

RADIO & TELEVISION RETAILING

JUNE 1948

CALDWELL CLEMENTS, INC.



CHICAGO
JUNE 14-17
Focal Point of
America's
Key Retailers
See page 40



EQUALLY MATCHED

Split the reed assembly of a Mallory vibrator down the middle and the two halves will match each other so accurately that no scale made will register a significant difference.

This precise distribution of weight is a major factor in assuring accurate output, reliable operation and long life.

Mallory Vibrators Make

the Best Replacements

Such careful manufacturing makes Mallory vibrators free of bounce and chatter and dependable in starting. More of them are used in original equipment than all other makes combined. That's convincing proof

they are the best replacement vibrators for you to stock.

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



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

Mallory "2448" Vibrator Deal

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



You pay only the service man's net price of \$24.48 for the six vibrators and twelve buffer capacitors. There is no charge for the attractive, convenient cabinet. Your Mallory distributor has them in stock for immediate delivery.

MORE MALLORY VIBRATORS ARE IN USE THAN ALL OTHER MAKES COMBINED

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

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

*Reg. U.S. Pat. Off.

APPROVED PRECISION PRODUCTS

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

RADIO & TELEVISION RETAILING

Including Radio and Television Today

IN THIS ISSUE

JUNE, 1948

ORESTES H. CALDWELL

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CALDWELL-CLEMENTS, Inc.
Publishers also of TELE-TECH and ELECTRONIC INDUSTRIES & INSTRUMENTATION

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COVER — Air view of Chicago. Arrow points out the Palmer House, where Music Show is held. (Photograph by Fairchild Aerial Surveys, Inc.)

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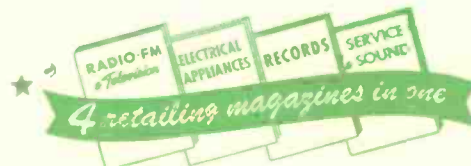
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Member of
**AUDIT BUREAU
OF CIRCULATIONS**

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



Models
240P
 Battery Operated
241P
 Battery—AC/DC

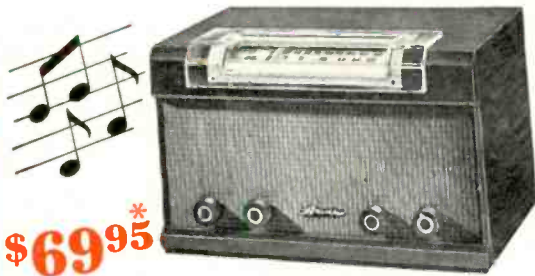
Model
250P
 Battery—AC/DC

Make hay with Arvin portables

SMART! COLORFUL! DEPENDABLE! POPULAR-PRICED!

**Better-than-average
 mark-up for dealers**

MORE FM STATIONS EVERY WEEK!
 Meet the demand with
Arvin AM/FM Receiver



\$69⁹⁵*

Beautiful mahogany-and-lucite cabinet. Eight tubes plus selenium rectifier. All the static-free tone fidelity of finest FM reception, plus splendid performance on AM as well. FM is growing in popularity every day. Network shows are now presented over many FM stations. Cash in on the growing demand with this great ARVIN!

\$19⁹⁵*

Arvin Model 240P: Battery Operated A rich, ruby-red plastic cabinet in trim, convenient size and style, with the full tone and good range everybody wants. It's Arvin engineered for dependable service. With four tubes and Alnico speaker, it's a real buy at the price.

\$29⁹⁵*

Arvin Model 241P: Battery and AC/DC, Choice of three colors—ruby red, saddle-brown, or ivory plastic cabinets in the season's smartest styling! Special Arvin circuit powered by four tubes plus rectifier give amazing reception and tone. Underwriters' listed. Priced for fast sales and good profits!

\$39⁹⁵*

Arvin Model 250P: Battery and AC/DC Emerald-green wrap-around of shatter-proof plastic with metal top, bottom, and grille make this an ideal portable radio for farm, summer home, or vacation trips. Arvin's own distance-getting circuit is powered by five tubes plus selenium rectifier, with 5-inch Alnico speaker for true tone reproduction. Compare this with portables up to \$20 more, and you'll see why we say it's the best buy in portables! Underwriters' listed.

**Slightly higher in Zone 2. All portables priced less batteries.*

NOBLITT-SPARKS INDUSTRIES, INC. • COLUMBUS, INDIANA

Now A Revolutionary

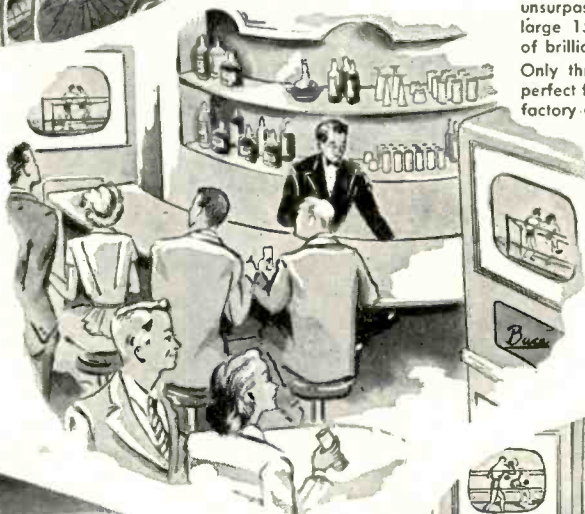
**BACE MULTIPLE TELEVISION
VIEWER CAN BE PLACED
WHEREVER YOU WANT
AND OPERATED
BY REMOTE-CONTROL**



● **BETTER THAN
MEDICINE FOR
CONVALESCENTS . . .**

Modern hospitals are now using this newest way of keeping convalescing patients cheerful. Patients look forward to television programs with such intense interest that they endeavor to stay well, or get better just to be permitted to see the show.

With this new Multi-unit by BACE it is possible to bring the television to many more patients in several rooms. Only one controlling unit is needed and you add as many picture units as necessary.



● **NOW**, everyone at the bar has a "frant row seat." Even very long or circular bars can give their patrons a frant row view of television shows. Na more twisting or craning — but relaxing enjoyment for everyone.

Place several viewers at the best points of observation and watch your business grow.

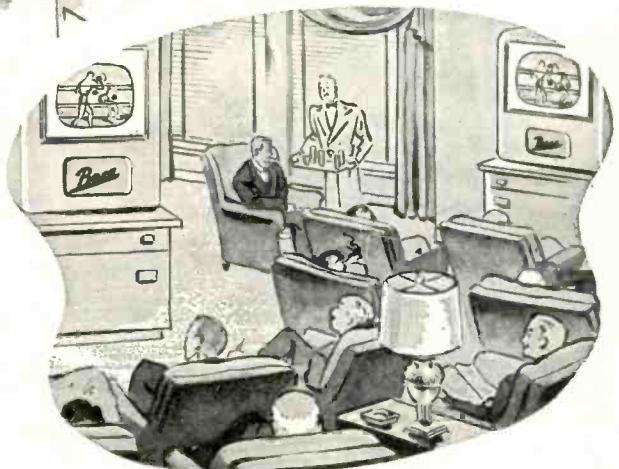


● **TELEVISION IS
1st IN AMUSEMENT
FOR CLUBS . . .**

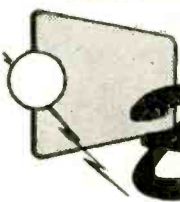
Club members, everywhere, are among the most enthusiastic television audiences.

Your club is most important to you only when you feel that it is the best, the most complete in relaxation, entertainment and good fellowship.

Accent everything good about your club by installing this practical Boce receiver with several viewing units.



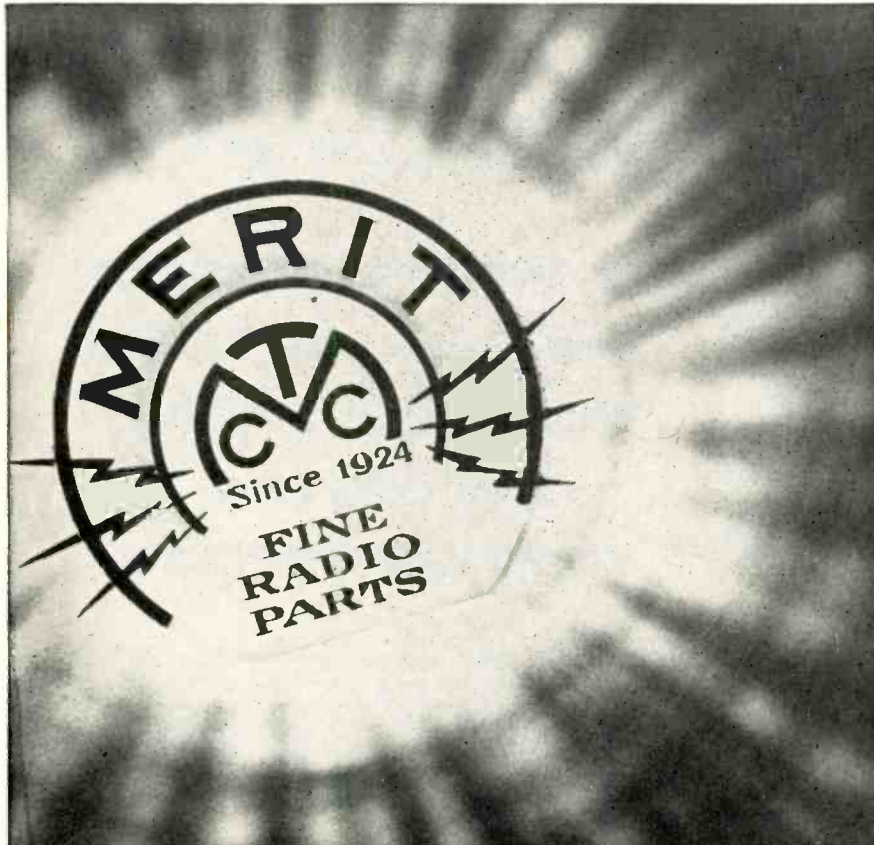
● **BACE MULTI-UNIT FEATURES:** 13 Channel stabilized selector . . . magnetic sweep deflector . . . magnetic focus . . . three stage synch. separator and clipper circuits . . . two stages of video amplification and a four megacycle band width on video. Equipped with 33 tubes and 5 rectifiers, the BACE set produces perfect pictures on large brilliant screens for the ultimate in television.



BACE SETS THE PACE
Bace TELEVISION CORPORATION
GREEN & LEUNING STS. • SOUTH HACKENSACK, NEW JERSEY • HA 3-4881

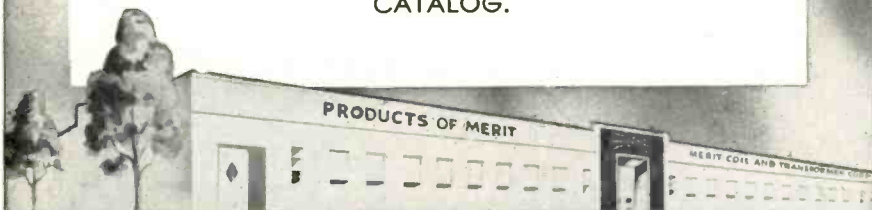


Only 3 dials . . . imagine that! Any number of viewing units, perfectly synchronized with the control unit. The simplest set to operate and maintain. Designed by the foremost engineers in television.



Merit
**EXPANDS
 ITS
 CATALOG**

MERIT EXPANDS ITS CATALOG — SHOWING MANY NEW TRANSFORMERS NOW AVAILABLE FOR AMATEUR AND INDUSTRIAL USE. YOUR LOCAL DISTRIBUTOR HAS THEM IN STOCK. ASK TO SEE THESE OUTSTANDING NEW MODELS AND GET YOUR COPY OF THE NEW MERIT CATALOG.



MERIT COIL & TRANSFORMER CORP.

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

**The Good Dealer Guards
 Maker's GOOD-WILL!**

MORE AND MORE MANUFACTURERS AND WHOLESALERS

are realizing the greater value to them of the dealer who maintains his own service department (as do approximately 80 per cent of the merchants who subscribe to this magazine). In addition to standing guard over the good-will of the brand name, the merchant who renders efficient service is more profitable to the manufacturer since he is able to make satisfactory under-guarantee repairs without the delay and expense incurred when such products are sent to the factory.

TO CITE AN EXAMPLE:

One non-servicing merchant sent six automatic hand-irons to a manufacturer's service department for under-guarantee service when all that each of them required was the re-fastening of service cord wires to contact posts on the irons. In the meantime, customers were kept waiting, doubtless resolving never to buy the make again. A simple test, requiring less than a minute would have revealed the trouble to an experienced retailer—a few minutes more, and the customer would have had the iron back—and be quite happy about the whole affair.

**BRAND-ANTAGONISM IS
 BROUGHT ABOUT**

in the radio business, too, it goes without saying, when the seller is unable to diagnose and repair receiver troubles without the need for sending them to the jobber or the manufacturer. Customers have no confidence in the dealer who makes it known that he cannot do the repair work himself.

**WITH ALL OF THE
 NEW THINGS**

such as television, FM, recorders and changers in the radio field the typical RADIO & TELEVISION RETAILING reader is the industry's boy—and no mistake about that. He has the know-how, the servicing equipment and the staff necessary to back up the manufacturer's product performance claims.

