named rep for the states of Ohio and Indiana.

Alliance Mfg. Co., (Duchess), Alliance, Ohio, has franchised Louis J. Lerro, Inc., 3127 No. Broad St., Philadelphia, as Duchess washing machine distributor for Philadelphia, and Chester Counties, Pa., southern New Jersey and northern Delaware. H. S. Agee, 835 Glenside Ave., Wyncote, Pa., is the new Duchess division manager in eastern Pennsylvania.

Harold Litchfield has been made general supply manager of Graybar. All Graybar sales activities are now being headed up by George F. Hessler, vice-president. The two key sales executives under Mr. Hessler's direction are C. S. Powell, vice-president, and Mr. Litchfield.

Pa. Association Formed

The Erie Radio Service Association has been organized by radio and TV servicemen of Erie, Pa. to promote fair and honest business methods, minimum price schedules, and training programs for members so they will be better able to serve the public. Newspaper ads are being used to acquaint the public with the association and its aims.



SENSATIONALLY NEW!

VERI-BEST MODERN DESIGN TV ANTENNA Series 500

LATEST FEATURE. Specially designed slotted elements snap into place easily and firmly. Dipoles and Reflectors are clearly labeled.

SPECIAL FEATURE. High Frequency Antennas are packed completely assembled, ready for attachment to the mast.

ADDED FEATURES. All elements reinforced with supporting sleeves for added strength where needed. Increased signal voltage due to greater transmission surfaces at contact ends of Dipole.

**COMPLETE LINE OF OUTDOOR AND INDOOR ANTENNAS
SALES REPRESENTATIVES AND DISTRIBUTORS SOLICITED**

Mr. H. Lieberman, Sales Manager, will be at the Hotel Stevens during the Radio Parts Show. **WRITE FOR CATALOGS AND PRICES**

VERI-BEST TELEVISION PRODUCTS, INC.
233 SPRING STREET · NEW YORK 13, N.Y.

TISA Elects Officers

The Television Installation and Service Association of Chicago recently elected officers as follows: Frank J. Moch, pres., Irving Kaluzna, vice-pres., Fred Levine, sec., and Philip Bann, treas. Goal of the organization was announced to be the establishment of adequate technical standards, standard installation and service rates, advanced training of personnel, owner education, and cementing better relations with the industry.

Jobber-Rep News

William G. Miller, president of the H. M. Tower Corporation, New Haven, Connecticut, has appointed William S. Hammersley to the position of general manager of the company.

Louis Silver, vice-president Garod Electronics Corp., announces the appointment of the following wholesalers: General Distributors, Wheeling, W. Va., The Hargis Co., Austin, Texas; Monitor Distributing Co., East Providence, R. I.; Silkworth Distributors, Inc., Ypsilanti, Mich., and W. E. Tutus Wholesale Co., Oklahoma City, Okla.

The Camfield Mfg. Co., Grand Haven, Mich., announces the appointment of John Gillespie, Atlanta, Ga., as factory rep in the southeastern area. Les Taufenbach Co., Los Angeles, will represent Camfield in California.

Igoe Bros. Inc., of Newark, N. J., has been appointed distributor for the Hamilton automatic clothes drier, according to an announcement made by Chas. H. Rippe, sales director of the home appliance division, Hamilton Manufacturing Co., Two Rivers, Wisc.

Quality Electric Television Corporation of 1235 East Olympic Boulevard, Los Angeles 21, has been appointed Du Mont television receiver distributor for the area, Ernest A. Marx, general manager of the receiver sales division, Allen B. Du Mont Laboratories, Inc., has announced.

The appointment of Young & Myers, 539 Jewel Ave., Kirkwood 22, Mo., as sales representatives for the Clarostat line of resistors, controls and resistance devices, is announced by Clarostat Mfg. Co., Inc., of Dover, N. H. They will cover the following territories for Clarostat: eastern Missouri and southern Illinois, south of and including Quincy, Springfield, Champaign and Danville.

The appointment of Bell Radio Supply Company, 826 North Broad Avenue, New Orleans, as distributors for the Radio Division of Sylvania Electric Products Inc., is announced by H. H. Rainier, manager distributor sales.

Air King Lowers Prices

Air King Products Co., Inc., Brooklyn, announced price reductions on two television models. Model A-1000, 10-inch table model, and A-1001, 10-inch console were reduced 11% and 13% respectively.

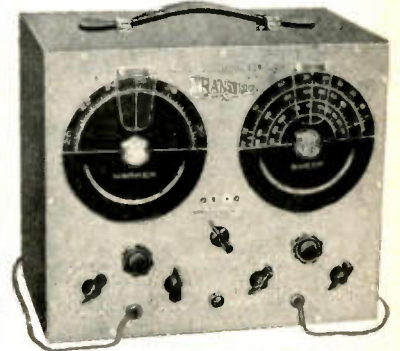
Quality Engineered **TRANSVISION** *Precision Manufactured*
TELEVISION INSTRUMENTS

EQUIPMENT AND COMPONENTS

For Better TV Performance and Lower Installation Costs

Eliminate the Variables in Television Installation with the Transvision FIELD STRENGTH METER
Improves Installations! ! Saves 1/2 the Work! !

Has numerous features and advantages, including—(1) Measures actual picture signal strength without the use of a complete television set. (2) Permits actual picture signal measurements



TRANSVISION TELEVISION and FM SWEEP SIGNAL GENERATOR

Complete frequency coverage from 0-227 MC with no band switching. Sweep width from 0-12 MC completely variable. Accurately calibrated built-in marker generator.

(3) Antenna orientation can be done exactly . . . (4) Measures losses or gain of various antenna and lead-in combinations . . . (5) Useful for checking receiver re-radiation (local oscillator) . . . (6) 12 CHANNEL SELECTOR . . . (7) Amplitudes of interfering signals can be checked . . . (8) Weighs only 5 lbs. . . (9) Individually calibrated . . . (10) Housed in attractive metal carrying case . . . (11) Initial cost of this unit is covered after only 3 or 4 installations . . . (12) Operates on 110V, 60 Cycles, AC.

Model FSM-1, complete with tubes Net \$99.50

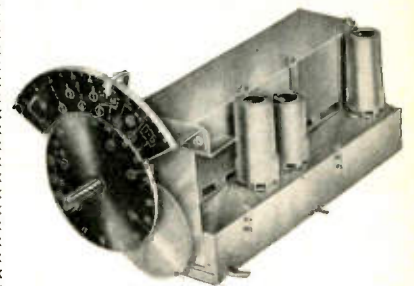
Model SG Net \$79.50

TRANSVISION ALL-CHANNEL TELEVISION BOOSTER
CONTINUOUS TUNING



Model B-1 List \$32.50

TRANSVISION IS NOW EXCLUSIVE DISTRIBUTOR OF DU MONT TV/FM INPUTUNER



Model IT-1, with tubes List \$59.95

All Transvision Prices are fair traded; subject to change without notice. Prices 5% higher west of the Mississippi.

TRANSVISION, INC., Dept. RR, NEW ROCHELLE, N.Y.

Please ship the following Transvision Products THROUGH YOUR NEAREST LOCAL OUTLET:—

I am enclosing 10% DEPOSIT in the amount of \$ _____, balance C.O.D.
() I want to get into the Television Business. Send me details of your Dealer Plan.

Name _____ City and Zone _____
(please print)
Address _____ State _____

New Aids for the Radio Technician

Mallory CAPACITORS

The new "FP" (fabricated plate) line of twist-mount capacitors are said to be able to withstand higher discharge and surge currents, and feature sturdy construction and easy-to-read labels giving all ratings pertinent to servicemen. P. R. Mallory & Co., Inc., Indianapolis 6, Indiana.—RADIO & TELEVISION RETAILING.

Hytron SOLDERING AID

The soldering aid is the first of the shop tools growing out of the Hytron contest and is now available to servicemen through Hytron jobbers. The tool is designed to facilitate unsoldering "mechanically solid" joints without the relatively cumbersome long-nose pliers, by means of a forked end on a thin wand with an insulated end. The tool is priced at 49c. Hytron Radio and Electronics Corp., Salem, Mass.—RADIO & TELEVISION RETAILING.

McCabe-Powers SERVICE TRUCK BODY

Designed for use in the installation and maintenance of radio, TV and appliances, the Service Master is fitted with watertight compartments on either side of the body containing shelves, trays and parts bins which may be individually locked. Body measures 48½ inches wide inside and is available for mounting on ½ ton, ¾ ton and 1 ton chassis. Commercial Body Div., McCabe-Powers Auto Body Co., 5900 N. Broadway, St. Louis 15, Mo.—RADIO & TELEVISION RETAILING.

Bruer VACUUM CLEANER

"Tornado" is an industrial vacuum cleaner suitable for service and repair shops of all types, which features mobility, strong suction, and large tank capacity. The motor-fan unit can be removed and used as a powerful blower. Obtainable with ¾, 1, and 1½ H. P. motors. For complete information write Bruer Electric Mfg. Co., 5100 Ravenswood Ave., Chicago 40, Ill.—RADIO & TELEVISION RETAILING.

Ripley LIGHT WATCHMAN

A photoelectric switch for home and general use, capable of turning on and off 300 watts of lighting load, is plugged into an outlet and turned facing a window. Any lamps plugged into the Light Watchman will be automatically turned on at fall of darkness and extinguished at dawn. List price is \$12.75. Ripley Co., 11 W. 42nd St., New York 18, N. Y.—RADIO & TELEVISION RETAILING.

Clean POWDER LUBRICANT

Grafize is a lubricant in powder form, provided with a new type refillable bulb-type applicator, for uses where oils and greases won't reach or are not applicable. It has a wide application for all servicemen. Further information and a free test samples are available by writing to Reardon Products, 2100 S. Adams St., Peoria 2, Illinois.—RADIO & TELEVISION RETAILING.

MAKE MORE

PROFIT

Replace Phono Pickup Cartridges

WITH

**TORQUE
E-V
DRIVE**

- Makes Cartridges Easier to Sell and Install
- Saves Ordering-Time and Servicing-Time
- Improves Record Playing
- Turns Prospects into Satisfied Customers
- Builds Cartridge and Needle Business

Greatest Merchandising Opportunity in Cartridge History!

YOU CAN MAKE the replacement of phono pickup cartridges a profitable side of your servicing. No longer is it necessary to order one cartridge for each repair job. With the 3 basic models in the TORQUE DRIVE KIT, you can immediately replace any one of over 150 types in common use. Furthermore, the revolutionary TORQUE DRIVE Crystal Cartridge modernizes your customer's player, greatly improves reproduction, prolongs record life. Has replaceable Osmium-Tip or Sapphire-Tip needle.

Write for Bulletins 141-142, and name of nearest E-V Distributor

ELECTRO-VOICE, INC., BUCHANAN, MICHIGAN

Export: 13 East 40th St., New York 16, U. S. A., Cables: Arlab

E-V Pat. Pend. Licensed under Brush Patents

New Model L14 Microgroove Crystal Cartridge and new Models 20 and 22 Magnetic Cartridge for Regular and Microgroove also available.

IT PAYS TO REPLACE WITH

Electro-Voice



HANDY SALES AND SERVICE KIT

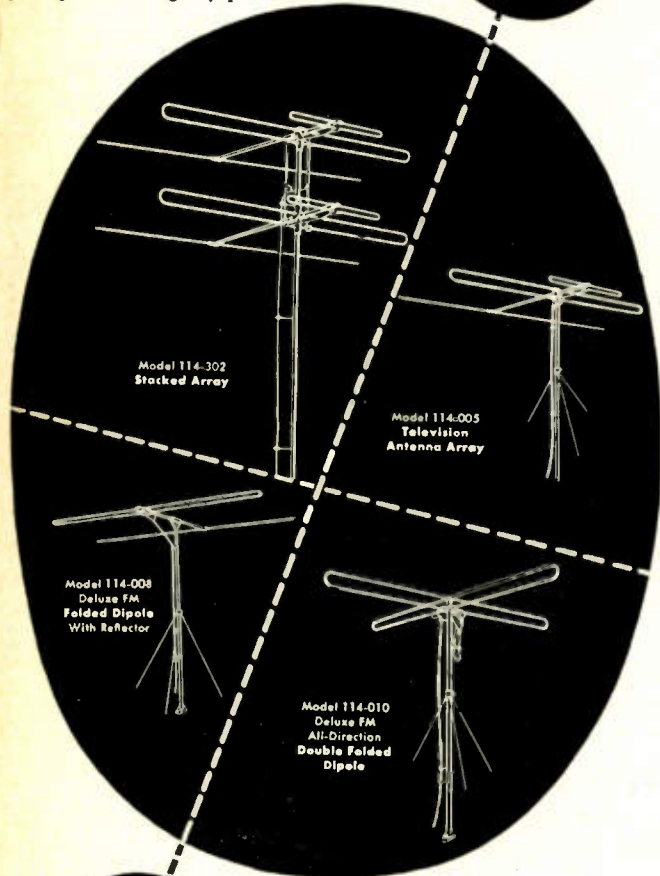
Enables you to make most replacements immediately. Has 6 quick-selling cartridges, 4 extra needles, mounting plates, and replacement guide. Available in Kit "A" (Osmium) and Kit "B" (Sapphire).