**AND, SO FAR AS
 MERCHANDISING**

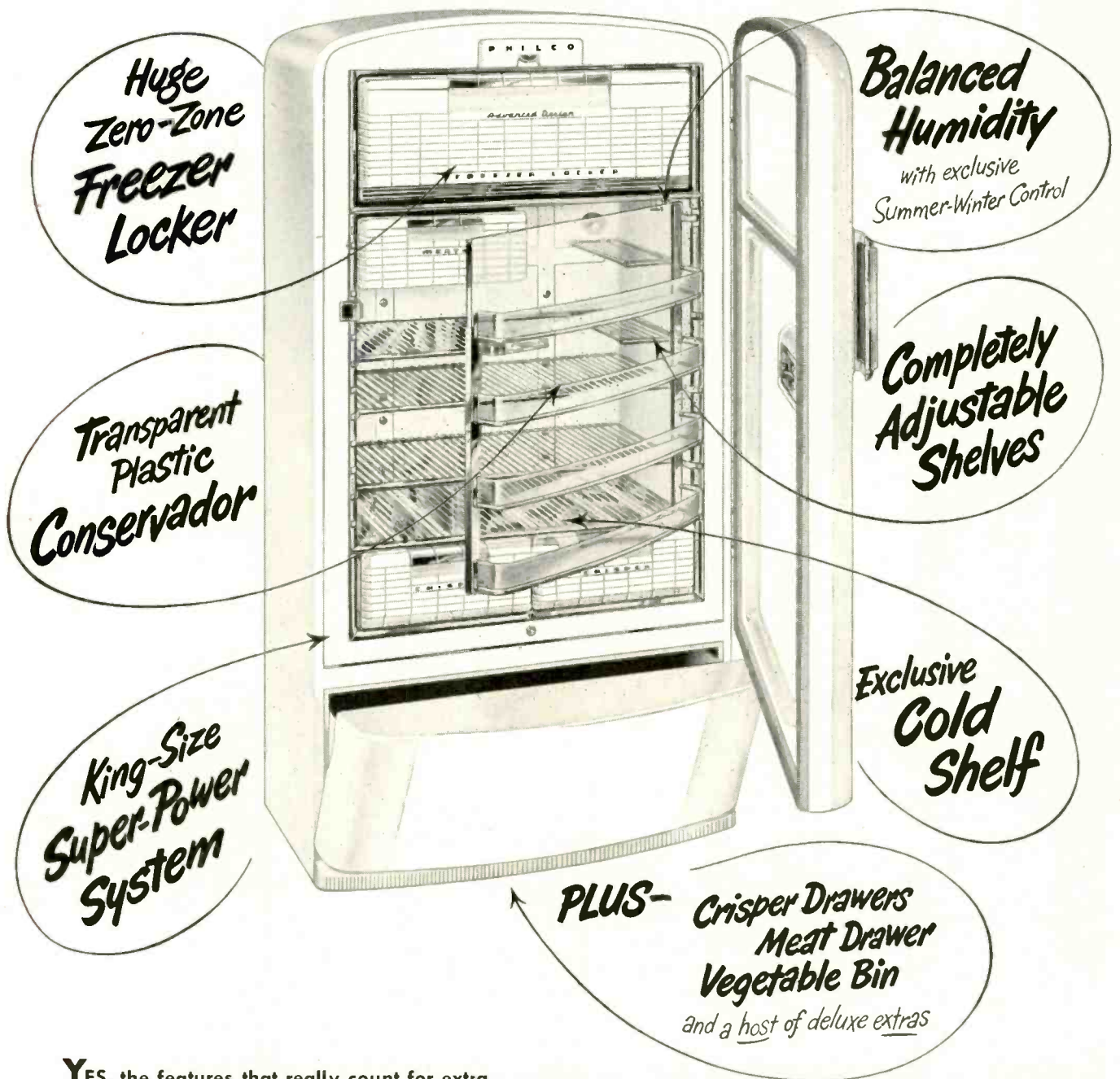
the products is concerned, that "Four-Way" readers of this magazine—who sell radio, records and appliances, and render service—they are doing a real sales job.

**WHICH IS MADE EASIER
 FOR THEM**

by a growing awareness on the part of the consumer to the fact that it's safer and better to always buy products from an expert—the man who can and will take care of them after the sale has been made.

THE PUBLISHERS

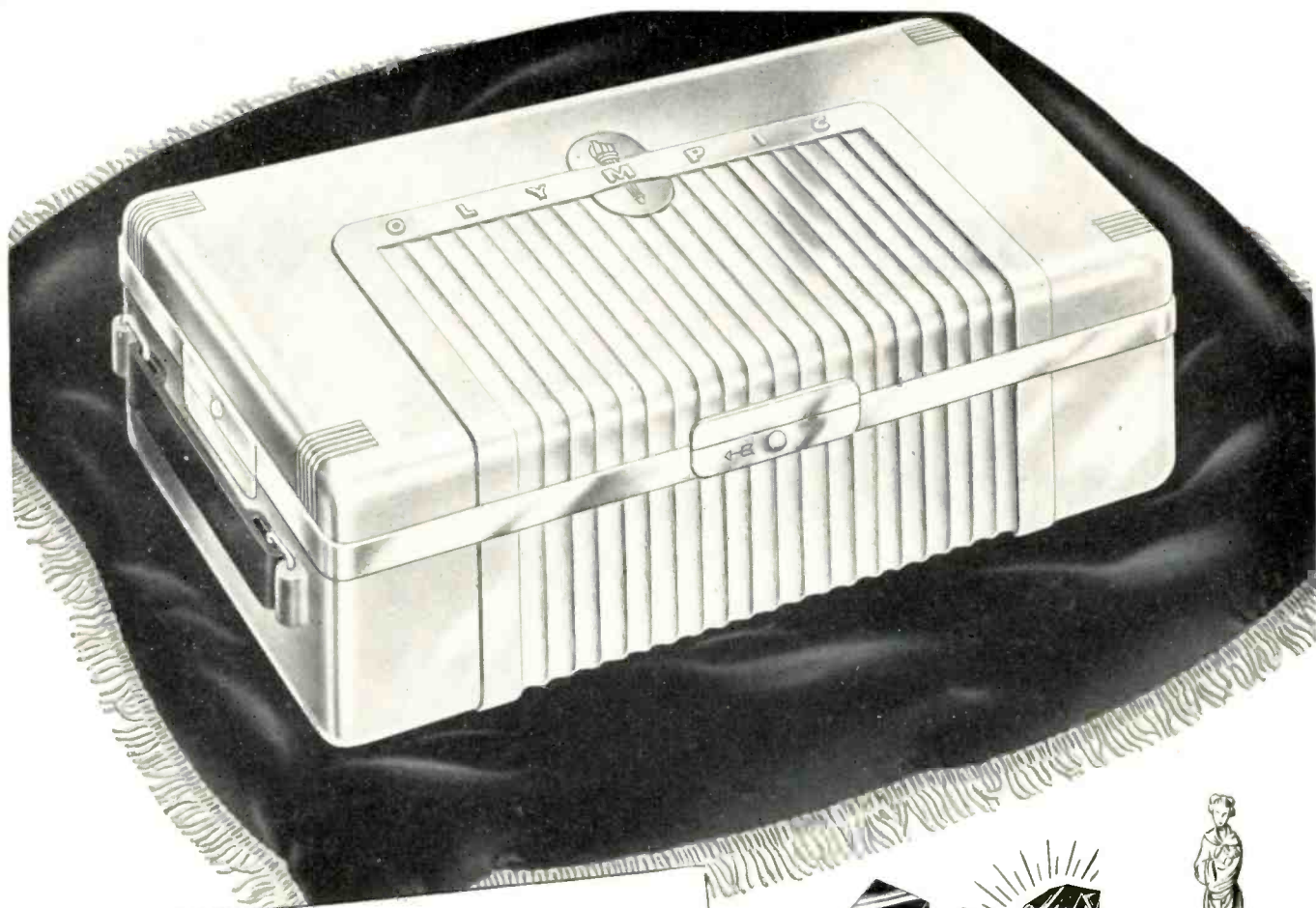
Again! THE REFRIGERATOR WITH ALL THE FEATURES!



YES, the features that really count for extra value and sales appeal are yours in the new Philco... and only Philco has them all. 9 brand new models from \$194.50* up... ranging from oversize 7.7 to huge 11.2 cu. ft. capacity... the industry's greatest refrigerator values in every price bracket!

*In Zone 1

PHILCO
Famous for Quality the World Over



Olympic Gems

THE JEWEL OF PERSONAL RADIOS

Here's a beautiful new design in "personals", exclusive with Olympic. Olympic Gems are the most exquisite, the most compact, the lightest "personals" obtainable. Yet all this was accomplished without loss of that fine clear tone all Olympic radios are known for. Flip the lid open and the Olympic Gem plays anywhere on its self-contained antenna. Close the lid and the set automatically shuts off, preventing battery drain while not in use. And all these advantages are topped off with a price that eliminates sales resistance. Yes, here are matchless masterpieces of design, style, watch-like craftsmanship, and value. Gems come in rich, beautiful colors that harmonize with milady's accessories.

FIXED PRICE RETAIL \$24.95



EBONY



MAROON



IVORY

Specifications and Features

MODEL 8-451

CIRCUIT—4 tube superhet using latest hi-efficiency miniature battery tubes: 1R5 Converter, 1U4 IF Amplifier, 1U5 Detector, 1st AF and AVC, 354 Power Output

ANTENNA—Built-in Olympic "Hi-Q" loop produces increased sensitivity

SPEAKER—3 1/2" Alnico 5 PM

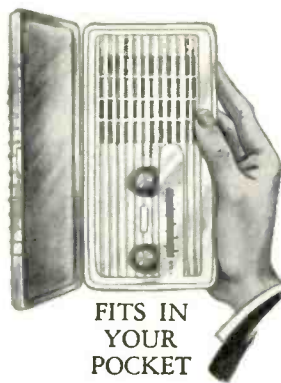
DIAL—Slide Rule

BATTERY KIT—1 #950 A Battery, 1 #467 B Battery

COILS—Iron Core IF COILS, IRON CORE Oscillator Coil

CABINET—Beautiful, lustrous POLYSTYRENE plastic. Available in IVORY, EBONY, MAROON. Automatic shut off when lid is closed. Shipping Weight: 3 1/2 lbs. in container

SIZE—8 1/16" x 2 5/8" x 4 1/16"



FITS IN
YOUR
POCKET

Olympic
RADIO & TELEVISION
INC.

34-01 THIRTY EIGHTH AVENUE
LONG ISLAND CITY I, N. Y.

DISTRIBUTORS and DEALERS —

**WRITE OR WIRE FOR
DISCOUNTS AND SAMPLES**



TILLMAN F. BABB, Wilshire Radio Shop, 6114 Mockingbird Lane, Dallas, Texas. Tillman knows his tubes, and like thousands of outstanding servicemen, he prefers Ken-Rad tubes. They're quality, through and through.



"KEN-RAD TUBES PAY OFF!"

"Ken-Rad tubes? I'll say I use them!

"Ken-Rad tubes have been doing a job for me for 13 years. And I'll say this—there's not a better tube made. They perform well and stand up.

"You can depend on them to make customers happy. Happy customers build business.

"And I'm not letting customers down. I'm selling *quality*. It pays off!

"That's why I'm for Ken-Rad tubes!"

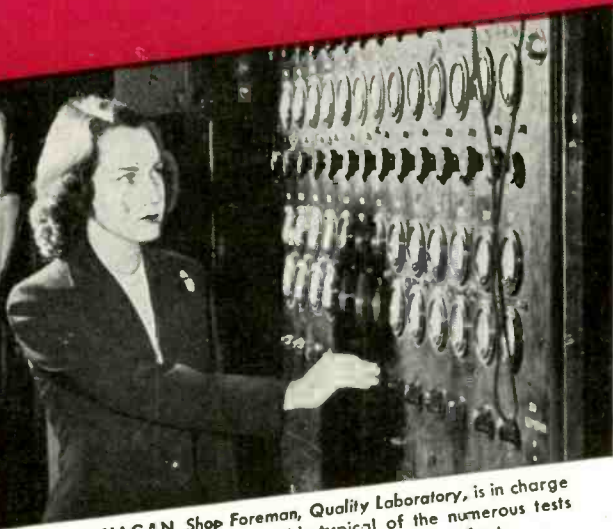
"Ken-Rad tubes are MADE TO PAY OFF"

"We make Ken-Rad tubes to stand up—satisfy users—and build business for servicemen.

"Before a Ken-Rad tube is sent to you it must pass a series of tests for noise, micropnics, static, life, short, appearance, gas, air and hum.

"That's why Ken-Rad tubes meet your most exacting demands—for quality, stamina, endurance.

"That's why they'll bring customers back satisfied."



ROBERT HAGAN, Shop Foreman, Quality Laboratory, is in charge of the strict Life Test, above. It's typical of the numerous tests that Ken-Rad tubes must pass before leaving the plant.

The Serviceman's Tube

176-6A7-6850

KEN-RAD *Radio Tubes*

PRODUCT OF GENERAL ELECTRIC COMPANY

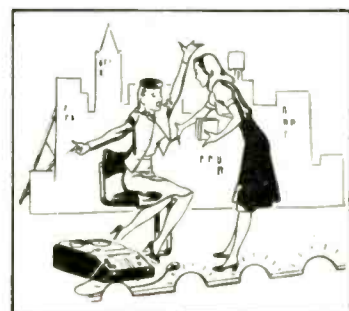
Schenectady 5, New York



Vacationers

are a Rich Market for the Webster-Chicago Electronic Memory

A few ways that these vacation-bound, money-spending prospects will use the Webster-Chicago *Electronic Memory*.



Get set to get your share!

- It's easy—
- Simply demonstrate
- Prospects will sell themselves

Write, wire or phone for the name of your nearest Webster-Chicago Distributor.

Represented in Canada, Except British Columbia, by Canadian Marconi, Montreal, Quebec.



Retail Price

\$149.50

Slightly higher
West of the Rockies



WEBSTER-CHICAGO

Electronic Memory

Wire Recorder

by the makers of Webster-Chicago Record Changers
and Magic Nylon Phonograph Needles

5610 WEST BLOOMINGDALE AVE., CHICAGO 39, ILL.

RADIO & TELEVISION RETAILING • June, 1948

Reason [#]4

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

Du Mont Television Receivers are backed by consistent, big-space advertising... advertising which is dignified, believable, free from extravagant claims. With Du Mont's fine reputation, supported by such prestige-building advertising, the dealer's selling job is made much easier.

DUMONT *First with the Finest in Television*

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

Alone and unchallenged!

So stands the Mahogany tree. Proud, erect, it reaches for the sun, humbling the lesser trees that struggle in its shade. It stands alone. For there is no such thing as a Mahogany forest—only a tree or two in an acre of jungle. Nature is sparing with her masterworks.

And Mahogany is truly the master of woods . . . warmest in color . . . richest in variety . . . easiest to work. The favorite of Chippendale, Hepplewhite, and Sheraton, it remains the favorite of all who love beauty. Among them are your customers. To them the very word Mahogany lends new dignity and charm to a piece of furniture.

It says, unmistakably, *this is the finest.*

Supplies of Mahogany are increasing . . . soon you will have no need to take something less desirable. And that is good. Because, for sheer sales appeal, Mahogany stands alone among cabinet woods. Alone and unchallenged.



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



SYMBOL OF STRENGTH . . . this mighty buttress formation is characteristic of the Mahogany tree. From here it rises straight and clean, as much as eighty feet to the lowest limb.

MAHOGANY
ASSOCIATION, INC.



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

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

*Don't Let
Vacation Money Skip Town*

SELL G-E PORTABLES



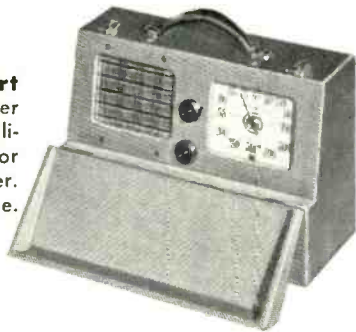
Smart looker—great performer—sell it on looks with its modern styling and rich maroon plastic cabinet. Sell it on performance with its sensitive circuit and natural color tone. AC-DC—batteries. Stock up on new G-E Model 150.

Cram fun-seekers' cash into your till!...

Now is the best time of all to display, advertise and sell G-E Portables. These portables are your best bid for the vacationist's dollar. National political conventions give you an extra sales story. Only a portable can bring in these exciting sessions wherever the customer may be.

General Electric has prepared powerful advertising promotion to help you cash in on this opportunity. For complete information call your G-E radio distributor or write today to *Receiver Division, General Electric Company, Electronics Park, Syracuse, New York.*

● **Handsome as smart luggage!** Sell it in either gray tweed or simulated alligator. Plays on AC, DC, or batteries. Plenty of power. Sharp tuning. Fine tone. Model 254TW or 254A.



● **For customers with money for the best!** Self-charging. 6 bands, standard broadcast with 5 short-wave. Push button controls. Console-type tone and performance. Military-type, cast aluminum chassis and cabinet. Model 260.



● **Teen-agers tumble for this one!** G-E smart personal portable. So light—only 5½ lbs. So compact—only 8½" high. AC, DC or batteries. Sturdy metal case. Glorious tone. Model 140.

Backed by powerful G-E advertising and promotion!



Magazines: Full pages in Life, Look, S.E.P., Country Gentleman, Progressive Farmer and Farm Journal with their 60,000,000 readers.



Radio: G-E House Party with Art Linkletter on CBS where 29,000,000 people gather every week and the Fred Waring program on NBC.



Promotion: Everything you need. Displays, ads, banners, folders, etc. to help sell G-E portable radios like hot cakes.

GENERAL ELECTRIC

175-G5

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

RADIO & TELEVISION RETAILING • June, 1948

Markets change



In 1947

A 2,500 acre plot
— sparsely populated — located
30 miles south of Chicago.



In 1948

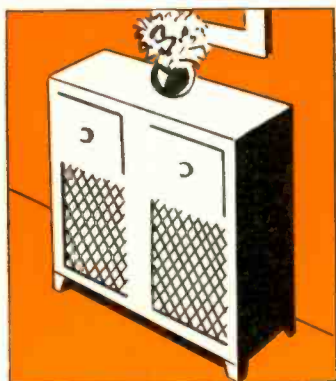
Park Forest . . . a new city of
30,000 people is rapidly being
built in one operation.

The first 250 families have already moved in,
and this number will increase steadily as the
project moves toward completion.

30,000 people—living, working, playing, spending in
Park Forest—America's first "planned city." Here's a
market, created almost overnight, of greater importance
than Reno, Nevada or Danbury, Connecticut. It has no
scattered stores, no "preferred locations." Its 30,000
customers will do all their buying at a main shopping
center—under one roof. This "planned city" is just one
example of the changes taking place constantly in major
markets across the nation. Because these markets are
changing almost daily—yesterday's sales program won't
produce today's sales.

fast

HEARST ADVERTISING SERVICE KNOWS THE CHANGING MARKET. HERE'S WHAT LEADING SALES EXECUTIVES SAY:



Important Radio Company

"Within a few months your Control will be a daily factor in our sales operation."



Leading Radio Distributor

"I have never before seen anything near as complete, as thorough and as helpful as this Sales Control. I have a most difficult time retaining copy on my desk as every member of our executive structure is constantly borrowing it."

Key Electrical Manufacturer

"These Controls are one of the most comprehensive and detailed studies of market possibilities which I can recall—it will certainly be of value to our sales managers and to anyone interested in markets or marketing research work."



Major Refrigeration Manufacturer

"These books will be of top value in our study as to whether our own sales organization handles refrigerators or whether we use distributors—they are the best things we have seen, enabling us to visualize our own potential markets."



IN 9 major markets across the country, H.A.S. men are ready to aid sales and advertising executives in the vital analysis of changing local markets. Ready with the amazingly complete Sales Operating Controls, showing retail outlets in 18 product classifications for every shopping center and shopping street. This complete and accurate close-up of major markets was compiled, mapped, charted and classified on the spot by local men who know local conditions.

In addition to the Sales Operating Controls, H.A.S. men have at their command all the resources of Hearst Newspapers' Research and Marketing Departments in 9 markets that annually turn in 22½ billion dollars in retail sales. Perhaps this marketing service can be of value to you as it has to so many sales and advertising executives in a wide range of product classifications. Call or write the Hearst Advertising Service man nearest you.

KNOW YOUR NEWSPAPER MAN TO KNOW YOUR MARKETS

Hearst Advertising Service

Herbert W. Beyea, General Manager
959 8th Avenue, New York 19, N. Y.—Offices in principal cities

Representing

New York Journal-American
Baltimore News-Post American
Pittsburgh Sun-Telegraph

San Francisco Examiner
Detroit Times
Boston Record-American Advertiser
Albany Times Union

Los Angeles Examiner
Chicago Herald-American
Seattle Post-Intelligencer

NOW . . . WESTINGHOUSE GIVES YOU THE FIRST
GENUINE CABINET DEVELOPMENT
IN 25 YEARS

THE DUO cased in **MICARTA**
... **The MIRACLE MATERIAL**

Tough enough for gears, bearings, and bushings . . . beautiful enough for fine furniture—that's Westinghouse Micarta, the miracle material that won't burn, stain, crack, warp, dent, chip, or splinter!

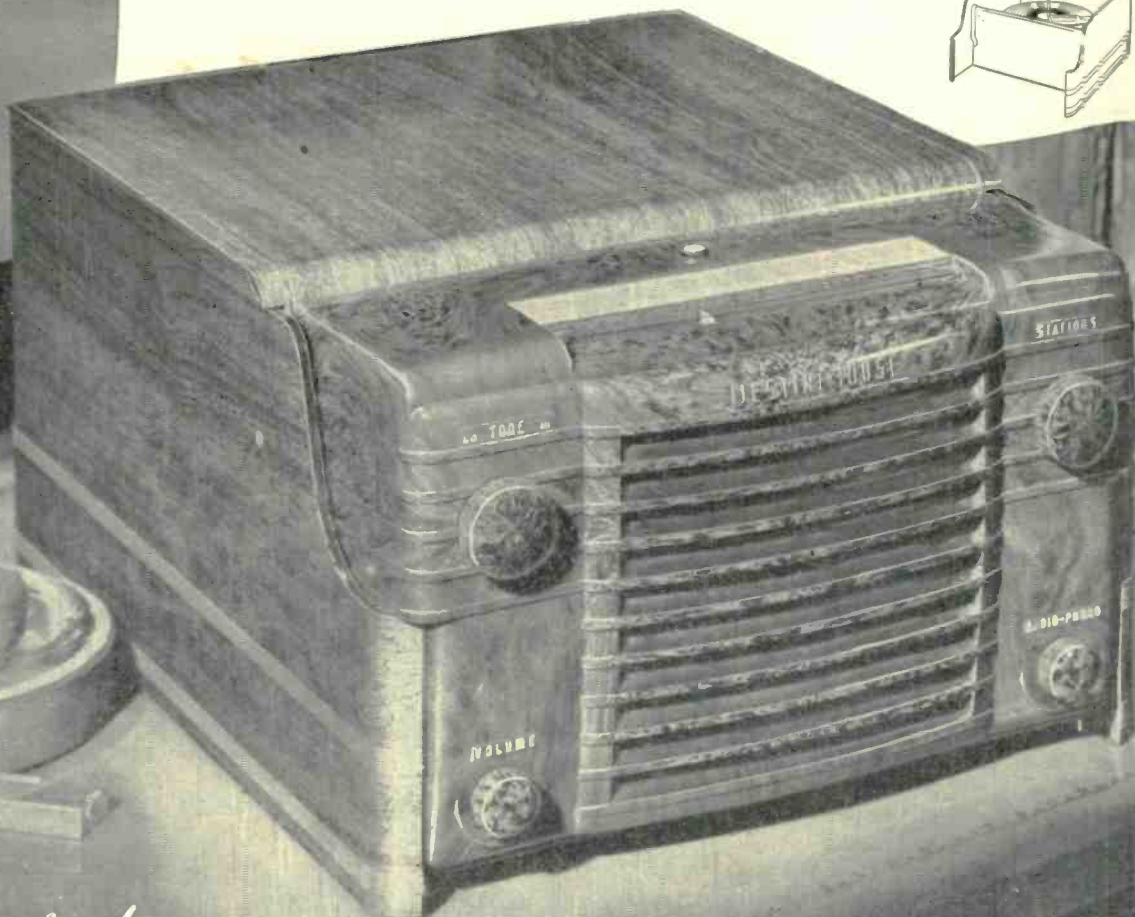
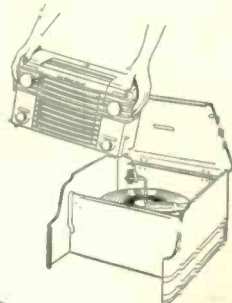
Demonstrate this indestructible cabinet to your customers! Snuff out cigarettes on it. Prove to them that alcohol won't stain

it. Let them lift out the carry-about radio. Have them listen to the full, rich tone of the radio . . . the true-to-life reproduction of the automatic record player.

Then clinch your sales with the welcome news that Micarta's ease of fabrication makes possible a significant price reduction you can pass on to them.

Stock up on the MICARTA DUO today! Watch this feature-packed combination pile up sales for you!

HOME RADIO DIVISION • WESTINGHOUSE ELECTRIC CORP • SUNBURY, PA.



Radio's first name is

Westinghouse
PLANTS IN 25 CITIES OFFICES EVERYWHERE



New "Double-Pitch" displays work hand-in-hand with Counter Merchandiser to help you sell more RCA Radio Batteries.

Another RCA First...

a Counter Merchandiser for Portable Radio Batteries

● RCA leads again . . . this time with a *radio* battery counter merchandiser that puts those fast-moving RCA portable types right out on the selling line! And it takes up only 8 x 14 inches of your valuable counter space!

Each counter merchandiser holds 18 VS-016 "B"s and 24 sealed-in-steel VS-036 "A"s . . . or a combination of other RCA portable types. And there's storage space for spares in the back.

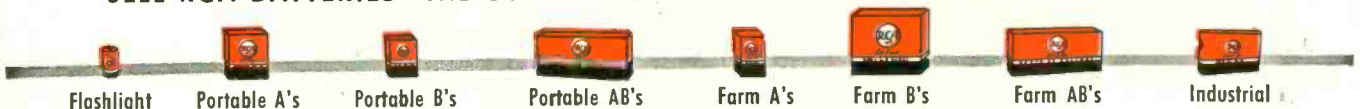
This powerful little salesman is of *all-steel* construction, dressed up in the famous red-white-and-black RCA carton colors familiar to millions of users of RCA products.

Don't miss the *extra* business this point-of-sale natural will bring. Ask your RCA Battery Distributor for Form No. 2F406 . . . and the story on the most comprehensive *sales promotion plan* in the radio battery industry today!



Another RCA first in counter merchandising . . . the Carry Kit Package of eight sealed-in-steel "A" batteries that stimulates large unit-of-sale purchases. Get *your* share of the big portable "A" business by ordering an ample supply today.

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



TUBE DEPARTMENT

RADIO CORPORATION of AMERICA

HARRISON, N. J.

Portable Perfection

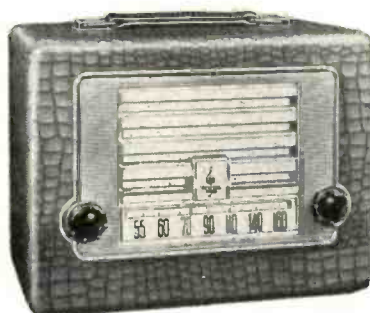
THE MOST "MERCHANDISABLE" LINE
IN THE RADIO INDUSTRY

Emerson Radio

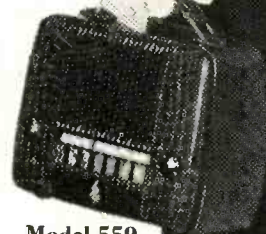
Featured in the Biggest "Celebrity" Campaign Ever
Conducted for ALL Dealers in ALL Territories



Emerson Portable Radio Model 560
Less batteries \$19⁹⁵



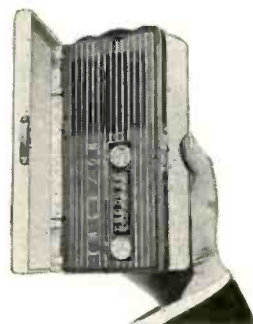
Emerson Portable Radio Model 567
Less batteries \$24⁹⁵



Model 559
"3-Way"
Less batteries
\$29⁹⁵



Emerson Portable Radio Model 553
Less batteries \$39⁹⁵



Emerson 3-Way Personal Portable
Model 569 Less batteries \$39⁹⁵
Battery operation only, less batteries \$34.95

Marsha Hunt

Star of the
Edward Small
Production
"Raw Deal"
an Eagle-Lion
Film Release

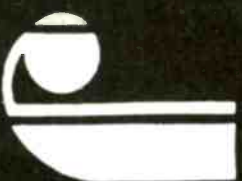
CASH IN ON THE DEMAND—GIVE THEM PROMINENT DISPLAY

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



Hyperex

guarantees that the
projectors on your
job are the best . . .
. . . 6 new designs



Emerson

6601 So. Laramie Ave., Chicago 38
Designers and Manufacturers of Fine Acoustic Equipment



24 Inch
Reflex



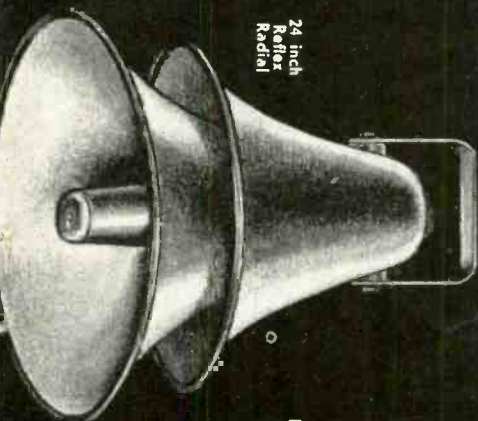
20 Inch
Reflex



15 Inch
Reflex



9 Inch
Reflex



24 Inch
Radial



10 Inch
Radial

*Taking
the Country by Storm!*

TELEVISION
at it's best!