AMPHENOL ANTENNAS

for every FM or TV Requirement

An efficient, high-gain antenna is imperative for TV reception, and Amphenol leads with the finest attainable. Highly trained and highly skilled Amphenol engineers have produced the most effective high and low band antennas and are continually making improvement as new ideas are developed. Constructed of aluminum tubing and aluminum alloy castings, Amphenol antennas have high forward gain combined with high front-to-back and front-to-side ratios, insuring maximum pickup and lasting enjoyment to the user.

TV



FM

Specifically engineered for finest FM performance, Amphenol FM antennas provide interference-free and general long distance reception which is unmatched in the FM antenna field. For rural, suburban or close-in installations, Amphenol FM antennas combine efficient operation with clean-cut, attractive design . . . antennas are entirely constructed of rust-proof aluminum. For consistent, top-quality service, Amphenol FM antennas are chosen again and again.

AMPHENOL

AMERICAN PHENOLIC CORPORATION

1830 SOUTH 54TH AVENUE
CHICAGO 50, ILLINOIS

NEW!

AMCON TWISTED LUG ELECTROLYTICS



ON DISPLAY
BOOTH 155
(Rooms 900-01A)

FASTER CHASSIS ASSEMBLY
IMPROVED APPEARANCE
TOP-NOTCH PERFORMANCE

WRITE FOR CATALOG AND PRICE LIST



AMERICAN CONDENSER CO.

4410 N. Ravenswood Ave., Chicago 40, Illinois

CORDELIRIUM COMETH

when cords or plugs fail in the pinch! For sure contact and durability, it's best to feature



Cords AND Cord Sets

APPROVED BY UNDERWRITERS LABORATORIES

Selected by leading manufacturers . . .
why not by **YOU**

A full line of Flexible Cords
for the Repair and Service industry,
obtainable through Jobbers and Distributors

CORNISH WIRE COMPANY, INC.

15 Park Row New York 7, N. Y.

Founded in 1920!

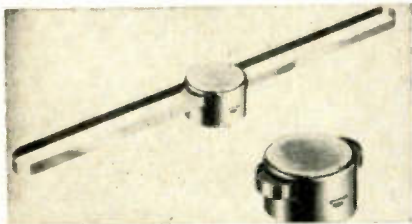


David Housman, president The Automatic Radio Mfg. Co., Boston, which he organized in 1920, is one of the industry's well-known pioneers.

New TV Products

Craftsmen SLIDE-RULE ANTENNA

New portable TV antenna fully retracts into a small case by means of a push-button control similar to a carpenter's ruler. Less than 4½ inches in diameter and only 2½ inches high, the antenna is of the



folded dipole type, and be extended to the position of best reception. 300-ohm lead connects the antenna to the set. List price is \$9.95. The Radio Craftsmen, Inc., 1341 S. Michigan Ave., Chicago 5, Ill.—RADIO & TELEVISION RETAILING.

Easy-Up TV TOWER

Model 200 tower for TV antennas is a triangular type prefabricated steel tower achieving an antenna height of 40 feet with the basic tower anchoring a 10 foot pole. Tower accommodates either a fixed or rotating antenna, and can be mounted on either a peaked or flat roof. Easy-Up Tower Co., 3800 Kinzie Ave., Racine, Wisconsin.—RADIO & TELEVISION RETAILING.

Tele-Tape INDOOR TV ANTENNA

Tele-Tape is designed for mounting under rugs, on baseboards, window panes, etc. Equipped with adhesive backed metallized tape elements, the antenna adheres to any surface, and may be adjusted to provide maximum reception. Packaged complete with terminal board and lead-in. Walter E. Peek, Inc., 2842 W. 30th St., Indianapolis, Ind.—RADIO & TELEVISION RETAILING.

More New Products
Elsewhere in This Issue

TOP MERCHANDISER, DAVE WAGMAN

RADIO AND TELEVISION SALES MANAGER

BRUNO-NEW YORK... says:



"The Polaroid Television Filter has proved to be our fastest selling most profitable accessory!"

CALL OR WRITE THE POLAROID TELEVISION FILTER DISTRIBUTOR IN YOUR AREA:

- ALBANY**
R. T. A. Distributors, Inc., 36 Broadway—Menands
- ATLANTA**
Yancey Co., Inc., 340 W. Peachtree Street, N. W.
- BALTIMORE**
D & H Distributing Company, Inc.,
31-37 E. Lee Street
- BOSTON**
The Eastern Company, 620 Memorial Drive
Cambridge, Mass.
- BUFFALO**
Progress Distributing Corp., 151 Genessee Street
- CHICAGO**
R. C. A. Victor Distributing Corp.,
445 No. Lake Shore Drive
- CINCINNATI**
Ohio Appliances, Inc., 659 E. Sixth Street
- CLEVELAND**
Goldhamer, Inc., 2239 East 14th Street
- DAYTON**
Ohio Appliances, Inc., 430 Leo Street
- DETROIT**
R. C. A. Victor Distributing Corp.,
7400 Interrale Street
- HARTFORD**
Radio & Appliance Distributors, Inc.,
673 Connecticut Blvd.
- INDIANAPOLIS**
Associated Distributors, Inc.,
210 S. Meridian Street
- MILWAUKEE**
Taylor Electric Company, 112 N. Broadway
- MINNEAPOLIS**
F. C. Hayer Co., 300 Washington Avenue N.
- NEWARK**
Krich-Radlseo, Inc., 422-432 Elizabeth Avenue
- NEW YORK CITY**
Bruno—New York, Inc., 460 West 34th Street
- PHILADELPHIA**
Raymond Rosen & Company, Inc.,
32nd & Walnut Streets
- PITTSBURGH**
Hamburg Bros., 305 Penn Avenue
- PROVIDENCE**
Wm. Dandreta & Co.,
129 Regent Avenue
- RICHMOND**
Wyatt-Cornick, Inc., Grace & 14 Streets
- ST. LOUIS**
Interstate Supply Company, 10th & Walnut Streets
- TOLEDO**
Main Line Distributors, 374 S. Erie Street
- WASHINGTON**
Southern Wholesalers, Inc., 1519 L Street N. W.
- WEST COAST**
Harold B. Shonier (Mfg. Rep.)
3543 Angelus Ave., Glendale, Calif.

a product created by **PIONEER SCIENTIFIC CORP.**
295 LAFAYETTE STREET, NEW YORK 17, N. Y.

© by Polaroid Corp

Changes Made in the Norge Sales Division

Important changes in the sales organization of Norge division of Borg-Warner Corp., have been announced by H. L. Clary, director of sales.

W. S. Law has resigned as general sales manager. Law will leave Norge May 1 to assume an important position with a Norge distributor.

With Law's departure, Clary announces elimination of the position of general sales manager. At the same time two new executive posts are being created. J. R. Cameron, presently serving as assistant to Harry L. Spencer, director of manufacturing, has been named merchandise manager. Accord-

ing to Clary, Cameron will supervise and coordinate the over-all product program for the sales department.

R. C. Connell, who joined Norge recently as gas range sales manager, has been named field manager. Clary also announced the appointment of Dean Spencer, long associated with Norge, to the important post of refrigeration sales manager. R. H. Klingler, acting manager of home freezer and refrigeration specialties sales, is being placed in charge of contract sales. Burt Gavitt, widely-experienced in the home heater field, has joined Norge as a specialist under M. B. Robb, manager of home heater sales. Hazen Hillyer has become a specialist in the home laundry equipment department.

YOUR BEST VALUE

IS IRC POWER WIRE WOUNDS

By any comparison, IRC is your biggest value in Power Wire Wound Resistors. Examine the *extra* features you get with these dependable IRC heavy duty resistors.

The exclusive moisture-proof coating is designed to the known scientific principle that a dark, coarse surface dissipates more heat more rapidly than a smooth, shiny surface. This means better performance.

For easier installation, IRC provides both lead and lug on the same terminal. Lugs may be clipped for space saving in crowded chassis, and heavy tin dipping assures easy soldering. Resistor ends are clean and free of coating—permitting easy vertical mounting with tie-bolts. Bracket mountings are available for larger power wire wound types. Clear identification of type and range on every IRC Power Wire Wound is permanent . . . for easy, accurate replacement.

And here's a feature that should not be taken for granted—IRC Power Wire Wounds *handle full rated power*. No derating is required at high ranges.

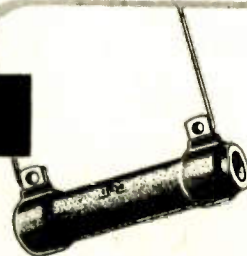
When you buy power wire wound resistors, always ask your distributor for IRC—most for your money by any comparison. International Resistance Co., 401 N. Broad Street, Philadelphia 8, Pa. *In Canada:* International Resistance Co., Ltd., Toronto, Licensee.

INTERNATIONAL RESISTANCE CO.

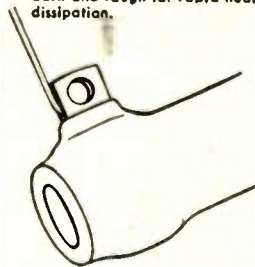
Wherever the Circuit Says ~~~



fixed and adjustable types in wide range of ratings, sizes and terminal types.



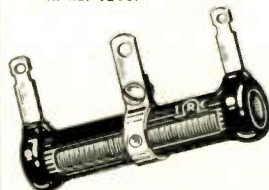
COMPARE THE COATING
dark and rough for rapid heat dissipation.



COMPARE THE TERMINALS
both lead and lug on same heavily tinned terminal.



COMPARE IDENTIFICATION
permanent marking shows type, size and resistance—will not fade.

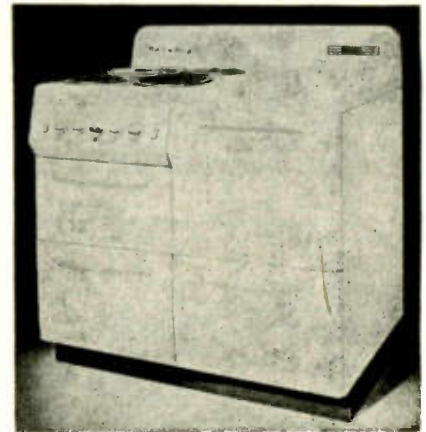


COMPARE PERFORMANCE
IRC PWW's handle full rated power—no derating required at high ranges.

Appliance Products

Norge ELECTRIC RANGE

Model E-408 standard electric range has contour styling, automatic oven control, deep-well cooker, 7-speed tele switches. Broiling element gives "char-coil" broiling.



Unit is 38 inches wide, 27 inches height to cooking top; oven size is 16 x 15½ x 20 inches. Special lamp and clock assembly available. Norge Div., Borg-Warner Corp., Detroit 26, Mich.—RADIO & TELEVISION RETAILING.