Wherever you go, it's FADA Television, the Television of TOMORROW . . . TODAY. When you line up with FADA you're assured of volume business because FADA products are priced for quick sales and rapid turnover. Investigate FADA Television NOW!



FADA
TELEVISION

Model 799 Television Receiver
Full thirteen channel coverage. Large 54 Inch Screen. Picture detail unsurpassed in quality. Exquisite handrubbed walnut or mahogany veneer cabinets. *List \$375 plus tax*

*Two more quick-selling
FADA Super-values!*



Model 802

Model 790 AM-FM
Frequency Modulation at its best! AM-FM Standard Broadcast and Frequency Modulation AC-DC Superheterodyne Receivers. Eight tubes plus Ballast in choice of Walnut or Genuine Ivory Plastic Cabinets. GORGEOUS GEM-LOID illuminated dial. Noise-reducing "Sensive-Tone" R. F. Stage. *List \$59.95*

Model 802 Console Combination
AC Superheterodyne radio and Automatic Record Changer in an eye-filling cabinet of rich mahogany veneers. 6" x 9" Oval P. M. Speaker. *List \$109.95*



Model 790

FADA RADIO & ELECTRIC COMPANY INC.
BELLEVILLE, NEW JERSEY

DEALERS SAY: "The industry's
best dollar-for-dollar value"

because

it's a
RECORDING

RADIO-PHONOGRAPH
and it sells for only—

\$ 89⁹⁵



Recordette

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



HOME RECORDING...for every home at a price that really sells!

Test campaigns in both large and small cities have proved what we knew all along. RECORDETTE is a natural born seller because it's the best value in today's market. RECORDETTE is a home recorder. RECORDETTE is a radio. RECORDETTE is a phonograph. Your customer gets ALL THREE for only \$89.95—in an attractive carrying case that weighs less than 18 pounds.

RECORDETTTE has scores of uses—in the home, in the office, on business or pleasure trips. Complete newspaper mats and merchandising material are available—to help you TELL and SELL.

A product of the manufacturers
of the famous RECORDIO

WILCOX-GAY CORPORATION

CHARLOTTE, MICHIGAN

IN CANADA, CANADIAN MARCONI COMPANY

A Tribute to the Modern Jobber



FRANK A. D. ANDREA
President of
Andrea Radio Corp.

I HAVE ALWAYS BELIEVED implicitly in the efficiency of the progressive radio and television jobber.

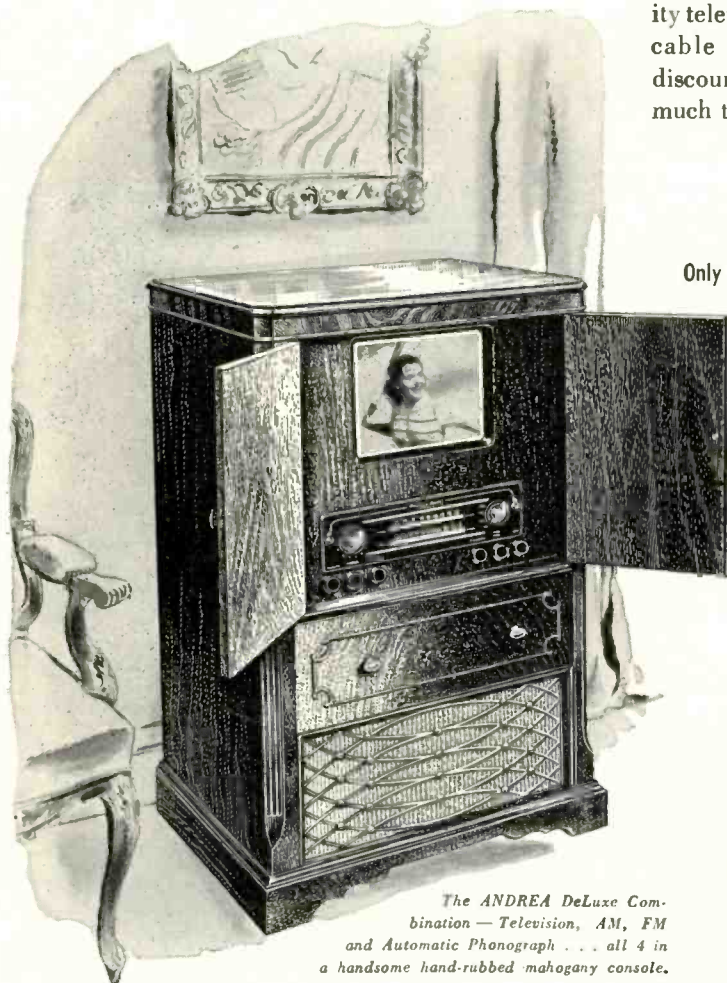
He speeds distribution and reduces selling costs. He performs an invaluable function for the consumer, the dealer and the manufacturer . . . in selling and promotion, in display and merchandising, in warehousing, service and credit

Because of this belief, I am making available the ANDREA "Sharp-Focus" TELEVISION line to well-established jobbers outside the metropolitan New York area. *If you are such a jobber . . .* and are particularly well set up to represent top quality television (featuring "BIG-Picture" and impeccable engineering) with a highly favorable discount policy, I would personally like very much to hear from you immediately.

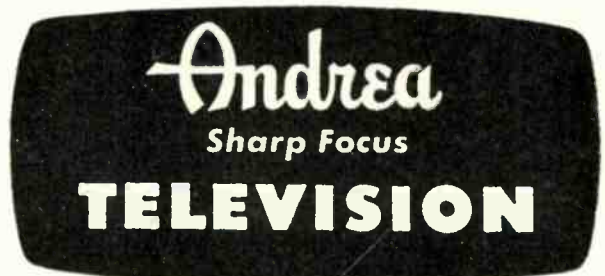
F. A. D. Andrea
President

Only ANDREA has all these exclusive features:

- 12-inch picture tube (75 sq. in. screen)
- 41% larger picture than the 10-in. tube
- . . . 217% larger than the 7-in. tube
- Complete 28-tube plus 3-rectifier tube chassis
- Picture Lock (licks interference)
- All 13 Television Channels
- Television, AM, and High-Fidelity FM
- Frank A. D. Andrea's 10 years of television pioneering . . . 27 years in radio



The ANDREA DeLuxe Combination — Television, AM, FM and Automatic Phonograph . . . all 4 in a handsome hand-rubbed mahogany console.



TRADE MARK

ANDREA RADIO CORPORATION, 27-01 Bridge Plaza North, Long Island City 1, N. Y.

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

The Zenith ZENETTE



It's Another Zenith Triumph

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

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

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

With All These Features

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

Keep An Eye On



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



All charge sales were billed
I thought! But now I know!

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

STANDARD FORM-FLOW REGISTERS and FORMS will stop the leaks that drain profits from your business

“Our business is small. That made me think I knew every detail of it. Charge sales? A cinch! I was sure we billed every one of them. But we didn’t. Our charge records, made the old way, were often mislaid or lost. I discovered it one day—discovered that these unbilled sales were eating into profits. But no more! Now our Standard Register System *insures* billing accurately to the customer, profitably to us.”

Are you *sure* you’re getting *all* the profit from your business? Not only on charge sales, but on cash sales too? And you can also lose profits through

inaccurate stock records, or inadequate tax information. It’s a matter of how you keep your business records.

Standard Registers make *all* copies of *each* record at *one* writing in *less* time. One copy locks into the Register, *automatically*. It prevents the errors and misunderstandings that make *cheap* loose slips and padded forms the *most expensive* business records in the end. Standard Systems save real money, cut real costs, eliminate real losses—and thus safeguard profit. Get the proof. Attach coupon to your business letterhead. Mail today!

CHECK ALL THESE WAYS STANDARD REGISTERS HELP YOU!

In one writing you:

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

The Standard Register Company
 Dept. 1306, Dayton 1, Ohio
 Please send me Free Standard Register Business Digest which
 tells me how I can write better records in my business . . .
 easier . . . simpler . . . faster!
 Name _____
 Company _____
 Street _____
 City _____ Zone _____ State _____

FREE

Standard Register

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

Mail Coupon for your copy of Free Digest pertaining to your type of business.

THE STANDARD REGISTER COMPANY, 1306 Campbell Street, Dayton 1, Ohio
 Pacific Coast: Sunset-McKee Standard Register Sales Co., Oakland 6, California. Canada: R. L. Crain Limited, Ottawa. Great Britain: W. H. Smith & Son, Ltd., London.

There

YOU WILL FIND

THE INCOMPARABLE

Capehart

ON EXHIBIT

PALMER HOUSE

PARLORS 15 AND 16

MUSIC MERCHANTS—all of you who plan to attend the National Association of Music Merchants 1948 Trade Show...the Farnsworth Television & Radio Corporation offers a cordial invitation to visit our exhibit, Parlors 15 and 16 at the Palmer House.

This exhibit will feature not only the new models of the world-famous Capehart Concert Grand but the new tonal triumphs in a broad new line reaching into the modest and medium price fields.

We know you will be more than interested to see what Capehart engineers and Capehart cabinet craftsmen have accomplished to bring the flawless tonal excellence, the cabinet beauty, the mechanical ease of operation (two amazing and unique types of record changers)—Capehart quality within the reach of your entire price market.

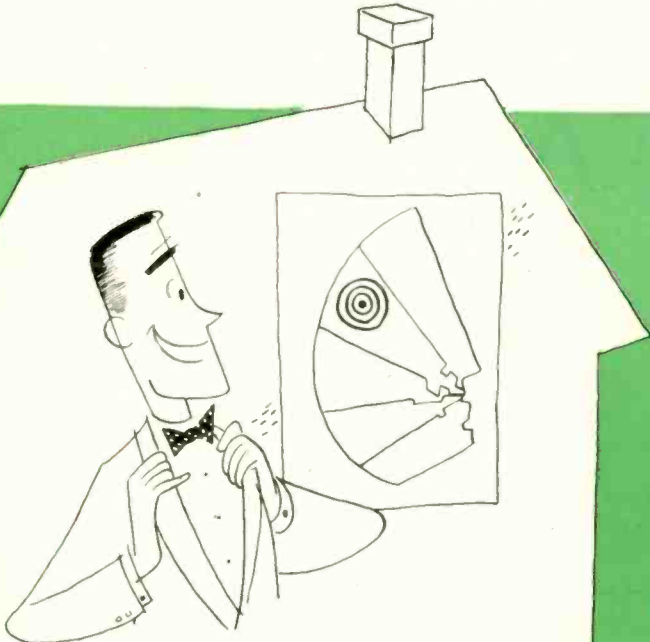


(The complete Capehart line will also be exhibited at the same time in the Blackstone Hotel, presented in connection with our Chicago Regional Dealers' Meeting.)

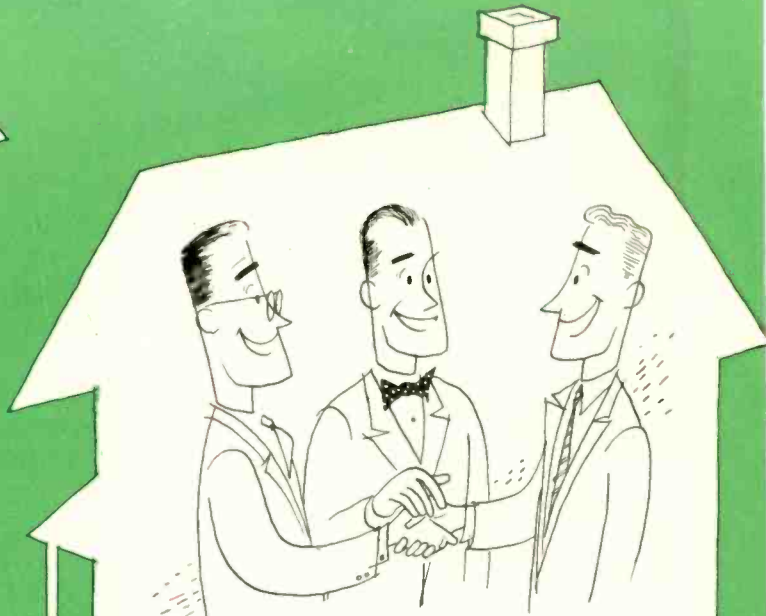
Farnsworth

TELEVISION & RADIO CORPORATION, FORT WAYNE 1, INDIANA

give your dealers a Neighborhood



Concentrate your selling where it does the most good. Each dealer gets exclusive benefit of copy in his own trading area!



Stretch your budget. You share costs with distributor and dealers. Your advertising budget goes four times farther!



Increase unit sales. Hard-hitting retail copy pays off at the cash register. You sell more of the rich Chicago market!

Campaign

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

For a highly productive campaign that ties in closely with your dealers' operations, take advantage of the Chicago Tribune's Selective Area Advertising Plan. Under the plan —

EACH DEALER GETS:

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

YOU GET:

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

HERE'S a co-operative advertising plan that gets results in Chicago. It identifies your Chicago dealers and gives each a highly localized campaign. It is productive and inexpensive. It works like this:

The Tribune divides the Chicago Metropolitan Market into five areas. On Sundays, the Tribune issues separate sections, each delivering some 200,000 circulation in each of these areas. By listing non-competing dealers in the advertisements that run in each section, each dealer gets exclusive benefit of copy in his own trading area. Even dealers with small advertising allowances can participate, because they pay as little as *one per cent of card rates*.