GE ALARM CLOCKS

Four new clocks—an alarm, occasional, kitchen and mantel-chime have been added to the line. The alarm, "Deb," clock, has a molded ivory case, and sells for \$5.50; the occasional model has a one-piece brown marble plastic case, sells for \$9.95; the "Pantry" kitchen clock is priced at \$4.95; the "Philharmonic" mantel-chime mahogany case clock features Westminster chimes which strike on the quarter hour, and is priced at \$50. General Electric Co., Bridgeport 2, Conn.—RADIO & TELEVISION RETAILING

Markel HEETAIRE

Portable electric Heetaire, series 170 KT1, especially designed for farm usage in milk houses, brooder houses, tool sheds, etc. Unit is thermostatically-controlled, fan-forced heat. The thermostatic control is completely automatic, turning the fan and heating elements on and off to maintain a temperature within a three degree tolerance. The unit is 12 x 8½ x 6½ inches. It is of high-baked enamel, and has an insulated handle. Markel Electric Products, Inc., and La Salle Lighting Products, Inc., Buffalo 3, N.Y.—RADIO & TELEVISION RETAILING

Kitchen-Aire VENTILATING UNIT

Ventilating unit shows only a polished aluminum grille on wall; connected with grille is an aerodynamically designed impeller mechanism that "hurls" grease and odor laden air out of the kitchen. Installation requires a 6-inch hole over or near the kitchen range; inside wall installations are accomplished with the use of a 6-inch duct. Ducting is run between joists through the attic, or through soffits to outside wall. Ventilator is operated through a wall switch. Weather is sealed out by an automatic damper. Stewart Mfg. Co., 3205 E. Washington St., Indianapolis, Ind. RADIO & TELEVISION RETAILING.



Set Owners, Dealers, Servicemen, Installers . . .
everyone is singing the praises of

DEWALD HIGH-DEFINITION 10"-12½"-16" TELEVISION

*Backed by a Quarter-Century
of Proven Quality*

Model CT-104

12½" tube (app. 75 sq. in. screen). Hand
rubbed cabinet in Walnut, Mahogany or
Bleached Mahogany veneers.



Model CT-102

10" direct view model. Hand-rubbed cabi-
net in Mahogany, Walnut or Bleached
Mahogany veneers.

During the NEDA SHOW in Chicago, May 16th to 20th

See the DEWALD TELEVISION and RADIO Line at the BLACKSTONE HOTEL

in
RADIO
and
TELEVISION

for
SOMETHING
BETTER,
it's

DEWALD

DEWALD RADIO MFG. CORP., 35-15 37th Ave., Long Island City 1, N. Y.

NEW PROFIT-NEW VOLUME



Quad-Loop*

SELECTIVE DIRECTIVITY
without MECHANICAL ROTATION

Introduced January 19th
in the highly competitive
New York City market . . .
10 weeks later the Square
Root line had captured
11% of the entire New
York antenna market.

List Price
\$27.50
Complete

Quad-Loop*, a quadrature-phasing antenna, combines all the
advantages of a mechanically rotated antenna with the low cost of
the fixed type. Controlled at the receiver by a single knob, Quad-
Loop selects maximum gain for each channel, regardless of the geo-
graphic location of the transmitting station.

Quad-Loop, Di-Loop, and Wind-O-Loop are part of a complete line
of broad band, high and low frequency TV and FM antennas. There
is a Square Root antenna for every type of TV installation. Write
today for full details and prices.

JOBBERS . . . REPRESENTATIVES . . .

*Trade Mark Reg.
Pat. Pending

RECEIVER MANUFACTURERS!

Visit us in Room 618A or 619A at the Stevens
Hotel, or our Congress Hotel Suite at the
R. M. A. Parts Show in Chicago.



MANUFACTURING CORPORATION
901 Nepperhan Avenue - Yonkers 3, N. Y.

National
RADIO DEALERS
BLUE BOOK

APPRAISALS
ON
USED RADIOS
First Edition

CASH VALUE APPRAISALS

Copyrighted 1948 by J. L. Campbell

NATIONAL RADIO BLUE BOOK CO.
401 East Laurel St.
San Antonio, Texas

Gentlemen:
Send me a copy of Radio Blue
Book. I will pay postman \$7.00
plus postage and C.O.D. charges.

Name _____
(Please Print)
Address _____
City _____ State _____

Multiple PRESENTS . . .



THE INCOMPARABLE
MODEL
TM-1500
142 SQ. IN.
PICTURE AREA

Features

- Direct View
- 30 Tubes
- 13-Channel Tuner
- Automatic Frequency Control
- RF Stage and 4 Video IF Stages
- 4 Megacycle Video Response
- Multiple Safety-Fused Circuits
- Hand Rubbed Honduras Mahogany Cabinet. (Also available, Mahogany or Ebony in Chinese Motif.)
- Operates satisfactorily in fringe areas.

Model TM-1500 is not only a superb big-screen receiver; it is a thoroughly engineered 15-inch direct view, 30-tube set that multiplies your profits and protects your investment. No dealers overloaded; no cut-price offerings. Every Multiple can be sold—easily—at its full competitive price—and stay sold. Full RMA guarantee. Parts sources in all TV centers.

DISTRIBUTORS—New choice territories still available.

DEALERS—Write for full details and name of local distributor.

MULTIPLE TELEVISION MFG. CO.

987 Hegeman Avenue

Brooklyn 8, N. Y.

Tel. Nightingole 9-5817

LIST PRICE

\$495⁰⁰

Hedges Follows Kobak as Radio Pioneers Head

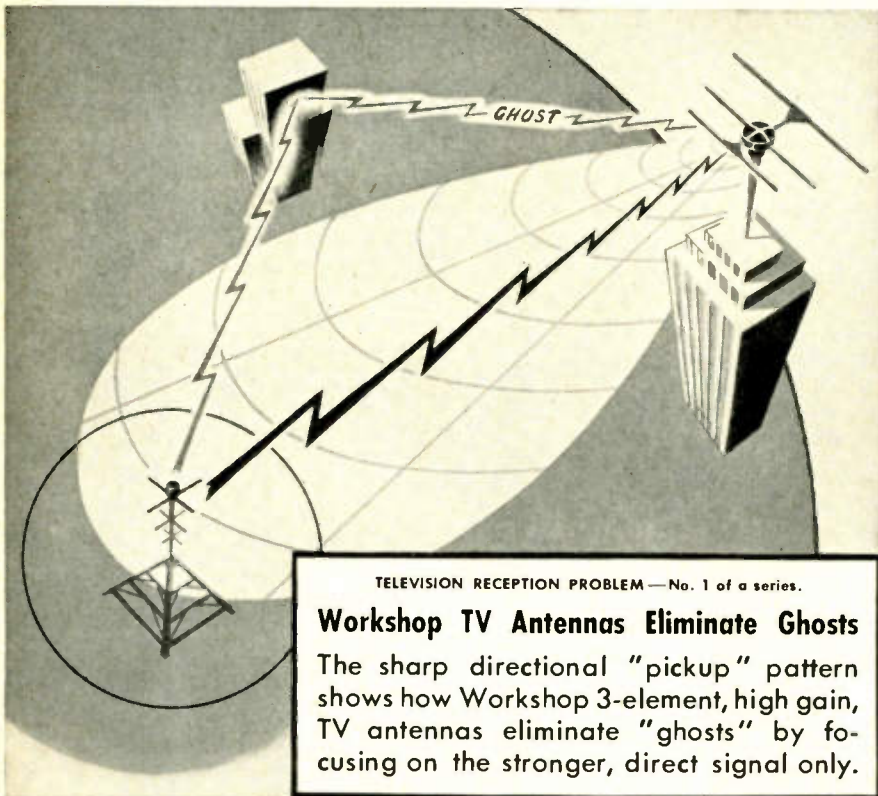
Members of the Radio Pioneers Club elected William S. Hedges, NBC vice-president in charge of planning and development, president for the coming year. Hedges succeeds Edgar Kobak, MBS president.

Other officers for the 1949-50 season are Frank E. Mullen, Goodwill Stations, Detroit, Mich., first vice-president; Arthur Church, KMBC, Kansas City, second vice-president; Paul W. Morency, WTIC, Hartford, Conn., vice-president and secretary; Orestes H. Caldwell, editorial director Radio & Television Retailing, vice-president and treasurer; Edgar Bill, WMBD, Peoria, Ill., vice-president; J. R. Poppele, WOR, New York, vice-president; Dorothy Gordon, New York Times, vice-president.

The Radio Pioneers Club, which recently began an expanded program to activate groups on a regional basis, was founded in 1942 by H. V. Kaltenborn of NBC. It was organized for persons who have been associated with the radio industry for 20 years or more.

Latest TV Data

As of May 1 there were 65 stations operating, and 1,635,000 TV sets in use throughout the U.S. Over 500,000 receivers were manufactured during the first four months of '49, more than 3½ times as many as during the same period of 1948.



TELEVISION RECEPTION PROBLEM—No. 1 of a series.

Workshop TV Antennas Eliminate Ghosts

The sharp directional "pickup" pattern shows how Workshop 3-element, high gain, TV antennas eliminate "ghosts" by focusing on the stronger, direct signal only.

Visit our
 Display Rooms 600-1
 and Booth 56 at the
 Stevens Part Show
 Chicago

Send for the new Workshop TV Catalog (No. 49)

The WORKSHOP ASSOCIATES, Inc.
 Specialists in High-Frequency Antennas

57 NEEDHAM STREET, NEWTON HIGHLANDS 61, MASS.



Announcing

A New Line of PROFIT MAKERS

*Television Tables
 For Table Model Sets*

Ideal For Tie-In SALES!

You cash in on those profitable tie-in sales with one of these 5 styles of tables especially designed for table model television sets. Your customers will like the modern design, top quality construction, versatile uses. You will like the mark-up and sales making features. Model shown, #202, of solid and plywood mahogany, top 28 x 21", 32" high. Ideal for television, radio, record changer, albums. For sample order Table #202, send \$17.95. F.O.B. Chicago.

Write for Literature. Price List.

OMARA FURNITURE MFG. CO.
 2141 W. Hubbard St., Chicago 12, Ill.

Zenith Guarantees Prices; Presents New Models

Zenith Radio Corp., Chicago, has guaranteed its factory list prices on Zenith radios and television sets, it was announced to Zenith distributors by Commander E. F. McDonald, Jr., president. McDonald informed distributors that Zenith has no inventory of old models on hand.

H. C. Bonfig, vice-president, unveiled several new models including: one new console with all exclusive Zenith features, and Giant Circle picture area of 165 square inches, priced at \$545; one tele-radio-phono combination with same size screen, priced at \$795; "The AC," FM table model priced at \$39.95; table model FM-AM set priced at \$49.95; a portable priced at \$39.95.

Raytheon TV COMBINATION

Model 10AXF43, called the "Belmont," features circular screen TV on a 10-inch tube, FM-AM radio, plus 45 RPM record changer, to retail at \$399.95. TV chassis has 24 tubes plus 3 rectifiers and the radio is equipped with 7 tubes plus 2 rectifiers. Raytheon Mfg. Co., Belmont Radio Corp. Division, 5921 W. Dickens, Chicago 39, Ill.—RADIO & TELEVISION RETAILING.

Taffet PORTABLE RADIO

Model TP49 is a 3-way portable radio with four tubes plus selenium rectifier. Measuring 6 x 6 x 9 inches, the set weighs 6 lbs. 3 ozs. and retails for \$19.95. Cabinet is covered with a plastic-type leatherette, handle is genuine leather. Taffet Radio and Television Co., 2530 Belmont Ave., New York 58, N.Y.—RADIO & TELEVISION RETAILING.

Telecoin PROJECTION TV

This four-unit "packaged" system for commercial installation projects a picture up to 7 x 9 feet. A remote control unit is featured for tuning and adjusting picture quality, and a 20-watt high-fidelity amplifier and 12-inch loudspeaker are provided. Telecoin Corp., 12 East 44th St., New York 17, N. Y.—RADIO & TELEVISION RETAILING.

Callmaster INTERCOM

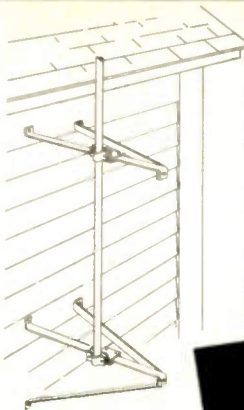
Three models are available in mahogany-finish plastic cabinets for inter-communication between two or more locations. CM-10 comprises master and one substation with 60 feet of wire at \$39.95 list. CM-20 is a master station with 6-station selector switch at \$39.95 list, sub-stations are \$10.95. CM-30 is designed for master-to-master station operation, and is also \$39.95. Lyman Electronic Corp., 12 Cass St., Springfield, Mass.—RADIO & TELEVISION RETAILING.

Talk-a-Phone INTERCOM

The "Chief Forty-Niner" system can be used with six, twenty and thirty capacity master stations, features the Multi-matic Selector which provides 12, 20 and 30 station capacity with only twelve pushbuttons. Model C-4906 master for six stations lists at \$72.50. C-41 staff station is \$18.70. Talk-a-Phone Co., 1515 S. Pulaski Road, Chicago, 23, Ill.—RADIO & TELEVISION RETAILING.

FOR EVERY TYPE OF ANTENNA INSTALLATION

SpeedMounts

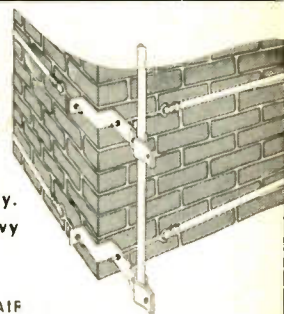


WALL MOUNT PAM-6

Adjustable from 1" to 19" from wall. Mounts on uneven surfaces—clears eaves, power wires, and other obstructions. Clamp holds masts $\frac{3}{4}$ " to $1\frac{1}{2}$ ". Strong and rigid—made of cadmium plated, heavy gauge steel. **\$700** LIST PRICE

CHIMNEY MOUNT PAM-5

Fast, one-man installation. Fits any type chimney. Adjustable clamp holds masts $\frac{3}{4}$ " to $1\frac{1}{2}$ ". Heavy gauge steel construction, cadmium plated. New low price! **\$395** LIST PER PAIR



PHOENIX ELECTRONICS INC.,
Lawrence, Massachusetts

WRITE FOR CATALOG R
At Leading Jobbers

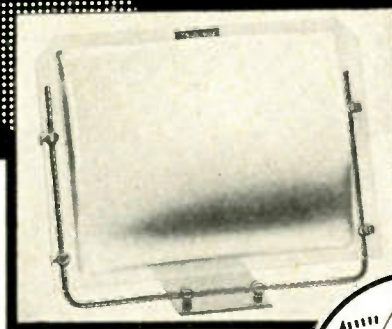
and Dealers Everywhere

Just Out!

"TILT-LOCK"

TABLE STAND TELEVISION LENS

ANOTHER THALL CREATION



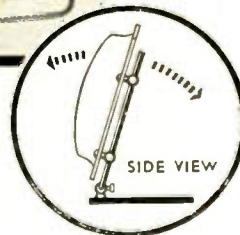
CASH IN on the smart, new idea in television lenses—THALL'S "Tilt-Lock" table stand. Adjusts lens up or down, and TILTS it in a vertical plane. Now viewer can see picture correctly, whether his line of sight is above or below the TV set! "Tilt-Lock" stands alone, too, without support from cabinet.

You'll find plenty of Sales-Appeal in those beautifully finished, gleaming chrome bracket supports. Available in all sizes with both THALL Round Edge Magnifiers (for wide-angle magnification), and THALL Rectangular Magnifiers (for extra-high magnification).

THALL

The most complete lens line on the market today!

- Conventional Bracket Models
- Table Stand Models (with new TILT action)
- Round Edge Lenses
- Rectilinear Lenses
- Floor Stand Models
- Plexiglass & Acetate Filters
- Overhead Mountings



Dealers: Write for THALL'S new complete catalog of Television Viewing Accessories. Ask for catalog R-5.

THALL

PLASTICS ENGINEERING CO.

155 Chambers St.
New York 7, N. Y.

STABILIZED!

- ★ Exclusive "Stabilized Element"
- ★ Bonded to bakelite base
- ★ "On-the-button" resistance values
- ★ Maximum immunity to humidity, etc.
- ★ Minimized wear and tear



CLAROSTAT SERIES "M" CONTROLS

Try today's Clarostat composition-element control! You'll find the resistance values, tapers, tops, "right on the button." And they stay that way despite humidity, heat, cold, longest wear.

Only Clarostat features the exclusive Stabilized Element which, combined with the alloy contact arm and special lubricant, means a QUIET control. Yes, try a Clarostat! You'll be pleasantly surprised.

ACTUAL SIZE

Ask your Clarostat jobber for latest catalog. Or write us.



CLAROSTAT



Controls and Resistors

CLAROSTAT MFG. CO., INC. • DOVER, NEW HAMPSHIRE • In Canada: CANADIAN MARCONI CO., LTD. Montreal, P. Q., and branches

New Ward Antennas

Julius Fine, sales manager, Ward Products Corp., a division of the Gabriel Co., 1523 E. 45th St., Cleveland 3, O., announced that an entire new line of television antennas will be shown



Ward mobile testing laboratory used to check firm's new television aerials in the field.

by his firm at the May Radio Show. During the last six months, Ward's engineers have submitted these antennas to rigorous laboratory and field tests using their new mobile antenna laboratory.

Motorola Executive



Ellis L. Redden has been appointed director of advertising and sales promotion for Motorola, Inc., Chicago, announces W. H. Stellner, vice-president.

New Admiral Models Shown Dealers and Distributors

New Admiral electric ranges and refrigerators have been shown to dealers all over the country, and numbers of new features have been added. Following is the retail price set-up for the complete line:

REFRIGERATORS:

819A	\$234.95
819B	254.95
1012	274.95
829	274.95
1029	304.95
759	394.95
959	444.95

RANGES:

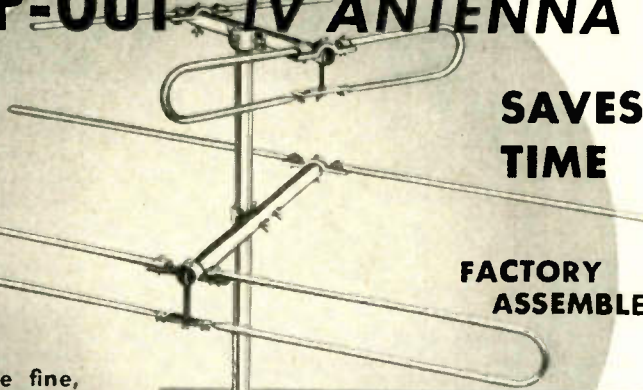
S-0	\$204.95
S-1	254.95
S-2	304.95
S-3	354.95
R-2	339.95

HY-LITE presents a New "SNAP-OUT" TV ANTENNA

\$17⁴⁰
LIST

STANDARD
Jobbers
Discounts

Built of the same fine, rigid construction of hi-grade dural aluminum—the S O 30 S is completely assembled at the factory for ease of erection and saving of time at point of installation. NO TOOLS REQUIRED.



MODEL S.O-30 S

SAVES
TIME

FACTORY
ASSEMBLED

HY-LITE *Antennae* INC.

Makers of Fine Antennas for AMATEUR • FM • TELEVISION
528 TIFFANY ST., BRONX 59, N.Y.

Photo shows the compact shipping position. No loose parts—complete—ready to "snap-out" and install. Complete instructions. JOBBERS: Many choice districts open—WRITE NOW and request our free catalog showing our complete line RTR 59

Names in the News

New appointments by Crosley: Tom Mason becomes manager of sales promotion; Lloyd Dopkins has been named manager of direct accounts; H. E. McCullough has been transferred from the field sales group to the Crosley ad department. H. R. Linebaugh has been transferred from Chicago to Cincinnati to succeed Mason as central regional manager, and H. F. Koether has joined Crosley as regional manager of the Midwest region, with offices in Chicago.

Arthur W. Shea, for the past year headquarters sales promotion manager for the Camfield Mfg. Co., has been shifted to the Midwestern sales territory as field rep for the firm's automatic toaster. H. A. Pendergraph, of Atlanta, has been named to represent the company in the six-state southeastern area.

The Maytag Company has announced the appointment of Robert E. Sallenger as a regional manager in charge of 29 counties in southwestern Illinois. He has been assigned to the Chicago branch office under J. A. Andersen, manager.

Allen B. DuMont Laboratories, Inc., Passaic and Clifton, N.J., has set up an electronic parts division, headed by Paul Ware, well-known radio engineer and inventor.

Four new appointments in the RCA Tube Department, Harrison, N.J., have been announced by L. W. Teegarden, vice-president in charge of technical products, RCA Victor Division. W. L. Rothenberger, formerly manager of renewal sales, becomes assistant general sales manager; William H. Painter has been appointed manager of the merchandise division; H. F. Bersche succeeds Mr. Rothenberger as manager of renewal sales section, and M. J. Carroll has been named manager of the equipment sales section.

Harold R. F. Dietz has been appointed sales promotion manager of Emerson Radio & Phonograph Corporation. A veteran of the Marine Corp., he was formerly connected with Emerson Radio of New England. Arthur N. Grossberg has been promoted to assistant sales promotion manager, and Gerald Light has been made assistant to the vice-president in charge of sales, Charles Robbins, who announced the appointments.

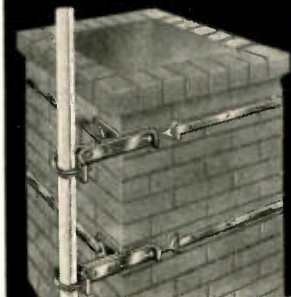
Matty Radin has been appointed director of sales of the Sightmaster Corporation. The firm's executive offices and factory are at 285 North Ave., New Rochelle, N.Y.

Robert M. Mitchell has been appointed general sales manager of Nineteen Hundred Corp., St Joseph, Mich. Mitchell replaces William S. Hammersley, who has become general manager of H. M. Tower Corp., New Haven, Conn., distributors of Whirlpool products.

Louis C. McAnly, Jr., has been named assistant to the general sales manager, Verne R. Martin, at the Maytag Company.

ASK THE MAN ON THE ROOF WHY HE PREFERS SOUTH RIVER MOUNTS

The New South River
**DUO-MOUNT
ANTENNA BASE**
Model No. DM 37
(Pat. Pending)

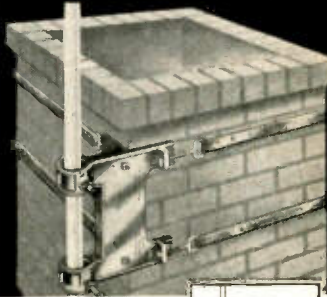


Holds tubing from 3/8" to 1 1/2" O. D. Made of riveted steel in hot dipped, everlasting galvanized finish. Features special "U" bolt.

NEW List Price **\$4.25**
Individually Boxed

★
Installation men will always specify South River because on the job their Exclusive, Quality Features save time and work. This means low cost installation. The man on the job knows and cares about quality. That's why he insists on South River Mounts.

The Original South River
**CHIMNEY MOUNT
ANTENNA BASE**
Model No. SR10
(Pat. Pending)
The Aristocrat of Antenna Bases



Holds tubing from 1/2" to 1 1/2" O. D., pipe from 1/4" to 1 1/4". Exceptionally durable. The four eye bolts enable straps to be tightened evenly. Also available in two sections if requested.

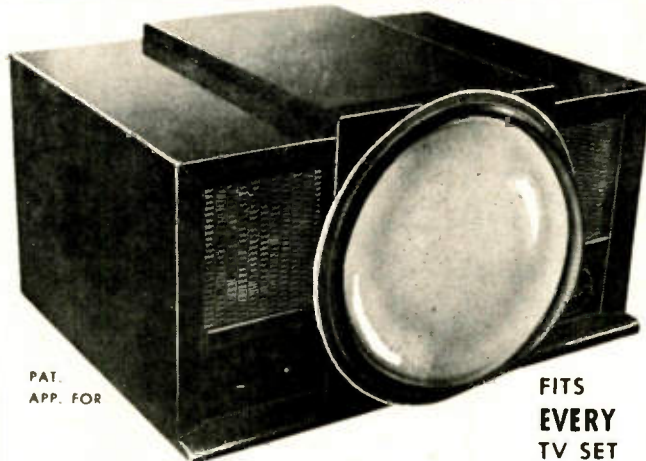
List Price **\$7.50** Individually Boxed



Both mounts can be installed in minutes by one man with no special tools.