Dealers and distributors like this kind of co-operative advertising. It is fitted to their needs. It is a potent means of capitalizing on the purchaser's habit of buying hardline merchandise in his own neighborhood. It will help you sell more of the rich Chicago market—in itself big enough to take all or an important part of your production.

Manufacturers selling merchandise ranging from records and shoes to radios and washing machines tested the plan and have already spent \$425,000.00 using it in the Tribune. The plan is applicable in practically any newspaper market. Contact your nearest Tribune representative today for complete details.

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

CHICAGO TRIBUNE

The World's Greatest Newspaper

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

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

A. W. DREIER, CHICAGO TRIBUNE
810 Tribune Tower, Chicago 11

E. P. STRUHSACKER, CHICAGO TRIBUNE
220 E. 42nd St., New York City 17

FITZPATRICK & CHAMBERLIN
155 Montgomery St., San Francisco 4
448 South Hill St., Los Angeles 13

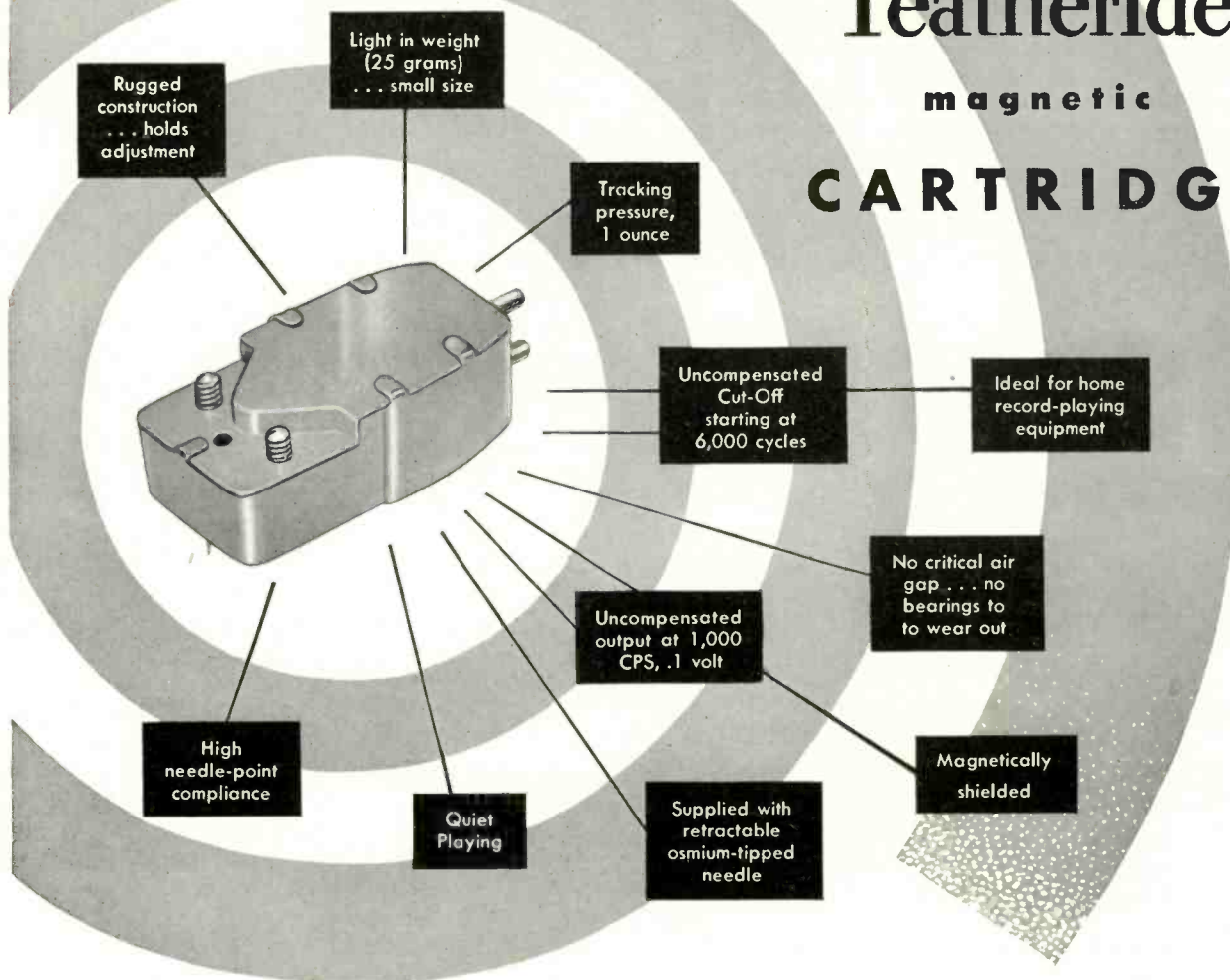
W. E. BATES, CHICAGO TRIBUNE
Penobscot Building, Detroit 26

The New WEBSTER ELECTRIC

Featheride

magnetic

CARTRIDGE



The new Webster Electric "Featheride" magnetic cartridge fits universally, from a mechanical standpoint, into practically all tone arms. Preamplifier is furnished . . . this offers an opportunity for wide use as a replacement cartridge. As shown above it has all the features for top performance . . . this is a result of sound fundamental design, careful engineering and precision manufacturing methods.

Write today to Webster Electric Co., Racine, Wisconsin for specification sheets and literature showing performance curve and all technical features.

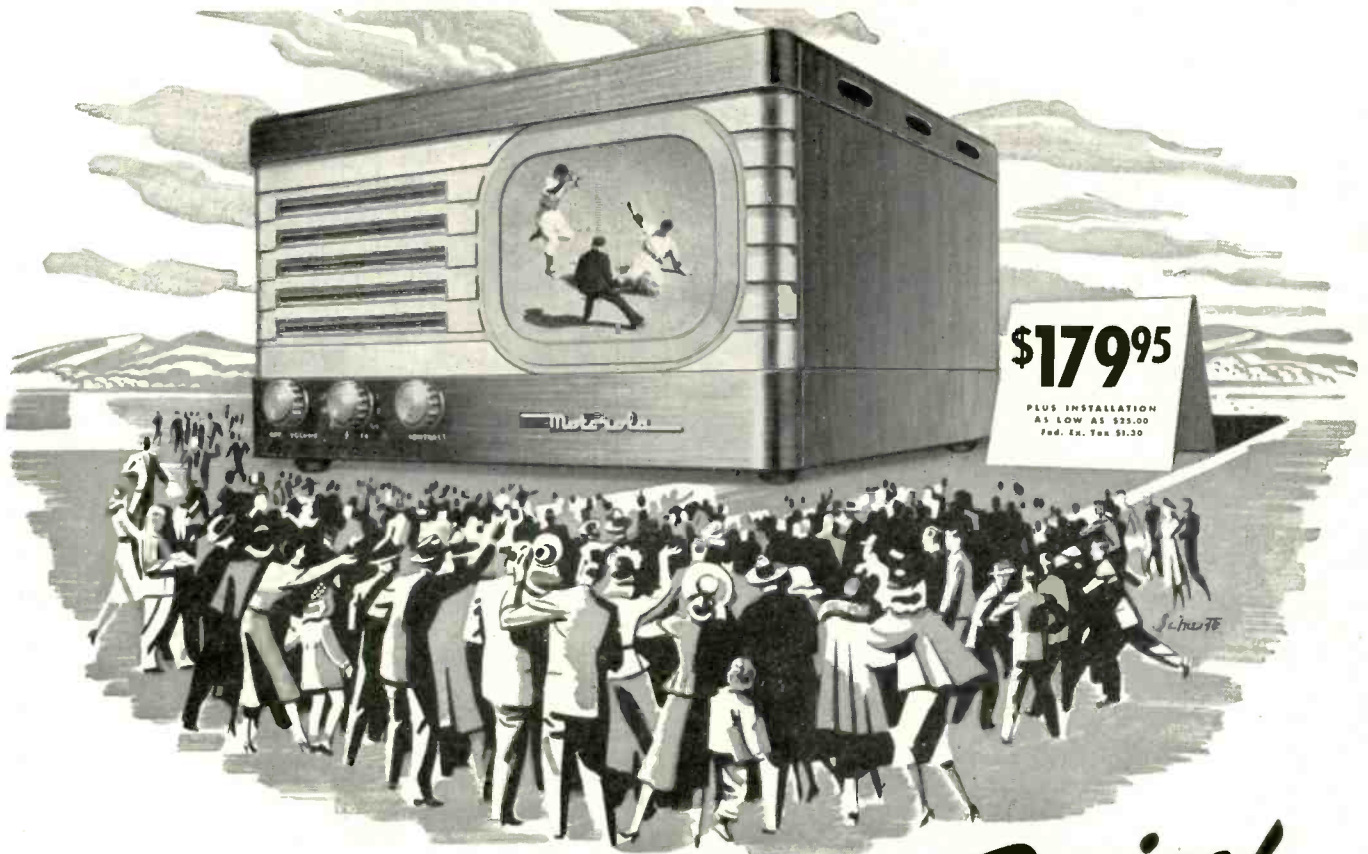
WEBSTER ELECTRIC
RACINE WISCONSIN



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"



acclaimed... *with Praise!
with Sales!*

TODAY'S
MOST WANTED
TELEVISION
RECEIVER

In every city where television receivers are sold, the Motorola Model VT71 has been enthusiastically received as the outstanding television value on the market. It is praised by dealers because of its ready saleability — acclaimed by customers for its clear, bright pictures and glorious sound — acclaimed by all because it is the first television receiver priced and produced to bring the miracle of television to all the people.

Now, and from now on, your leading name in television is Motorola. Feature it with pride — sell it with confidence.

Motorola Inc.
4545 Augusta Boulevard
Chicago 51, Illinois



NOW BEING SHIPPED

THE FIRST TV TABLE MODEL WITH...



DAYLIGHT TELEVISION

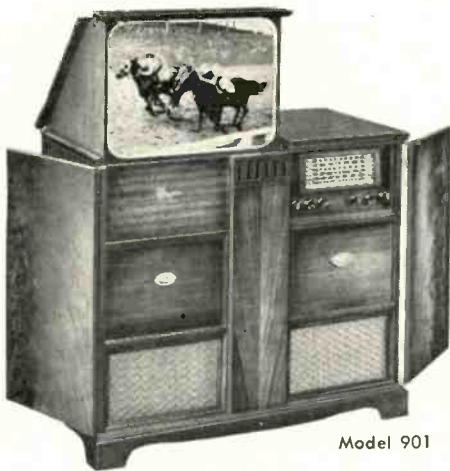
"THE BRIGHTEST PICTURE UNDER THE SUN"



Model 810

Step into Television's Brightest Sales Picture!

EQUIPPED with G-E Daylight Television—the greatest advance in television today, new G-E Model 810 is a sales "natural." It has the same bright picture—the same 10-inch direct-view tube—until now available only in a console combination. Now it's yours—for easily made sales—in a moderate priced table model. Demonstrate it. You and your customers will see at once that G-E Daylight Television is the greatest advance in television today. For full information call your G-E radio and television distributor or write: *General Electric Company, Receiver Division, Electronics Park, Syracuse, New York.*



Model 901

Complete Entertainment Center with G-E Daylight Television. Here's the console with the brightest picture under the sun. Unsurpassed brightness and clarity on the 10-inch direct-view tube *plus* standard radio *plus* genuine FM radio *plus* automatic phonograph with the sensational G-E Electronic Reproducer. Ask to see Model 802D.



Model 802D

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



← Smashing G-E Television Advertising—makes prospects for you. Every month—full pages in *Life* with its 26,000,000 readers—frequent newspaper ads in every television city pre-sell your customers on G-E Daylight Television. G-E telecasts on the NBC Television Network and many independent stations adds to the demand for the brightest picture under the sun.

GENERAL  ELECTRIC

180-G6

Take a ^{Good} NEW LOOK at Automatic's Spring Line

Tom Thumb A Sensational Hit! CAMERA RADIO

A DELUXE RADIO...A PRACTICAL CAMERA...
AS ONE COMPACT UNIT and only 4 3/8" x 4 1/4" x 9 3/8".

Radio is a powerful 4-tube super-het with built-in loop... battery operated, fine tone, good volume. Plays anywhere!
The easily-operated CAMERA is of a latest Reflex type... takes 16 pictures on standard #127 Kodak films. This combined radio-camera is sure to be in demand all year 'round! Has over-the-shoulder strap. An unusual merchandising item! Properly priced!



America's Foremost Favorite

Tom Thumb SELF-CHARGING PERSONAL PORTABLE

Self-charging AC-DC or Batteries; for years the choice of discriminators. A 4-tube, up-to-the-minute, super-hot... scores of exclusive features, including smart finishes of modern plastic and simulated leather.

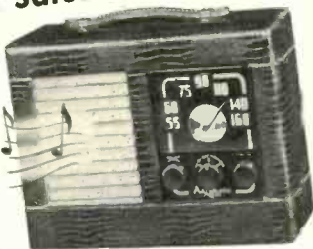
No. ATTP



Still Smashing Sales Records!

SELF-CHARGING FULL SIZE ★ Portable

A superb, SELF-CHARGING, smart-looking Portable... holds its own with sets at twice the price. AC-DC or BATTERIES... built-in Porta-loop. Size: 12" x 10" x 4 1/4"... weighs only 6 1/2 lbs.



No. C-65

... Nothing Like It!

Tom Thumb "BUDDY"

Just out! The smallest 4-way PORTABLE with patented "RE-CHARGES-ITS-OWN-BATTERIES" feature. A marvellous 4-tube super-het that affords seven-tube performance. Size 7 1/2" x 4 1/2" x 4 1/2". Weighs 3 lbs. 2 1/2 oz. Fine-grain, simulated leather covering.

The "BUDDY" will
amaze Everybody!

The Only PORTABLE Radio
with built-in BATTERY RECHARGER!



Automatic
Radio

AUTOMATIC RADIO MANUFACTURING CO., INC.

122 Brookline Ave., BOSTON 15, Massachusetts

WRITE FOR ATTRACTIVE DISCOUNTS AND FRANCHISED TERRITORIES

Automatic
Radio



Are there **2 strikes** on your radio business?

MANY radio retailers have two strikes on them today.

Strike one is high list prices. When prices are too high, the public just won't play ball.

Strike two is multiple dealerships. Too many dealers are trying to sell the same brands to the same people—in the same towns!