Write for full information on our line of wall brackets, vent pipe mounts and accessory supplies.

**SOUTH RIVER
METAL PRODUCTS COMPANY, INC.**
SOUTH RIVER, NEW JERSEY



PAT.
APP. FOR

FITS
EVERY
TV SET

GET THE DEITZ LENS IN KIT FORM TO
ENLARGE T-V TUBES
GET THE ALL-ROUND VUE

- NO DISTORTION WHEN VIEWED AT ANY ANGLE
- CAN BE ASSEMBLED BY ANY LOCAL TECHNICIAN
- NEW TUBE INSERTED IN A MATTER OF MINUTES
- CLOSE TO 3 1/2 TIMES ENLARGEMENT OF PICTURE

JOBBER: GET YOUR LITERATURE — CHOICE AREAS OPEN
STANDARD DISCOUNTS... WRITE DEPT. R5-9

DEITZ *Miracle Lens*
141 PRESIDENT ST., PASSAIC, N. J.

NOW IN KITS
SO EASY TO INSTALL



10" TUBE TO 16" VUE

59⁹⁵
LIST

7" TUBE TO 12" VUE

39⁹⁵
LIST

that certain
something **EXTRA!**

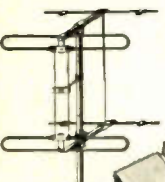
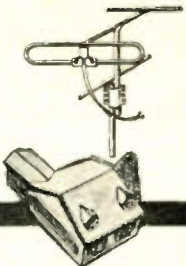
TACO DIVISION

It's those many
years of TACO
antenna engi-
neering and
craftsmanship
that show up on
the TV screen!



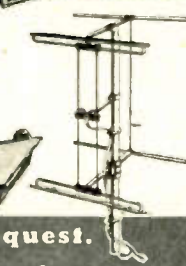
Type 925 High-Low
Band Antenna. Cov-
ers 13 TV channels.
Independent ori-
entation for each
section. Section-
al 10 ft. alu-
minum mast.
Hardware.

Type 445 High-Fre-
quency Adapter.
Covers Channels
7-13. Attaches
mechanically and
electrically to any
300-ohm low-
frequency antenna.



Type 960 Extra-High-
Gain Low-Frequency
Antenna. Channels
2-6. For weak signal
areas. 15' mast. All-
aluminum. Hard-
ware.

Type 945 Extra-
High-Gain High-
Frequency
Adapter. Chan-
nels 7-13. Used
alone in high-fre-
quency areas.
Attaches
mechanically
and electrically
to any 300-
ohm antenna.



Catalog on request.
Ask our jobber to show
you these TACO jobs.

TECHNICAL APPLIANCE CORP.
SHERBURNE
N. Y.

TACO
Radio and
Electronic Equipment

In Canada: Stromberg-Carlson Co., Ltd.,
Toronto 4, Ont.

Names in the News

Alex Brown, formerly with Pilot Radio Corp., and Davega stores, has formed Tradiovision of New York, Inc., which will act as New York state distributor for Tradiovision television.

Harold Dittenhoefer has been appointed to the newly-created position of field engineering manager of New York's Tele-tone Radio Corp.

Richard T. Ney has been named as manager of Waring Products Corp., New York, makers of the Waring Blender and Waring steam iron, and also holds the same post with the Winsted Hardware Mfg. Co., which manufactures the Dura-bilt line of folding irons.

Robert C. Tait has been named president of Stromberg-Carlson Co., succeeding Dr. Ray H. Manson who retired to become chairman of the board. Wesley M. Angle, retiring chairman, and one-time president, was elected honorary chairman of the board.

The appointment of Roy Boscow as general sales manager of The Magnavox Company, Fort Wayne, Ind., has been announced by Richard A. O'Connor, president.

Joseph G. Csida, trade paper editor, has joined RCA Victor Division as assistant director of public relations, according to John K. West, vice-president in charge of public relations.

Carl W. McLaughlin has been promoted to the position of general manager of the blanket division of the Proctor Electric Co., Philadelphia.

Allan B. Mills, former merchandise manager, has become general sales manager of the RCA Victor Home Instrument Department, it has been announced by Henry G. Baker, general manager of the department. Mr. Mills is succeeded as merchandise manager by H. M. Rundle.

Seven appointments to the field sales force of Easy Washing Machine Corporation have been made public by Homer Reeve, vice-president in charge of sales. Harry J. Gerrity has been named divisional sales manager for Div. 8, with headquarters in Chicago; Easy's suburban Chicago district is under direction of Orville G. Daily, Jr., Robert S. English heads the newly-formed, Newark, N.J., district; the Grand Rapids, Mich., territory is being managed by Harold M. Parcell. Thomas I. Byrne, Jr., and Galen E. Stine are district sales managers in parts of the Pittsburgh area, and Rudolph H. Lange heads the metropolitan New York territory.

In order to meet increased demand for Air King radios and television sets in the New York area, "Duke" Wellington, president of Air King Distributors, has appointed two district sales managers who have a total of 53 years selling experience in the electronic field. Chet Jordan will represent Air King products in the lower Manhattan area. Max Liebman will cover the Queens County area.

FOR THAT "FRINGE" AREA

A Better Picture
and a
Good Profit, Too!
with

CHAMPION
Television Towers

Guyed Towers
45', 65', 85'
Self-Supporting
Towers
40', 53', 67', 80'

Make Your
Television Sales
Stick
Use Champion
Steel Towers
Strong
—and Easy
to Erect

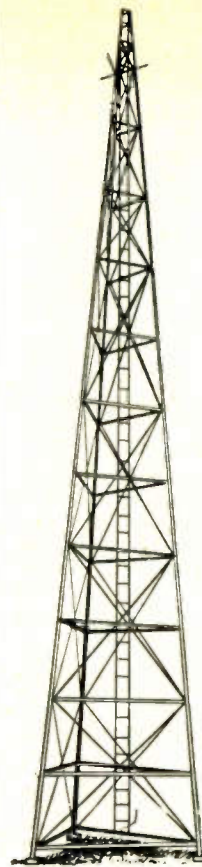
Watch for our new
line of Roof-Top
Towers.

Sold through
Dealers and Jobbers
Write for Literature

Norman M. Sewell
Inc.

Susquehanna Ave.
at Derstine
LANSDALE, PA.

See Mr. Sewell
at the
Hotel Stevens
May 16-20.



Tune out Acoustic Feedback

THE NEW **Bogen**

**ANTI-FEEDBACK
CONTROL**



This revolutionary control
actually "tunes out" acoustic
feedback in the sound distribution
system. One of nine important
features of the new Bogen HX50 —
fifty watt amplifier. Write for FREE
complete literature.

David Bogen
CO., INC.

663 BROADWAY NEW YORK 12, N. Y.

BOOTH 44 - RADIO PARTS SHOW!

Parts Business

(Continued from page 50)

sociated with high-voltage supplies, including high-voltage insulation materials. Also multi-knob controls and multi-section switches to accommodate the many functions of present equipment without complicating the front panel; special tools and equipment for installing antennas, more high fidelity audio equipment to accompany FM sound and better quality phonograph reproduction equipment, heavier and more complex-shaped chassis to accommodate the more extensive circuitry of TV, special test equipment to accommodate higher voltages and higher frequencies than heretofore, and so on.

The future was never brighter for the parts industry, which will have to extend itself to keep pace with the demands of the set and equipment manufacturers as well as replacements for the next few years.

One Chance in 50

(Continued from page 83)

of the tubes, then check all the plate voltages, then check the speaker, then some more tubes, forgetting which he has and which he hasn't tested. Then test all socket voltage on some of the tubes; again repeating, etc.

Obviously the example outlined previously has been over-simplified, and many of the deductions, and possibilities have been omitted.

But basically it demonstrates the importance of system, plan. The service man who finds himself spending an inordinate amount of time on the bench, in comparison to other repairmen, should stop, and examine his methods. It may well be he is working without plan, repeating himself; overlooking things.

The plan of attack used by our magician is the basic system used by almost all expert servicemen. Each man, of course, has his own variation. Some prefer to use a scope so that they can see the wave form; check for alignment, distortion etc., while making tests. Some use a vacuum tube voltmeter and prefer to read the RF voltages directly. But all of them work from the known to the unknown; test, reduce, simplify; step by step, stage by stage until the trouble is cornered.

The service man seeking to speed up his repair work should make a list of the steps he plans to take. He should place this list where he can see it when he works on a set. He should follow his plan religiously until he has it down pat. He should forego jumping to conclusions, trying to guess the trouble. If he takes the time to clock these guesses he will find that he wastes more time following up bad guesses than he saves with his occasional, if at all, right guess.

System is the only way to speed.

dealers prefer



Complete 91 and 135 sq. in. home television line

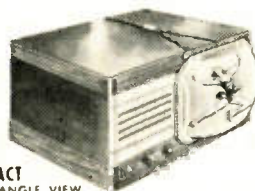
FEATURING THESE VIDEOLA ADVANTAGES:

- EXCLUSIVE PLAKRON COMPENSATOR in advanced circuit design for life-like reproduction.
- EYE-LIGHT PANEL . . . lessens eye-fatigue.
- AUTOMATIC LOCK-IN SYNCHRONIZER for pictures that snap into place.
- AUTOMATIC GAIN CONTROL . . . picture always at right level.
- INTERMODULATION SYSTEM synchronizes sound—eliminates drift.
- FUSED CIRCUITS for greater safety.
- Manufactured under RCA License.

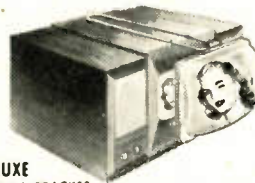


No getting away from it . . . dealers like to carry the Videola line. Bigger dealer discounts—and how! Tie-in deals—absolutely none! And sales—well, Videola features help the dealer sell. Their low prices, advanced engineering, superior performance and beautiful cabinets are real customer "stoppers"! Write to Dept. E for the new brochure of our complete line. Distributors: Some territories still open. Wire or write today.

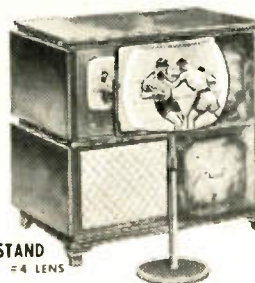
Video Corporation of America
229 WEST 28th STREET • NEW YORK 1, NEW YORK



CONTACT
GIVES WIDE ANGLE VIEW



DE LUXE
WITH ADJUSTABLE BRACKET



FLOOR STAND
FOR #3 AND #4 LENS

Available to distributors and jobbers

An ENLARGING LENS for television by OPTI-GEM inc.

manufacturer of precision optical elements . . . this lens is developed by an optical manufacturer who made lenses and prisms to exacting government specifications

Opti-Gem lenses are low-priced and top quality. They come in a full range of sizes from \$9.95 for the 3" Pilot, to \$37.95 for the 16" picture tube. All sizes are available in clear, blue and smoke.

OPTI-GEM lenses retail for
#1 for the 7" screen from \$11.95
#2 for the 10" screen from 16.95
#3 for the 10" or 12" screen from 24.95
#4 for the 10" 12" or 16" screen from 37.95

OPTI-GEM filters control glare
7" \$1.00 list 12" 2.98 list
10" 1.98 list 15" 3.50 list

Sold through leading stores
Write or phone for nearest dealer

OPTI-GEM inc.

LENSES AND FILTERS FOR ALL SIZE TELEVISION SCREENS
320 EAST 39th STREET, NEW YORK 16, N. Y. MUrray Hill 3-1126

MERIT

news

TELEVISION REPLACEMENTS

NOW—MERIT makes available a complete line of TV Replacement Transformers—designed for ALL television sets with special impregnation for quiet operation, longer life.

Distributors are invited to write for information on all MERIT units. Ask for Dec. 15th supplement to MERIT Catalog.