Sparton dealers are protected against these two retailing evils. Their protection is the SCMP—Sparton Co-operative Merchandising Plan—which cuts the cost of radio distribution by *direct* shipments to *one exclusive* dealer in each community.

The SCMP affords the Sparton dealer a superior line with a *big price advantage* that enables him to compete even with the mail order chains at a profit.

This price advantage is stressed in all of Sparton's great national advertisements. These are the words which appeared in a recent Sparton ad in six top national magazines:

"Sparton comes to you direct from the factory through your exclusive Sparton dealer! There is no middle-man profit tacked on . . . If Sparton carried a middle man's profit, this model would have to sell for \$50 more, too."

If you want to get on a winning team that backs up its players, why not ask if the Sparton franchise is still available in your community?

Act *today!* There's no summer slump for Sparton dealers. And we've a new, exciting line coming up for fall!

THE SPARKS-WITHINGTON COMPANY, JACKSON, MICHIGAN



MODEL No. 1037
List \$199.95*



MODEL 10BM76PA
List \$259.95*



MODEL No. 201
List \$59.95*

* All prices slightly higher west of Rockies.

Sparton

RADIO'S RICHEST FRANCHISE

ONE SPARTON DEALER IN EACH COMMUNITY

Check these profit-increasing features

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

RADIO SERVICEMEN!

19 PRIZES FOR 18 IDEAS

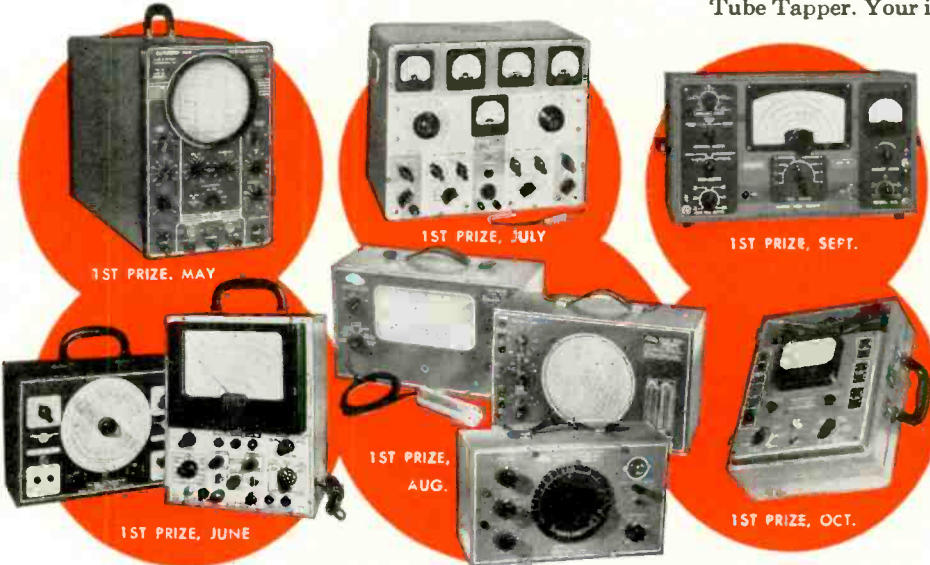
HERE'S HOW EASY IT IS TO WIN

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

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

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

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



HERE ARE THE EASY RULES

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

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

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

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

PRIZES . . . See special listing of prizes.

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

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

HERE ARE SOME EXAMPLES



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

HERE ARE THE PRIZES

First Prizes

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

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

Grand Prize

\$200 U. S. Savings Bond — to contestant whose idea is judged to be best of the 6 winning monthly first prizes.

SPECIALISTS IN RADIO RECEIVING TUBES SINCE 1921

HYTRON

RADIO AND ELECTRONICS CORP.

MAIN OFFICE: SALEM, MASSACHUSETTS



STROMBERG-CARLSON

announces

12" TELEVISION

with FM radio



**PRICED
ATTRACTIVELY**
to include
normal installations
and one year's
service guarantee

The "Rochester" TV-12H2M *has everything* to make it your television selling sensation! And the price-tag will *include everything*: receiver, antenna, excise tax, normal installation and a year's service. Here's the value you offer:

- 72 sq. in. direct-view picture on 12" tube! Same chassis as in consoles!
- All 13 TV channels and automatic frequency lock!
- FM radio — 88 to 108 mc band — for favorite radio shows!
- Superior Stromberg-Carlson audio!
- Hand-rubbed mahogany veneer cabinet. Matching table available!
- Cord if desired, at small extra cost, for connection to a console audio system!

The "Rochester" TV-12-H2M has what it takes to be one of the most profitable best sellers you have ever had! Call or write your distributor now!

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

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

RADIO & TELEVISION RETAILING

Including Radio and Television Today

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

"Outside" Selling—In Again!

Two old, familiar merchandising techniques are returning.

First, there's a steady increase in the number of "outside" salesmen ringing the nation's doorbells. Second, there's an upswing in the practice of using before-sale, in-home demonstrations in selling.

Many a dealer who feels he isn't ready now to take on the extra cost and effort required to sell and demonstrate his products away from his store, is, nonetheless, aware of the fact that sooner or later he may have to jump into such practices in order to obtain his share of the business in his locality.

Most dealers, of course, are a hundred per cent sold on the efficacy of outside selling; a lesser number favor pre-sale home demonstration as a merchandising tool. But, since both such techniques, if improperly handled, will prove to be financially disastrous, the merchant should go into them with his eyes wide open.

The chief problem associated with outside selling today is that of obtaining the right kind of salesmen. There is nothing wrong with the market. Right now, for instance, a good salesman, calling "cold turkey," or with leads, can make real money for himself and his firm. (See article, "Put your *Personality*, not your *Foot*, in the Door" in this issue.)

But good salesmen are hard to find during good times. When the outdoor field was tight as a drum a few years ago, everybody and his brother was a "salesman". The doorbell-ringing-rate was sky-high—the cash register-ringing rate low.

Right now, the outside field is ripe for a profitable harvest, but it's hard to find "hands." It's difficult in this high-employment market, to offer compensation plans attractive enough to interest the right sort of individuals. (Re-read article, "Where to Get Salesmen, How to Find, Select, Train and Pay Them," in our December, 1947, issue.)

Coming to the problem of before-sale demonstrations the experienced merchant knows that unless he is able to separate the "suspects" from the "prospects" with a high degree of accuracy, he'll find himself up to his neck in damaged merchandise, and deep in the red, via unprofitable "deals."

For the dealer who feels that he must demonstrate before-sale in the home, in order to keep abreast of local competitive offers, and for those who believe in it as sound merchandising, there's a special article entitled, "Pre-Sale Home Demonstrations," in this issue.

Any method which provides the merchant with *more sales volume* at a *profit* is worthy of consideration. Outside selling and demonstration practices are growing, and, since they present many pitfalls, in addition to their profit possibilities, they must be effectively administered whenever employed.

What's Ahead! in Radio,

HIGH COST OF LIVING AFFECTING SALES and collections in this field, report dealers, who see, nonetheless, a slight easing of the situation due to the recent income tax cut. Sales resistance, so far as radios and appliances go is not because of the list prices of such products, but is due to the ever-mounting cost of food, clothing, entertainment, medical and dental services, among others. All over the country, dealers are clamping down on open credit, finding that they are acquiring more and more delinquent accounts.

CONSIDERABLE "BRAND-SWITCHING" going on by merchants in many of our large cities, due to a number of factors, including: (a) Refusal to accept "deals" for entire lines. (b) Arrival on market of long-awaited "new" products from old-line manufacturers. (c) Advertised price-cutting by competitors. (d) Inability to get sufficient quantities of certain makes. (e) Refusal by some makers to permit dealer to carry competitive brands; cracking down on him when he attempts to do so.



RADIO TECHNICIANS—In order to help drive the gyp OUT of business, and to help the reputable dealer to stay IN business, why not ask your local newspaper to reprint the editorial in the Service & Sound section of this issue—"The Gyp Must Go!"—Your local radio station to comment on it? This editorial pictures, for the first time, the honest radioman as he actually is—without horns and tail!

SOME EXPORT MARKET BUYERS combing field for "novelty" radios of rococo design; garish color themes. In describing his wants, one man said he was not too much concerned over what sort of circuit the set had, but declared that it must be "a combination lamp, ash-tray and statue; vividly colored."

"THE FACTORS WHICH ACCOUNT for the failure of ordinary salesmen are those which other salesmen surmount for big production. Sales successes are built on those contacts which other salesmen feared to face, overlooked or failed to conquer. At the place and time at which you have the most plausible excuse for failing, you have your greatest chance of success."—Paul Berner, Norge sales executive.

BUYERS' MARKET IN REFRIGERATORS before the end of this year expected by one large manufacturer. An official of the company, who refused to permit his name to be used, foresees severe competitive selling last quarter of '48, provided, of course, that makers are able to continue heavy production rates. However, in spite of the predicted buyers' market, he believes more boxes will be sold this year than last; that prices and demand will hold up well; demand for several years.

ANOTHER SIGN OF A RETURN to "normalcy" in merchandising is seen in the increase in numbers of door-to-door canvassers of products in this field, some operating on a straight commission basis, who go out from "sales offices", not stores. Before long there will be a large increase in dealers' sales staffs to be used for inside and outside selling.

A SHARP DIVISION OF OPINION between manufacturers and merchandisers of food freezers continues to make the market for home models a tough one to guess. Some manufacturers are sold on small boxes, others on large ones, and the paradoxical rural-urban sales reactions thus far haven't helped to make the picture any clearer.

HUGE CHICAGO TV SET sales seen. Paul Fulton, manager retail advertising for the Chicago Tribune believes that the 1948 estimate of 100,000 video sets or 30 million dollars in sales is "conservative and can be exceeded." He likened the present market situation in the Windy City to that in the radio field when battery-less radios were introduced in 1927, pointing out that radio sales in Chicago and suburbs soared to 750,000 in 1928 and 1929, compared to a total of 135,000 in 1927.

DUE TO MATERIALS SHORTAGE, manufacturers are still up against a stiff problem in trying to get out sufficient numbers of metal advertising signs to meet the demand of dealers.

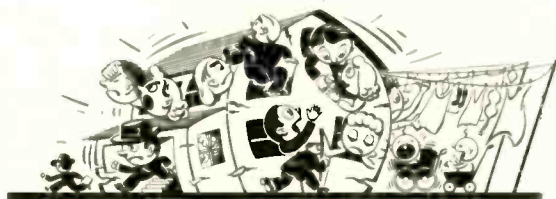
DEALERS ARE NOTICING A LARGE increase in demands for delivery to the home of new products and repaired items. Delivery is increasing as an expense factor since new automobiles are scarce, costly to buy, and operating expenses on old equipment have risen sharply.

NEW YORK'S TELEVISION SET installers have licked practically all of the service problems which confronted them a year ago. Few of the solutions were obtained through employing theory; most came about via the trial-and-error method.

Appliances, Records and Television

SHORTAGE OF GLASS still worrying manufacturers of TV tubes. Situation due to scarcity of skilled help, and to presently over-taxed glass-making equipment in many plants.

THE AUTOMATIC WASHER service mechanics, with help from factories in the form of field engineers, and through design changes, have licked about all of the trouble previously experienced in leading models, merchants report.



WHO CARES ABOUT THE JONESES ?!

DUE TO THE ACUTE HOUSING SITUATION, under which so many families are "doubling up", a former customer buying urge, motivated by "pride of ownership" in "keeping up with the Joneses", seems almost out of the present picture according to a number of dealers questioned.

TWO OF THE LARGEST DEPARTMENT stores in the world using salesmanship feature articles from this magazine, and material from handbooks published by **RADIO & TELEVISION RETAILING**, in sales training courses.



PROFIT-PLUNDERING TACTICS seen on a recent "shopping tour" by a merchandising writer: A record sales clerk plainly showing his annoyance when a customer tells him that the album requested is "over there, on the shelf," after the salesman had advised the would-be purchaser that it was "out of stock." . . . Salesman fumbling for an answer when a shopper asked whether the stove under a coffee-maker was "AC or DC" . . . "You'll have to come back tonight," the curt and discouraging advice given a would-be TV set buyer who asked for a demonstration. . . . A salesman, having demonstrated a number of different vacuum cleaners being asked by the shopper, "which one would you advise," answers: "That's up to you." Need for better salesmanship, more courteous treatment, apparent at every hand.

FRED ALLEN'S BLAST AT TV programs not shared by the ever-increasing audience paying faithful attention to everything that's brought to them through radio's newest magic. Maybe video isn't up Fred's alley, so he gives it the old "raster-berry."

EXQUISITE RADIO CABINET models hitting market. Gingerbread and borax cases a thing of the past. "Modern" designs featuring fine styling and unique woods, such as blonde mahoganies, being shown along with period furniture pieces.

REFRIGERATOR MERCHANDISERS EYE-ING the multiple-dwelling potential business with considerable interest. All over the U.S., apartment houses desperately need new refrigerators to replace old dogs operating on their last legs. Since, however, no inducements are needed to attract tenants in this tight housing market, landlords will not go in for heavy replacement buying until (if and when) widespread vacancies prevail.

BOSTONIAN MERCHANDISERS HAVE BEEN flocking into New York to study Gotham's television sales and servicing methods, and also to line up sales franchises in anticipation of heavy sales of TV sets in the Massachusetts city, long known as one of the most "sport-conscious" centers in the country.

SYLVANIA, OUT AFTER RESIDENTIAL fluorescent lighting business, has brought out a new merchandiser for dealers, displaying nine attractive fixtures designed for the home. The unit is available to retailers at the cost of the fixtures, \$73.89, plus a \$6 crating and handling charge. Dealer's net profit is \$43.26.

NOWADAYS, IN TELEVISION AREAS, one of the commonest questions asked by the prospective purchaser is "what's on?" Salesman should familiarize themselves with video programs and time schedules in order to perform a well-rounded sales presentation. The same, of course, holds true with AM and FM. Too many salesmen place all importance on the instrument itself, when, after all, the customer is vitally concerned with what he will hear or see, in addition to how well the set will bring him such features.

A NUMBER OF NEW BRAND radios and appliances being actively pushed by some of the country's most famous and old-established wholesale firms.

How the RCA VICTOR



ROBERT MERRILL

Metropolitan Opera star and RCA Victor recording artist—sings his way into millions of hearts every Sunday.

“The Music America Loves Best” reaches millions every Sunday over 163 NBC stations . . .