POWER TRANSFORMER

Type No.	List Price	H. V. Secondary Volts A.C.	D.C. M.A. Volts	Rectifier Amps.
P-3059	\$20.50	360-360	250	5 2 5 3

Fil. Volts	Wdg. Amps.	Mtg. Centers	Dimensions			Mtg. Type
			H	W	D	
6.3	.6	3x3 3/4	3 3/4	4 1/2	5 5/8	C
8.3	.8					

VERTICAL OUTPUT TRANSFORMER

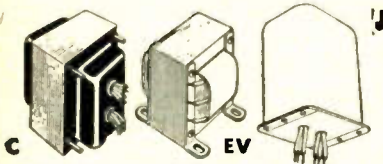
Type No.	List Price	Turns Ratio Primary to Secondary	Mtg. Centers
A-3035	\$5.25	10:1	1 1/2 x 2

Dimensions			Mtg. Type
H	W	D	
3 1/4	2 3/4	2 1/2	EV

HORIZONTAL BLOCKING OSCILLATOR TRANSFORMER

Type No.	List Price	Turns Ratio Primary to Secondary	Mtg. Centers
A-4002	\$3.00	2:1	1 1/2

Dimensions			Mtg. Type
H	W	D	
1 1/4	2 3/4	1 1/2	J



NOW READY—Merit's new catalog No. 4911 incorporating all TV Replacements in the regular line. Be sure to get your copy.

All catalog items in stock.

PRODUCTS OF MERIT



COIL & TRANSFORMER CORP.

4419 NORTH CLARK ST., CHICAGO 40, ILL.

16AP4 Kinescope

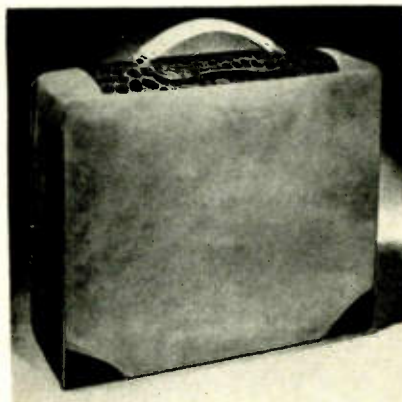
(Continued from page 81)

the neck. A metal strip bent over the rim or lip on the front of the tube substituted for the former high voltage contact completed the conversion.

In manufactured sets which are adaptations of 10-inch chassis', the principal changes are as follows: Two 8016's are used in a voltage-doubler arrangement to obtain 12,000 volts. A new horizontal output transformer provides two sets of filament and plate leads for these tubes, and a new focus coil and ion trap have been provided for use at the higher voltage. The high-voltage circuit of the RCA 8T-270 receiver is shown to illustrate these changes.

In comparing the picture on this tube with that obtained on smaller tubes such as the 10BP4, it should be kept in mind that the number of scanning lines is the same, and therefore there are fewer lines per inch of height (about 33% fewer). In order that the eye be not able to discern these lines (and therefore that the picture be most pleasing), it will be necessary to view them from a greater distance. If, for instance, the 10-inch tube were viewed from 3 to 4 feet away, it would be advisable to view the 16-inch tube at from 5 to 6 1/2 feet away. This factor is purely physical, and has nothing to do with spot definition or high frequency video response, which can be just as good on the 16-inch tube as on the 10.

From AMERICA'S FOREMOST MANUFACTURER of RADIO CARRYING CASES



Carrying Case for EMERSON Model 568

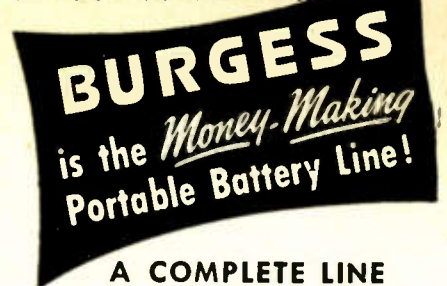
Cases also available for Emerson Models 558, 559 and 584

Inquiries Invited!

CARRIER CASE CO.

1 West 34th St. New York 1, N. Y.

In 1949 as Before...



A COMPLETE LINE

★ ... of quality batteries. All sizes and voltages for all portable radios ... simplifies ordering and stock!

★ SUPERIOR QUALITY

... made even better by new engineering principles that increase the service life of dated, fresh Burgess Batteries!

★ NATIONAL DEMAND

... stimulated by advertising in nationally famous magazines read by more than 70 million battery buyers every month!

★ MORE PROFITS

... through the gaining popularity of this sales-winning, complete line of better dry batteries!

Get Set for Another BIG Portable Battery Season!



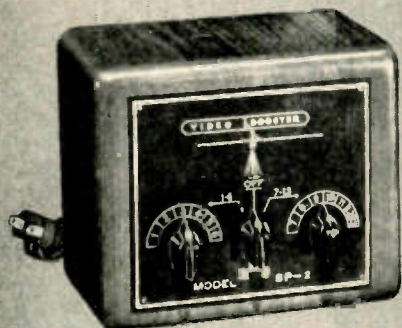
Make your store headquarters for popular Burgess radio batteries. Get new free counter and window displays—enclosures—streamers. Ask your jobber or write to Burgess.

If you're not already enjoying all the sales-winning, profit-making advantages of the Burgess battery line, write or phone your Burgess jobber; or for the name of your nearby Burgess distributor write to

BURGESS

BATTERY CO., FREEPORT, ILL.

favorite choice



RMS SP-2
**video
antenna
booster**



This is the **BOOSTER** that has become an accepted part of every **DEALER** and **SERVICE MAN'S** stock and kit. Tests have proved it the outstanding **BOOSTER** in the business

See the **RMS BOOSTER** at the **Parts Show, Stevens Hotel, Chicago, Booth 31.**

Send for "Data Sheet No. 215-B."



RADIO MERCHANDISE SALES, INC.
550 Westchester Avenue, New York 55

Main Street Magnet

(Continued from page 57)

of homeowners in specific neighborhoods, and also from newspaper advertising, night calls, drop-in traffic, satisfied user-recommendations, and radio advertising. For still more leads, Names recently built a self-service laundry in his South Denver store, where housewives bringing in the family laundry will be encouraged to look over complete appliance lines.

All leads, no matter what the source, are made up into duplicate cardfiles. Each salesman has his own telephone desk, and works entirely from the cardfile, telephoning for appointments, indexing those which require later followups, and constantly rotating the list to make sure every prospect is regularly contacted until sold. Each man has 30 days in which to sell each prospect, the time limit checked by the duplicate cardfile in the office. If, after 30 days, no sale has been produced, the prospect is "open" to any salesman on the staff. During that period, after a prospect has been assigned to a particular salesman, the latter gets the full commission on the sale, even if the prospect comes in and orders the appliance from someone else on the floor.

Sales Force

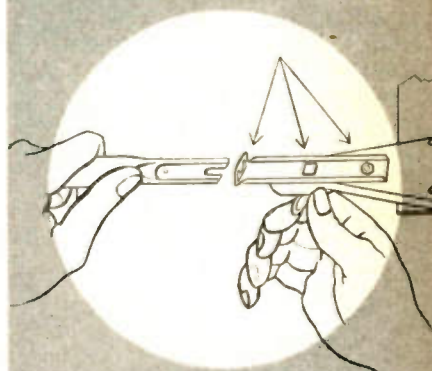
The downtown store has been operating with one full-time floor man, and two outside men, both of the latter making night calls. Two outside men at each suburban store are paid an extra 2% on appliance sales to compensate for lack of traffic and more diligent effort required to dig up and sell prospects.

Both this established crew and the new six-man outside staff are paid on a compensation plan which Names believes give both store and salesman the best possible deal, plus plenty of incentive for skillful salesmanship and long hours of intensive prospecting. "Each salesman's return per sale is on a basis commensurate with the discount on the product which we receive from the distributor," it was pointed out. "For example, on an automatic washer, we figure the markup at 40%. When the sale is made, we subtract from this 40% selling expense, a fair profit for the store which has been figured for every product, warranty cost, and other expenses. The amount left goes entirely to the salesman, and may range anywhere from 8 to 15%. Thus, the salesman is encouraged to hold overhead costs down as much as possible, watch trade-in allowances carefully, etc., because each of these costs directly affects his own return from the sale," Names said.

Names has tested this system thoroughly during the past two years, and finds it works out uniformly to best advantage of store and sales crew. However, he pointed out, that to produce maximum efficiency, the plan must be

(Continued on page 114)

it's new!



The **RMS** TV
ANTENNA LINE with the
New, Exclusive feature

SPEE-D-LOK*

assembly

Dealers and service men across the country recognize these facts about the **RMS Antenna Line**:

1. **GREATER EFFICIENCY—BETTER RESULTS**
2. **SPEEDIER INSTALLATION IN MATTER OF SECONDS**
3. **MODERATELY PRICED**



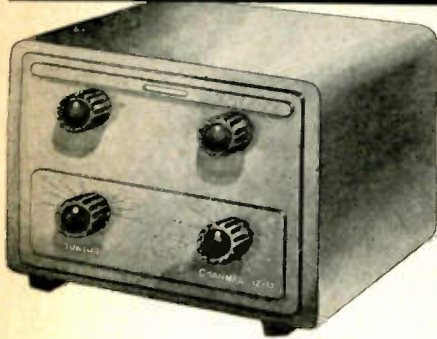
See the **RMS Antenna Line** at the **Parts Show, Stevens Hotel, Chicago, Booth 31.**

Send for the **NEW Spring 1949 Catalog #215.**



RADIO MERCHANDISE SALES, INC.
550 Westchester Avenue, New York 55

NATIONAL TELEVISION BOOSTER

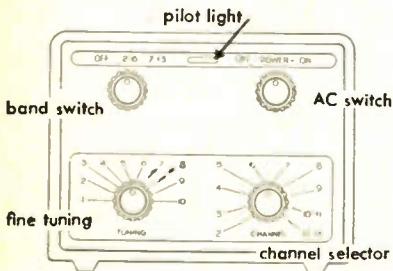


CLEAR BRIGHT PICTURES IN FRINGE AREAS

The new National Television Booster opens up whole new areas to television entertainment . . . makes excellent reception possible far beyond the normal receiving range. Also ideal for use in apartments or other locations where outdoor antennas are either not permitted or not practical. Greatly reduces noise in addition to increasing signal strength.

- A real working RF stage, using separate high-gain 6AK5 tubes for high and low bands.
- Covers all 12 channels.
- Easy to install and operate.
- Fine tuning control assures best possible definition.
- 300 ohm balanced or 72 ohm unbalanced inputs match any antenna.
- Electrostatic shielding.
- Self-contained power supply, 115 volts A.C., 60 cycles, 10 watts.

\$39.95 (Suggested Retail Price)



NATIONAL
EST. 1914
NATIONAL COMPANY, Inc.
MALDEN, MASSACHUSETTS

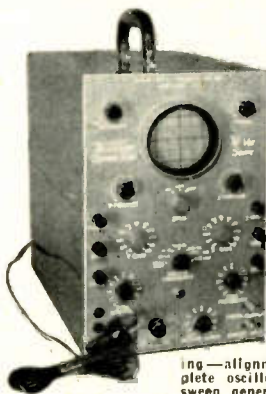
(Continued from page 113)

based on better-priced appliances, nationally-advertised favorites, all sold at Fair Trade list prices, with full return. The Names stores do no "discount-selling," on radios or on appliances, and extract a greater profit on fewer sales, rather than gunning for volume on a lower-price basis. With the sales pull of the 8 nationally-accepted lines carried, plus the beautiful store and "prospecting" system, his salesmen are among the top-earners in Colorado. Naturally, Names is attracting well educated, efficient salesmen who can be counted upon to stay with the organization.

Name and address, with all particulars, of each purchase is filed in a permanent record system, which shows all warranty service, callbacks, etc., for future reference. Once a Names customer is sold, the store keeps in contact with him, through service, offering a refrigerator checkup once a year at a flat price, and "never letting them forget us." The long list of these sold customers will provide the basis for replacement sales when the current appliances wear out, Names believes.

With a three-man service crew, Names stores can and will accept trad-ins, which are reconditioned and resold from the downtown store sales floor. A few bargains in used appliances have a definite place among the new appliance displays, the Denver dealer believes, inasmuch as these are strong traffic builders.

FOR TELEVISION TESTING AND SERVICING



TEE VEE SCOPE
Model TV-90

Net Price
\$127.50

Combines two essential instruments needed in TV testing—alignment—service. A complete oscilloscope and a complete sweep generator that can be used independently. Oscilloscope also has its own variable linear sweep. Sinusoidal sweep with phasing control for use with internal RF sweep generator when testing band pass characteristics. Synchronization provision for either internal positive, external or line frequency. External jack provided for trace blanking. Requires 10 volts of negative pulse to blank a normal intensity level trace. Independent sweep generator has a center frequency range of 1.5 to 45 megacycles giving a choice of any IF frequency desired. The band width can be varied continuously from 0.5 KC to 7 MC. Attenuation of RF is continuously variable from 0 to 500 millivolts and the output is applied through low loss coaxial cable. Traveling detector probe is included for observing signal at any point of the RF circuit under test. 105-130 v. 50-60 cy. Wt. 25 lbs. Size 14 x 8 x 12 1/2 inches. Finished in hammertone grey. Supplied with tubes, probe, coaxial output cable and operating instructions ready to operate.

Buy it from your jobber.

WRITE FOR CATALOGUE 6M

RADIO CITY PRODUCTS CO., INC.

152 West 25th St. New York 1, N. Y.



30-40-50-60 to 100 feet?

Easy-Up

TOWER PUTS IT THERE QUICKLY

Height is no problem for the dealer who uses EASY-UP Tower for his TV installations. Using either the basic 30-foot model, or with handy 10-foot extensions, you can easily achieve that antenna height needed in your area for strong, clear reception.

Bolt the prefabricated sections together on the spot—easily done in 15 minutes. Then just tip the tower up. Its sturdy, all-welded steel construction scorns the elements. Its light weight (only 65 lbs. plus 20 lbs. for each extension) makes it easy to handle, gentle on the roof, cheap to ship.

For residential or commercial use . . . for peaked roofs or flat . . . for virtually any type of antenna . . . for low-cost, trouble-free installation . . . use EASY-UP TV Antenna Tower.

Illustrated: Model 200 with one extension. Extra-heavy duty square type also available.

Write for full details

Easy-Up Tower Co.

3800 Kinzie Ave.
Racine, Wis.

Everybody agrees
ATR VIBRATORS
 are **TOPS!**

ATR



AUTO RADIO VIBRATORS
 have Ceramic Stack Spacers

Visit ATR booth
 82 Radio Parts
 Show, May 16 to
 20 - Chicago



A COMPLETE LINE OF VIBRATORS...

Designed for Use in Standard Vibrator-Operated Auto Radio Receivers. Built with Precision Construction, featuring Ceramic Stack Spacers for Longer Lasting Life.

Backed by more than 17 years of experience in Vibrator Design, Development, and Manufacturing.

ATR PIONEERED IN THE VIBRATOR FIELD.

NEW VIBRATOR GUIDE
 FREE



ATR

"A" BATTERY ELIMINATORS

for DEMONSTRATING AND TESTING AUTO RADIOS

New Models . . . Designed for testing D. C. Electrical Apparatus on Regular A. C. Lines. Equipped with Full-Wave Dry Disc Type Rectifier, Assuring Noiseless, Interference-Free Operation and Extreme Long Life and Reliability.

NEW MODELS NEW DESIGNS
 NEW LITERATURE
 ATR "A" Battery Eliminator, DC-AC Inverter, Auto Radio Vibrators

See your fobber on write factory

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

RCA Victor Record Reproducing System

(Continued from page 86)

40 minutes (20 minutes on a side). Thus that system was designed to furnish uninterrupted classical music, while the new 45 RPM system is designed to supply single popular selections at the choice of the user, with a minimum of interruption in classical music provided by the design of the changer.

Linear Velocity Limited

The final details of the record as to size and speed were arrived at as follows. One of the principal factors in the frequency range and distortion content of any record is the linear velocity of the needle in the innermost groove. This is determined by the RPM and the length of that groove. The length of the groove is the circumference of a circle which can be figured by measuring the diameter of the innermost groove. The linear velocity "V" in inches per second can be found with the formula $V = (RPM/60)(\pi)(d)$, where "d" is the diameter of the innermost groove and π can be rounded off to 3.14.

By checking test records (made in accordance with formulas to limit distortion) against the response of critical listeners when the records were played over wide-range systems, a limiting linear velocity was arrived at of 11½ inches per second, below which distortion would be objectionable. It should be noted here that the aim was to produce a high fidelity record, as compared with conventional 78 RPM shellac discs. In addition to holding the linear velocity to a minimum of 11½ in./sec., it was decided to use a non-abrasive vinyl plastic disc. Such a base, with lower surface noise, permits a wider dynamic range between signal and noise, even with the reduced output volume necessitated by narrower grooves (this is partially offset by the smaller stylus tip radius, of course).

RPM vs. Record Size

Since the diameter of the innermost groove will be one of the most important factors in determining the size of the record, we can transpose the formula for linear velocity shown above to find "d" when "V" is known (in this case it has been fixed at a minimum of 11½ inches per second). Then $d = 60V/RPM \pi$.

It can be seen that the lower the RPM, the larger the diameter of the inner groove, and therefore the larger the record. As a matter of fact, taking the above minimum "V" and the maximum grooves per inch by RCA (274), the present 7-inch record would have to be increased to 8 inches if it were turned at 33 ½ RPM. Substituting 78

(Continued on page 117)

NEW IMPROVED SENSATIONAL

AN INDOOR ANTENNA WITH AMAZING RECEPTION QUALITIES



Super Wasp

ONLY \$6.95
 No. 6468

Vastly improves reception when used to supplement existing outdoor antennas.

- Made by Insuline—pioneer in television since 1927.
- Telescopic dipoles open up to 78"; closes to 32".
- Table-top model.
- Maximum signal strength.
- Jiffy installation.
- Beautifully designed golden-tone brass dipoles and Bakelite walnut base.
- Non-skid, can't-scratch cushions.
- Instantaneous tuning and orienting.
- Complete 300 ohm connecting lead and mounting lugs.
- No visible screws, bolts or nuts.

LANDLORD'S PERMISSION UNNECESSARY

Stock, feature, and display the new Super Wasp Antenna, a natural for fast, easy and profitable sales.

WRITE FOR COMPLETE CATALOG

insuline
 CORPORATION OF AMERICA
 INSULINE BUILDING: 36-02 35th AVENUE,
 LONG ISLAND CITY, N. Y.
 West Coast Branch and Warehouse:
 1335 South Flower St., Los Angeles, Calif.
 Exclusive Canadian Sales Agents:
CANADIAN MARCONI COMPANY
 Montreal, Canada

Presenting DURANITE

the SUPERIOR CAPACITOR



Immune to Moisture Penetration

Unaffected by Temperatures of **250° F.**

Several sizes — 11/32" to 21/32" dia. 1 1/8" to 2" long.

● An entirely new tubular capacitor—featuring Aerolene, the new impregnant; new processing methods; new DURANITE casing.

Such is DURANITE—the toughest tubular yet offered for use in stay-put assemblies. Therefore don't confuse DURANITES with conventional molded tubulars. DURANITES are different.

Drop, bang, scratch—no damage to the permanent, non-varying, rock-hard DURANITE casing. Unaffected by high temperatures—nothing to melt or burn. Thoroughly moistureproof. No shelf deterioration. Pigtailed won't pull out. And so on.

Visit with us at the Parts Show—Booth 86. or in Rooms 2205-6. Or write for literature . . .

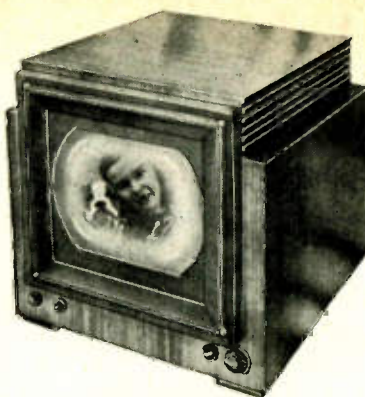


FOR RADIO-ELECTRONIC AND INDUSTRIAL APPLICATIONS

AEROVOX CORP., NEW BEDFORD, MASS., U.S.A.
Export: 13 E. 40th St., New York 16, N.Y. • Cable: 'ARLAB'
In Canada: AEROVOX CANADA LTD., Hamilton, Ont.

For the FINEST in TELEVISION FURNITURE . . .

Look to ELLAR!



- NEW! Smart cabinet for RCA 8TS30, using 15" or 16" tube.
- Exquisitely styled in walnut, mahogany, or bleached blond.
- Beautiful louvers, decorating speaker grilles on both sides, and graceful front mask-frame are made of solid mahogany or walnut.
- Exclusive ELLAR feature: mask optically designed for distortionless, all-angle viewing.
- Fits RCA 8TS30 perfectly without cutting or trimming.
- Eye-catching beauty, practical utility, and economy—these are the features which distinguish ELLAR Television furniture, the most popular among buyers everywhere. ELLAR manufactures a complete line of console and table cabinets, as well as TV tables for the entire industry.

NOW SEPARATELY AVAILABLE: ELLAR masks described above, for 10", 12", 12 1/2", 15", and 16" tubes.

JOBBER: Write today for new catalog.
DEALERS: Write for address of your nearest jobber.
SEE US IN BOOTH 31 AT THE SHOW!

WESTERN JOBBERS: Save freight. Showroom and warehousing facilities have been established at the following locations:
G. G. Willison & Co. Kay Sales Co. Ellar Woodcraft Corp.
2030 Harold St. 3760 Broadway 925 S. Grand Ave.
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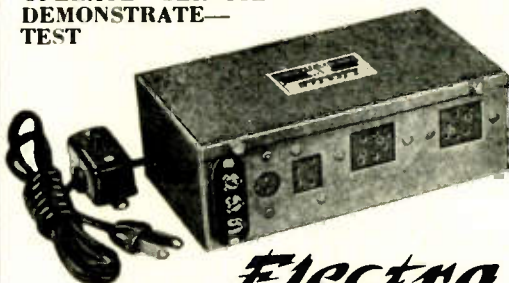


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431 West 28th St. New York 1, N. Y.

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for only a few cent per hundred hours

Use radio for unlimited time without fading. Completely eliminates fussing with batteries. Easy to install—simple to use. Fits in battery compartment of most radios. Convenient, permanent, on-and-off switch. Will operate in any position—nothing to spill, get out of order. Free of hum, completely filtered, silent in operation. Universal plugs and sockets fit any radio. Durable finished in handsome blue Hammerloid.

MODEL "S"—WITH SELENIUM RECTIFIER
Operates any 1.4 volt—4, 5 or 6 tube Battery Radio from 115 volt 60 cycle source.

MODEL "P"—COMPACT
Same as Model "S" except has tube rectifier at lower cost. Also available for 220 volt operation.

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Pioneer Manufacturer of Battery Eliminators
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DIVISION OF THE SPERRY CORPORATION
MAGNET WIRE • COILS • BALLASTS

RADIO & TELEVISION RETAILING • May, 1949

RCA Victor System

(Continued from page 115)

RPM with the same constants would result in a smaller record, but would not allow for the 1½ inch spindle, a label, and a lead-out groove. Therefore it can be seen that the conditions chosen best fulfilled the requirements.

Additional features of the changer are the use of position trip, said to be the most trouble-free and simple type of trip, and the incorporation of a raised center portion to the record. The latter keeps the playing surfaces of the records from rubbing each other. Since the tiny changer blades are in the center (in the spindle) they do not contact the playing surface of the record.

Two tiny sets of blades are contained in the spindle, the lower pair supporting the stack when a record is playing. During tripping, the lower blades recede into the spindle, permitting a record to drop, while an additional pair just above them pop out to hold the rest of the stack until the cycle is complete. When the records which have been played are removed from the turntable, the pressure of the center hole edges automatically depresses the shelves to permit passage.

The RCA changer utilizes a non-replaceable sapphire stylus. The changer will be incorporated in radio sets (as RP-168), in record player attachments (9JY) and record player-amplifier units (9EY3).

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AREA DEALERS



Tele-Steel Towers bring TV to customers in outlying areas . . . and large profits to you!

Tele-Steel Towers, 20 to 80-ft. high, improve TV pictures greatly and are reasonably priced, easily erected, and sturdily built.

Shipped in 20-ft. sections with complete assembly instructions furnished. Towers are of hot dip galvanized steel after holes are punched.

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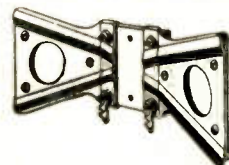
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TOWERS**

P. O. Box #21

Normandy 21, Ma.