THE RCA VICTOR SHOW reaches into the homes of over 7 million listeners every Sunday, 2:30 E.D.T. . . . building sales for you.

Your customers hear and enjoy the glorious baritone voice of Robert Merrill—Russ Case and the superb RCA Victor Orchestra and chorus—back-stage gossip of the radio and music world by Johnny Victor. Customers are put in the mood for the enthusiastic “sell” of RCA Victor Instruments and Records.

These compelling sales messages every week PLUS dominant full-page, full-color advertisements in LIFE, COLLIER’S, and SATURDAY EVENING POST supplemented by sparkling black-and-white half-pages in LOOK—help make the demand for RCA Victor Radios and Records greater and greater every day.

**Coming to the Music Merchants Show
at the Palmer House in Chicago June 14 to 17?**



JOHNNY VICTOR

sleuth of odd news items in the music world—brings interesting yarns each week to delight his audience.

RUSS CASE

known to music lovers as a top arranger conducts the fine RCA Victor Orchestra and chorus.

You’ll be welcome at RCA Victor’s private dining room #14 on the mezzanine floor. You are cordially invited to visit the RCA Victor exhibit in Booths 90 and 91.



show works for you

Sells the great RCA VICTOR home instrument line
... builds bigger profits through higher turnover!

Every Sunday, carefully designed commercials make your customers *want* RCA Victor Instruments and Records. And, these customers are sent to *you!*

Tie in with this powerful radio show. It's smart merchandising to remind customers of the RCA Victor show and the instruments featured.

The instruments spotlighted in the commercials should be displayed in your windows and on counters. Show the instruments in your own advertising.

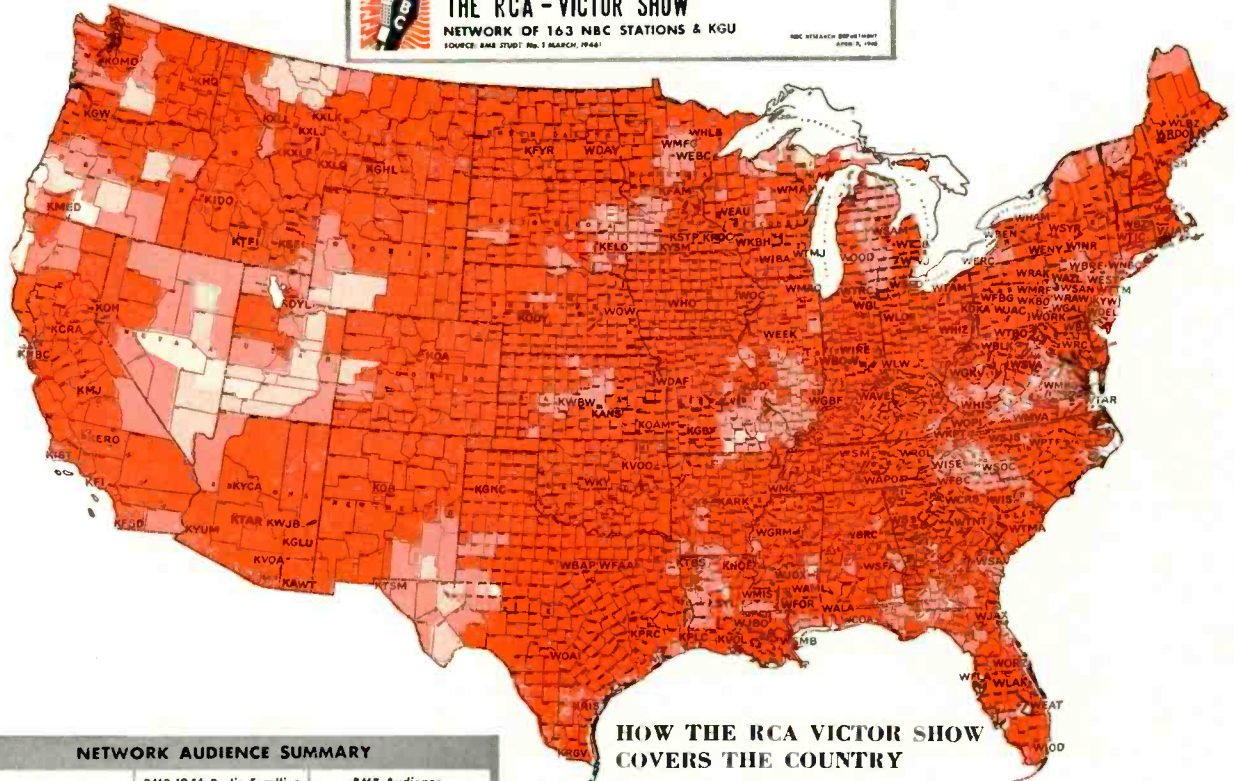
Your RCA Victor Distributor can tell you what instruments will be featured next week so you can plan your sales campaign. See him today!



"Golden Throat"

FINEST TONE SYSTEM IN
RCA VICTOR HISTORY

NBC NETWORK AUDIENCE AREAS DAYTIME
"THE RCA - VICTOR SHOW"
 NETWORK OF 163 NBC STATIONS & KGU
SOURCE: BMB STUDY No. 1 MARCH, 1948



NETWORK AUDIENCE SUMMARY				
KEY	BMB 1946 Radio Families		BMB Audience	
	TOTAL	PER CENT	TOTAL	PER CENT
75% & over	26,677,140	78.5	23,218,750	68.3
50%-75%	6,927,120	20.4	4,720,340	13.9
25%-50%	328,210	0.9	142,350	0.4
10%-25%	42,690	0.1	7,450	0.0+
NETWORK TOTAL	33,975,160	99.9	28,088,890	82.6

HOW THE RCA VICTOR SHOW COVERS THE COUNTRY

163 NBC Stations, from coast to coast, carry "The Music America Loves Best." These stations reach 82.6% of the buying public. That means people right in your own territory are being sold on RCA Victor Records and Instruments every Sunday.

Complete tabulation and per cent of all counties and cities on request without charge.

RCA VICTOR



DIVISION OF RADIO CORPORATION OF AMERICA

ONLY RCA VICTOR MAKES THE VICTROLA*

*Victrola—T.M. Reg. U.S. Pat. Off.

Put Your **PERSONALITY,** Not Your **FOOT,**

**Cold-Turkey Canvassing is a Tough Job. But Here's
How the Salesman Can Make it Easier and More Effective**



•The prospective canvasser who'll shiver at the sight of a sign reading, "Salesmen—Stay Away From My Door!", should do just that, for the job of house-to-house selling requires hardy individuals who are not super-sensitive or easily discouraged.

On the other hand, doorbell-ringers do not need to be thick-skinned, unpleasantly aggressive individuals any more than the good newspaper reporter has to be a sloppily-dressed dipsomaniac.

The day has passed when outside men were chosen mostly on the basis of their ability to "take it." The foot-in-door type of selling brought all too many "bouncing-back" sales; all too much grief to the dealer in the shape of claims of misrepresentation on terms and products.

Today's market in the "Great Outdoors" is wide open and ripe for the salesman who knows how to put his *personality*—not his foot in the door. Since door-to-door selling, while on the increase, isn't being over-done now, salesmen who employ the right kind of *salesmanship* can make real money for themselves and for their employers.

Salesmen's Qualifications

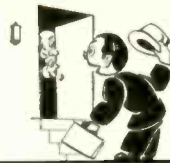
Individuals to be chosen for door-to-door selling should possess acceptable appearances, have pleasing personalities, fortitude and perseverance. They should be men who can follow through in a pre-determined territory without "skipping" a few houses here and there because of a couple of draw-backs, such as a door slammed in one's face, a nasty verbal brush-off, or because the home doesn't look "good."

Today's outdoor market finds a high degree of courtesy, consideration, and best of all interest, on the part of the householder. This is due in a great measure to the fact that the customer's doorbell is not being "over-worked" as it was before the war. Such condition certainly makes it easier for the salesman who is out calling in the field *without* leads.

Having satisfied himself and his employed that he's the right man for the job, the salesman should go out armed with the right kind of know-how. For instance, he must have the proper "ap-

◀ Today's "outdoor" market finds a high degree of courtesy, consideration, and, best of all, interest, on the part of the householder.

in The Door!



proach"—a rather hackneyed, but nonetheless apt word—in order to obtain a sufficient number of interviews.

Modern Rule One in canvassing is to avoid an introduction which is in any way involved or deceitful. Beating about the bush is out. So is subterfuge.

from door-to-door, he shouldn't attempt to "hide" it, as such practice will usually vex the resident since it smacks of deception.

A well-balanced approach, not too timid, not too eager-beaverish, helps to instill confidence, and often causes the

with a heavy outburst of genuine anger.

On the other hand, the salesman who makes a courteous exit in the face of expressed lack of time or of interest on the part of the householder, will often find himself "called back," or invited to come again at another time.

While it is desirable, certainly, for the canvasser to make as many *effective* calls as possible, the old-time technique of setting up an impossible-to-do number should be avoided.

Putting the "Sing" in Canvassing

- Use a DIRECT approach.
- Be considerate
- Don't be too timid—too aggressive
- Don't "skip" houses
- Don't go "visiting"—go "selling"
- Stay WITH the good prospect
- Never "hide" products
- Believe in the "law of averages"
- Don't judge house by its appearance

Out to Make Sales

After all, the merchant, and the salesman are out to make *sales*, not merely *visits*. When confronted with a *must* number of calls, thirty-five, say, the salesman who gets into a house on his first try, will be on pins and needles to get out and get his "quota"—with the result that he may lose a sale.

In the old days, it was strictly a self-defense measure on the part of the usually honest salesman to list a lot of "telephone book names" on his sales reports, when some sales manager insisted on his making too many.

In ringing doorbells, the salesman should always say to himself, "the sale may be in *this house*" instead of hurrying the call on the premise that the sale is always in the *next one*.

So far as the old "law of averages" goes, it's still in the picture, and with a good product, and a good firm behind him, the salesman can expect to get a certain amount of business out of a certain number of calls. Particularly, is the average high today. That's why the salesman who uses a balanced amount of shoe-leather and salesmanship can make money today.

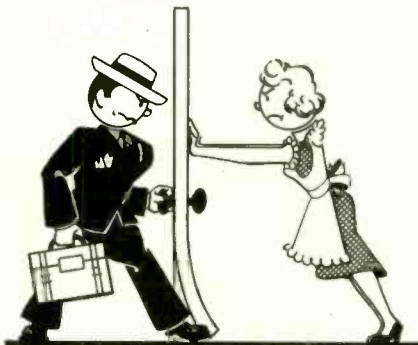
Come right out and say who you are, whom you represent, and what you are selling.

The prospective customer will appreciate such frankness, and will know *immediately* just what your mission is. Such approach helps to eliminate mistrust in the mind of the householder.

If the canvasser is taking a product, for instance, a vacuum cleaner with him

householder to invite the canvasser into the home, where, of course, he is much more likely to make a sale.

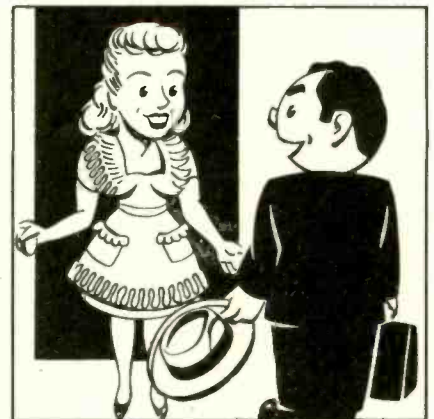
Considerable "consideration" for the householder must be shown by the successful canvasser. Since most of the doorbell-answerers are women, often busy at tasks in the house, too much persistence in the face of refusals to "spare any time now" will often be met



Don't be inconsiderate—ultra-aggressive!



A clear explanation—who you are, and what you're selling is a real door-opener.



Profitable Merchandising Is Music Show Keynote

NAMM Program Schedule Places Emphasis on Selling Methods and Importance of a Wider National Appreciation of Music

• The scope of activities of the National Association of Music Merchants has broadened greatly during the past year. In addition to a more concentrated emphasis on profitable merchandising methods, the organization has done all in its power to foster a greater nationwide interest in music.

The Palmer House, Chicago, once again plays host to the National Association of Music Merchants annual industry trade show and convention, June 14-17. NAMM members, visitors to the show, and manufacturers are all looking forward to renewing trade ties.

This month's show is the culmination of the year's work for the NAMM. Regional meetings which were held across the country during the preceding

months afforded dealers the opportunity to get-together, discuss their problems, and determine effective solutions. Various committees which were doing industry research will report on their findings. Carl Wittich, chairman of the "cost-of-doing-business" committee reports that a discussion of the survey will be held during a business meeting. Retailers can compare their own cost percentages with the industry averages as a result of the work of this group.

William R. Gard, NAMM administrative secretary, is particularly enthused over the "Television Today!" feature business clinic scheduled for Thursday morning. Nationally known speakers are scheduled to bring dealers the most up-to-date information on all aspects of the

development, selling, servicing and promotion of television.

The program schedule, summarized as follows, should prove to be of valuable help in providing visitors to the show with a better understanding of the merchandising problems as they shape up today, as well as affording many entertaining hours.

Sunday, June 13: Registration in the morning. Board of directors meeting at 2:00 p.m.