- ★ The ONE antenna for ALL channels (no high frequency head needed)
- ★ Maximum efficiency on ALL channels
- ★ Better than 12 DB front to back ratio on all frequencies

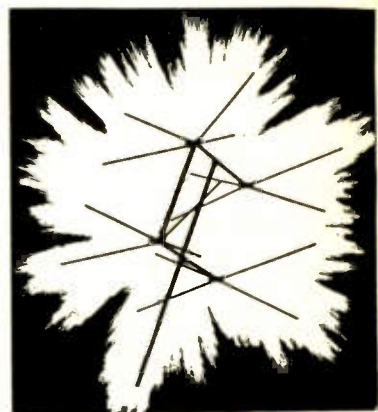


TELREX Conical Antennas provide the highest possible gain to the receiver — since the full strength of the signal (as received at

the antenna) is carried to the set with negligible loss—and with a definite reduction in the strength of ghosts or reflections.

TELREX Conical Antennas are built better. Note this center clamp which provides such a strong grip over better than 3" of each rod surface. It is both a mechanical support and electrical contact second to none. And is only one of the features which result in improved and steadier pictures — from a better antenna—a TELREX antenna.

The 4X-TV



- Hi-Gain Stacked Conical "V" Beam—Channels 2 to 13
- Broad Band—Full Audio and Video Band Pass
- Low Inception Angle, Minimum Reflections
- Maximum Signal to Noise
- Better than 12 DB Front to Back Ratio All Frequencies
- 150 Ohm Non-Varying Center Impedance
- Use 72, 150 or 300 Ohm Transmission Lines
- Universal Mounting Clamp

Telrex Conical Antennas are available in a variety of models to meet any need. © 1949 Telrex, Inc.

At your distributor or write

TELREX, INC.

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Soundmaster

An outstanding new full hour tape recorder!

with 5 tube amplifier

a beautiful leatherette case measuring 17"x16"x10" and weighing 38 lbs. (complete.)

\$149⁵⁰
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No other tape recorder in or near Soundmaster's price range can make these claims:

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- Fast rewind—3 minutes
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- Sturdy, precision built
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- Heavy dynamic balanced flywheel



"See Soundmaster . . . You'll Look No Further"

Solid built unit without case. To list at \$75.00

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ALL YOU NEED

CM-100 CHIMNEY MOUNT

\$390
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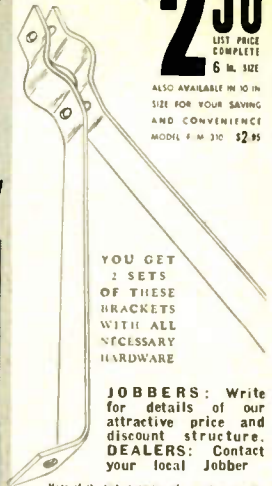


- Extremely Easy To Install (ONE MAN OPERATION)
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GUY WIRE
A complete line of standard, galvanized steel guy wire - ranging in size from 4 strands No. 20 to 6 strands No. 18. Available in 50, 100, 500 and 1,000 foot rolls.
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Heavily galvanized, perforated steel strapping - 3/4" wide. Available in 12, 25 and 100 foot rolls. **WRITE FOR PRICES.**

TO INSTALL ANY TV ANTENNA FM-306 WALL MOUNT

\$250
LIST PRICE COMPLETE 6 IN. SIZE



YOU GET 2 SETS OF THESE BRACKETS WITH ALL NECESSARY HARDWARE

JOBBERS: Write for details of our attractive price and discount structure. **DEALERS:** Contact your local Jobber

Made of the highest grade spring steel and heavily plated against the weather, the FM-306 is ideal for your "against the wall" mounting problems. The FM-306 comes complete with all hardware less the lag or expansion bolts, as these vary with the installation requirements. Simple and easy to mount, the FM-306 at its companion, the FM-310 is not only a time saver, but an economical as well.

WE'RE AT THE CONGRESS! WHERE ARE YOU? WRITE NOW RTR 5.

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* HOT QUESTIONNAIRE

If you've attended the Parts Show . . . or missed it.

- I attended the Parts Show and was greatly impressed with your TELE FILTER demonstration.
- Please send me your complete catalogue, price schedules and other HOUSE OF TELEVISION data.
- I want to show a profit with my T.V. filter business now! I'm attaching an order for TELE FILTERS.
- Thanks for the drinks.
- I missed the Parts Show and your wonderful TELE FILTER demonstration.
- Let me in on your TELE FILTER profit scheme. Send me your complete HOUSE OF TELEVISION catalogue, price schedules and other data.
- I want to get started at once! Am enclosing an order for TELE FILTERS.
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Please attach this ad to your letterhead or order blank and mail to:



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Manufacturers of the TELE FILTER, MULTIVISION SCREEN and SIGNAL KLEER accessories.
STARRETT-LEHIGH BUILDING
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Ghosts CAN be eliminated!

Use a **HI-GAIN UNI-DIRECTIONAL ANTENNA** with a very **Narrow Beam Width**

The TRICRAFT MODEL "1000" is just such an ANTENNA!

Gives over **10 DB** Gain over a half wave length dipole in the high band and **5 1/2 DB** in the low.

- All wave
- Low standing wave ratio
- Sturdy construction
- Light weight
- Complete, ready to install
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A SPECIAL KIT AVAILABLE TO CONVERT MODEL "300" INTO MODEL "1000"

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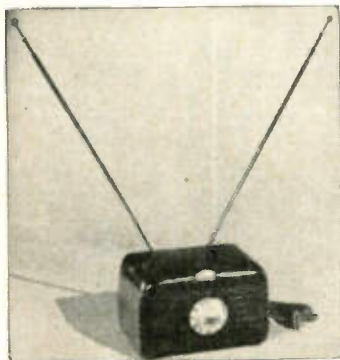


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Manufacturers of complete line of Television, FM and AM antennas and accessories

HOW TO SOLVE TV RECEPTION PROBLEMS

IN LOCAL AREAS



Jerrold In-Tenna is the only indoor TV antenna that will give you clear pictures on ALL TV stations in your area. It can easily be oriented to reduce noise and ghosts. The tuned pre-amplifier helps eliminate all kinds of interference from FM, TV and AM. It is easily and quickly installed in any home or apartment. The Jerrold In-Tenna will give your TV set the same performance that you could expect from a costly outdoor installation. List \$42.50.

See the Jerrold In-Tenna at your radio wholesaler or parts jobber, or write to us for information.

IN FRINGE AREAS



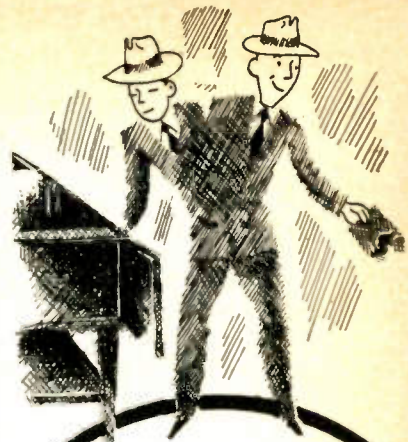
The Jerrold TV-FM Booster has a gain of 20 to 30 times over the entire 6 megacycle bandwidth of all TV channels—plus the FM band. Because of its high gain, Jerrold TV-FM Booster pulls weak stations out of the "mud" to give you the clearest possible pictures. Sight and sound tune together. There is no regeneration whatsoever. All kinds of interference, as well as ghosts, are either greatly reduced or completely eliminated.

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121 N. BROAD ST. PHILA. 7, PA.

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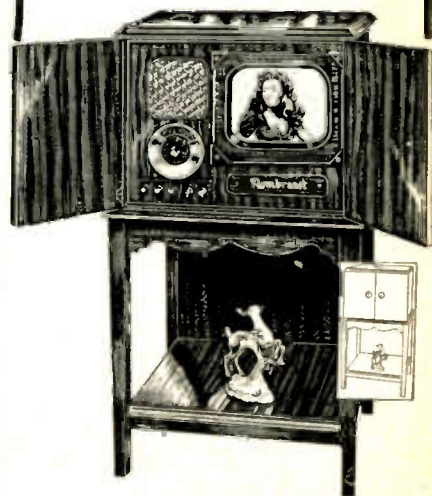
TELEVISION

MAKES **BUYERS** OUT OF **BROWSERS!**

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Order Rembrandt today and turn every browser into a buyer!

Model 1606—12" picture tube, FM Radio, mounted safety glass (easily removable for cleaning,) Remington Automatic Picture Stabilizer, Advanced Automatic Gain Control for sound and video. Available in Mahogany and Walnut. \$495. Also Maple, Blond Mahogany, Knotty Pine or Chinese Hand-Painted Finishes slightly higher. Also available in Model 1606-15 (similar) with 15" tube.



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Radio Corporation

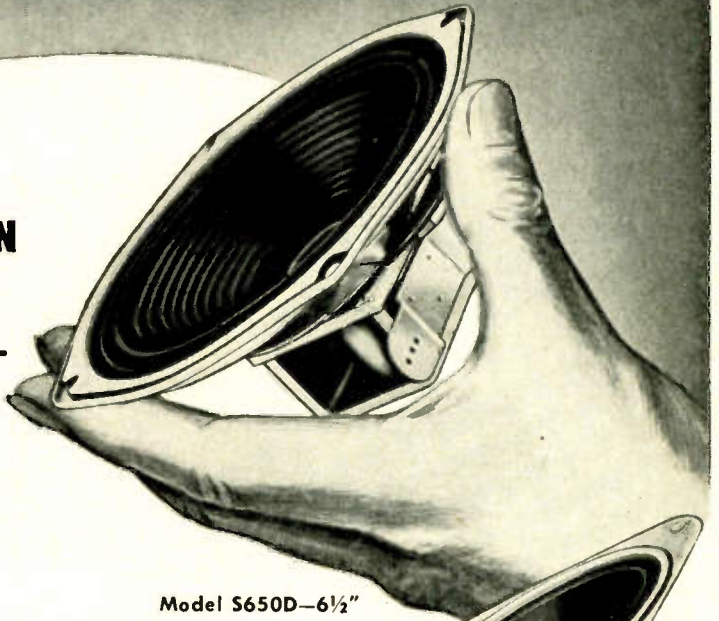
White Plains, New York

PERFORMANCE-ENGINEERED AT ELECTRONICS PARK

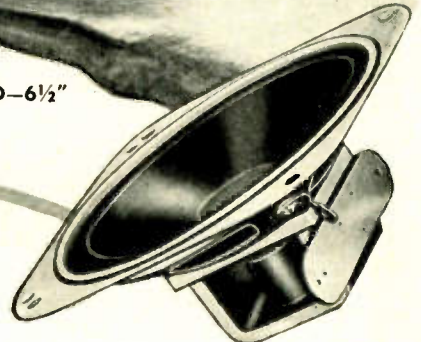


SMALL-SIZE SPEAKERS

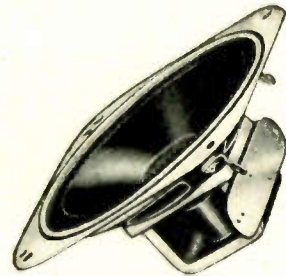
**That Talk in Terms of
GREATER SERVICE SATISFACTION
To 65% of Your Trade!
Because they deliver more—
**POWER
SENSITIVITY
FIDELITY****



Model S650D—6½"



Model S525D—5¼"



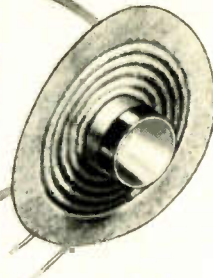
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A RECENT SURVEY shows that 65% of all speaker service requirements are on sets using 4 to 6 inch speakers! Remember—even the smallest General Electric speaker is rated at 4 watts... General Electric speakers, with sturdy all-weld construction, give you higher sensitivity because each G-E Alnico 5 magnet is fixed so firmly in the yoke that hundreds of pounds of pressure cannot budge it!

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**Yes—Even the Smallest G-E Speaker
Uses the Aluminum Foil Base Voice Coil**
—not subject to warping resulting from high humidity. Provides much higher wattage handling capacity.



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