Monday, June 14: Exhibits officially open in the morning. Opening luncheon at noon, Grand Ballroom, Palmer House, presided over by E. R. McDuff, chairman NAMM board. Louis G. La-Mair, president NAMM, will deliver

(Continued on page 61)

List of Exhibitors

- | | | |
|--|---|--|
| Acme Accordion Co., 43-45 W. 16 St., N.Y.C.
Rm. 765 | Capitol Records, Inc., Sunset & Vine, Hollywood
Booths 62, 63, 64 | Fisher Radio Corp., 41 E. 47 St., N.Y.C. Rm. 635 |
| Admiral Corp., 3800 S. Cortland St., Chicago
Rms. 603, 644 | Castiglione Accordion Co., 16055 Collingham
Drive, Detroit Rm. 700 | Freed Radio Corp., 200 Hudson St., N.Y.C. Rm. 678 |
| Aeolian American Corp., East Rochester, N. Y.
Rms. 833, 834, 835 | Central Commercial Co., 332 So. Michigan Ave.
Chicago Rm. 890 | Jesse French & Sons Mfg. Div., Elkhart, Ind.
Rms. 842, 843, 844 |
| Aero Needle Co., 619 N. Michigan Ave.,
Chicago Booths 76, 77 | Chart Music Pub. House, 506 So. Wabash Ave.
Chicago Rm. 708 | Gamble Hinged Music Co., 218 S. Wabash
Ave., Chicago Rm. 645 |
| Aim Industries, 41 Union Square, N.Y.C.
Booths 47, 48 | E. Chiassarini & Co., 1595 Broadway, N.Y.C.
Rm. 714 | Gem Records, Inc., 457 W. 45 St., N.Y.C. Booth 3 |
| Album Corp. of America, 239 St. Marks Ave.,
Brooklyn, N. Y. Booth 20 | Chicago Album & Specialty Co., Inc., 503 S.
Jefferson St., Chicago Booth 26 | General Electric Co., Electronics Park,
Syracuse, N. Y. Rm. 636 |
| Allen Organ Co., 8th & Pittston Sts.,
Allentown, Pa. Rm. 891 | Chicago Music Sales, 1836 S. Halsted St.,
Chicago Booth 6, 7 | Gretsch & Brenner, Inc., 42-48 E. 20 St.,
N.Y.C. Rm. 775 |
| Aluminum Co. of America, 801 Gulf Bldg.,
Pittsburgh Rm. 806 | Chicago Musical Inst. Co., 30 East Adams,
Chicago Rms. 727, 728, 729 | Fred Gretsch Mfg. Co., 60 Broadway,
Brooklyn, N.Y. Rms. 720, 725, 726 |
| American Plating & Mfg. Co., 2241 Indiana Ave.,
Chicago Rm. 792 | Cole Publishing Co., 823 So. Wabash Ave.,
Chicago Booths 72, 73 | Grossman Music Co., (Trophy Products Co.),
740-744 Bolivar, Cleveland Rms. 701, 745 |
| American Rawhide Mfg. Co., 1103 N. Branch St.,
Chicago Rm. 799 | Columbia Records, Inc., 1473 Barnum Ave.,
Bridgeport, Conn. Booths 9, 10, 11 | Gulbransen Co., 816 N. Kedzie Ave.,
Chicago Rm. 859 |
| American Society of Piano Technicians, 1022 W.
Garfield Ave., Milwaukee Rm. 830 | C. G. Conn, Ltd., Elkhart, Ind. Rm. 732, 746 | Haddorff Piano Co., 630 So. Wabash Ave.,
Chicago Rm. 818 |
| W. T. Armstrong Co., 200 E. Sycamore St.,
Elkhart, Ind. Rm. 759 | Conover-Cable (Winter & Co.), 863 E. 141 St.,
N.Y.C. Rm. 840 | Hammond Inst. Co., 4200 W. Diversey Ave.,
Chicago Rms. 892, 893 |
| Ashley Music Supply Co. Inc., 1600 Broadway,
N.Y.C. Rm. 735 | Consonata (Div. of C. G. Conn), 1101 E.
Beardsley Ave., Elkhart, Ind. Rms. 888, 889 | Hardman, Peck & Co., 33 W. 57 St.,
N.Y.C. Rms. 814, 815 |
| Atlas Piano Co., 2934 Milwaukee Ave., Chicago
Rm. 862 | Continental Music, (Div. of C. G. Conn), 630
So. Wabash Ave., Chicago Rms. 740, 741, 817 | Harmonic Reed Corp., 350 N. 16 St.,
Philadelphia Rm. 709 |
| Audio Industries, Michigan City, Ind. Booth 104 | D'Andrea Mfg. Co., 432 W. 29 St., N.Y.C. Booth 54 | The Harmony Co., 3633 So. Racine Ave.,
Chicago Rm. 736 |
| Vincent Bach Corp., 621 E. 216 St., N.Y.C.
Rm. 730 | The Danelectro Corp., 274 S. Bridge Ave.,
Red Bank, N. J. Rm. 763 | Hershman Musical Instr. Co., Inc., 242-250
Fourth Ave., New York City Rms. 785, 786 |
| Baldwin Piano Co., 1801 Gilbert Ave.,
Cincinnati Rm. 816 | J. C. Deagan, Inc., 1770 Berteau Ave.,
Chicago Rms. 793, 800, 889 | Humes & Berg Mfg. Co., 525 W. 76 St.,
Chicago Booth 69 |
| Banner Records, Inc., 1674 Broadway, N.Y.C.
Rm. 61 | Decca Distributing Corp., 22 W. Hubbard,
Chicago Booths 94, 95 | Frank Holtan & Co., Elkhorn, Wis. Rm. 756 |
| Herb C. Barger Mfg. Co., Inc., 2770-72 Colfax
Ave., Denver Rm. 719 | Ernest Deffner, 461 Eighth Ave., N.Y.C. Rm. 782 | International Merit Products Corp., 254 W.
54 St., N. Y. C. Booth 103 |
| Barth, Feinberg, Inc., 17 Union Square, N.Y.C.
Rm. 751 | De Luxe Record Co., Inc., Linden, N.J. Booth 75 | Ivers & Pond (Winter & Co.), 530 Main St.,
Cambridge Rm. 839 |
| Earle J. Beach & Son, 227-231 Mulberry St.,
Newark Rm. 887 | Alfred Dronge Musical Mdse., 130 Park Row,
N.Y.C. Booth 25 | Janssen Piano Co., Inc., 243 E. 23 St.,
N.Y.C. Rms. 825, 826 |
| Bibletone Records, Inc., 354 Fourth Ave., N.Y.C.
Booth 59 | Allen B. DuMont Laboratories, 515 Madison Ave.,
N.Y.C. Rms. 633, 634 | G. C. Jenkins Co., P.O. Box 168, Decatur,
Ill. Rm. 796 |
| Boetsch Bros., 221 E. 144 St., N.Y.C. Rm. 782 | Duotone Co., Inc., 799 Broadway, N.Y.C. Booth 86 | Jenkins Music Co., 1217-23 Walnut St.,
Kansas City Rm. 758 |
| The Bonot Co., 114 Manhattan St., Stamford,
Conn. Booth 98 | Eden Toys, Inc., 122 W. 26 St., N.Y.C. Booth 60 | Kay Musical Inst. Co., 1640 Walnut St.,
Chicago Rm. 722 |
| Boosey and Hawkes, P.O. Box 416,
Lynbrook, N. Y. Rms. 788, 789 | Empire Mfg. Co., P.O. Box 2166, Amarillo, Tex.
Booth 42 | W. W. Kimball Co., 306 So. Wabash Ave.,
Chicago Rm. 810 |
| Brason Associates, Inc., 3508 N. Clark St.,
Chicago Booth 12 | Ediphone, Inc. (Ernest Deffner), 142 W. 14 St.,
N.Y.C. Rms. 779, 780 | King Records, Inc., 1540 Brewster Ave.,
Cincinnati Booth 27 |
| Brunswick Radio & Television, 244 Madison Ave.,
N.Y.C. Rm. 677 | Estey Organ Co., 48 Birge St., Brattleboro, Vt.
Rm. 894 | Kohler & Campbell, Inc., 401-25 E. 163 St.,
N.Y.C. Rms. 802, 803 |
| Brush Development Co., 3405 Perkins Ave.,
Cleveland Rm. 605; Booths 65, 66 | Estey Piano Corp., Bluffton, Ind. Rm. 850 | Krakauer Bros., 401 W. 124 St., N.Y.C.
Rms. 827, 828 |
| Buegeleisen & Jacobson, Inc., 5-7-9 Union
Square, N.Y.C. Rms. 760, 761 | Everett Piano Co., South Haven, Mich.
Rms. 831, 832 | Kranich & Bach (Winter & Co.), 141 & Walnut,
N.Y.C. Rm. 841 |
| Buescher Band Inst. Co., Elkhart, Ind. Rm. 744 | Exelsior Accordions, Inc., 333 Sixth Ave.,
N.Y.C. Rms. 797, 798 | Lear, Inc., Grand Rapids, Mich. Booth 4 |
| Bullet Record Co., 432 Broad St., Nashville
Booth 24 | Farnsworth Television & Radio Corp., Fort
Wayne, Ind. Rms. 638, 639, 640 | G. Leblanc Co., 2210 60 St., Kenosha, Wis.
Booth 750 |
| Capehart Div., Farnsworth Radio & Television
Corp., 3700 E. Pontiac St., Ft. Wayne, Ind.
Parlor Drawing Rooms 16, 16 | Favorite Mfg. Co., 105 E. 12 St., N.Y.C.
Booths 56, 57, 58 | Leedy Drums, (Div. of C. G. Conn), 225 E.
Jackson Blvd., Chicago Rm. 731 |
| | Federal Recorders Div., (Div. of C. G. Conn Ltd.),
630 S. Wabash Ave., Chicago Rm. 642 | Lester Piano Co., 1533 Chestnut St.,
Philadelphia Rms. 857, 847, 848, 849 |
| | Carl Fischer Musical Instrument Co., 62 Cooper
Square, N.Y.C. Rms. 702, 703 | |



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 The Magnavox Co., Buster Rd., Ft. Wayne, Ind. Parlor Drawing Rm. 18; Booth 101
 Manor Record Co., 313 W. 57 St., N.Y.C. Booth 83
 The Manual Arts Furniture Co., 1009-15 Fulbert Ave., Cincinnati. Rm. 819
 P. Marrazza Inc., 308 St. Catherine West, Montreal, Canada. Booth 31
 The Martin Band Instrument Co., The Pedler Company, Baldwin St., Elkhart, Ind. Rm. 742, 743
 C. F. Martin & Co., Inc., 10 W. North St., Nazareth, Pa. Rm. 757
 Massimo Accordion Distr. Co., 7046 Harper, Detroit. Booth 29
 Melodee Records, Inc., 314 W. 52 St., N.Y.C. Booth 102
 Mercury Records, 839 S. Wabash, Chicago Booths 92, 93
 Merson Musical Products Corp., 111 E. 14 St., N.Y.C. Rm. 721
 Metrotone Accordion Mfg. Co., 12432 Jos Campau, Detroit. Booth 28
 Maxwell Meyers, Inc., 628 S. St. Mary's, San Antonio Rm. 706
 MGM Records Div., Loew's Inc., 701 7th Ave., N.Y.C. Booth 105
 Mills Music Inc., 1619 B'way., N.Y.C. Booths 88, 89
 Marshall-Estey Organ, Inc., Brattleboro, Vt. Rms. 895, 896
 Musicraft Records, Inc., 245 E. 23 St., N.Y.C. Booths 78, 79
 Musser Marimbas, Inc., 5115 N. Ravenswood Ave., Chicago Booths 776, 777
 National Piano Corp., 54 Canal St., N.Y.C. Rm. 864
 National Recording & Film Corp., 188 W. Randolph St., Chicago. Booth 16
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 Don Noble & Co., Inc., 6565 Yale Ave., Chicago Rm. 795
 A. R. Olson Co., Worcester, Mass. Booth 2
 Olympic Radio & Television, Inc., 34-01 38 Ave., Long Island City Rm. 679
 Pancordion, Inc., 38-10 29 St., Long Island City, N. Y. Rm. 781

Peerless Album Co., 352 Fourth Ave., N.Y.C. Booth 68
 Penzel, Mueller & Co., Inc., 36-11 33 St., Long Island City, N. Y. Rm. 787
 Peripole Products, 2917 Ave. R., Brooklyn, N. Y. Rm. 21
 Permo, Inc., 6415 Ravenswood, Chicago Booths 44, 45
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 Pilot Radio Corp., 37-06 36 St., Long Island City, N. Y. Rm. 604
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 Portofonic Corp., 4116 First Ave., Brooklyn, N. Y. Booths 84, 85
 Pratt, Read & Co., Ivoryton, Conn. Rms. 860, 861
 RCA Victor Div., Radio Corp. of America, Camden, N. J. Parlor Drawing Rm. 14; Booths 90, 91
 Radio & Television Eqp't. Co., 207 Oak St., P.O. Box 1644, Santa Ana, Cal. Booth 49
 Recoton Corp., 251 Fourth Ave., N.Y.C. Booth 13
 Rippen Pianofabrik, Bilderdijkstraat 45, Den Haag, Holland Rm. 865
 Rockford Eagle Furniture Co., 1066 N. Second St., Rockford, Ill. Booth 70
 Rowe Industries, 1702 Wayne St., Toledo, O. Rm. 755
 Russi Musical Instr. Inc., 3 Park Row, N.Y.C. Booth 97
 Sacred Records, Inc., 207 W. Pico Blvd., Los Angeles Booths 17, 18
 St. Louis Music Supply Co., Inc., 440 Delmar Blvd., St. Louis. Rms. 712, 713
 Herman Sanner & Son, 117 N. Wabash Ave., Chicago Rm. 801
 Savoy Record Co., Inc., 58 Market St., Newark. Booth 51
 Scherl & Roth, Inc., 2845 Prospect Ave., Cleveland Rm. 778
 Scott Radio Laboratories, Ind., 4541 Ravenswood Rm. 601
 Seeburg Mfg. Co., 290 Hallock St., Jamestown, N. Y. Booth 74
 H. & A. Selmer, Inc., Elkhart, Ind. Rms. 752, 754
 Shawnee Mfg. Co., 666 Lake Shore Dr., Chicago Booth 82
 Signature Recording Corp., 601 W. 26 St., N.Y.C. Booth 71
 Slingerland Drum Co., 1325 Belden Ave., Chicago Rm. 784
 H. Royer Smith Co., 10th & Walnut Sts., Philadelphia Rm. 790
 Sohmer & Co., Inc., 31 W. 57 St., N.Y.C. Rm. 824
 Sorkin Music Co., Inc., 251 Fourth Ave., N.Y.C. Rms. 717, 718
 Southern Music Co., 830 E. Houston St., San Antonio Rms. 748, 749

The Starr Piano Co., Inc., Richmond, Ind. Rm. 805
 Steinway & Sons, 109 W. 57 St., N.Y.C. Rms. 821, 822
 Story & Clark Piano Co., 64 E. Jackson, Chicago Rms. 851, 852, 854
 Stromberg-Carlson Co., Rochester Parlor Drawing Rm. 17
 Swiderski Music Co., 859 E. Allegheny Ave., Philadelphia Booth 32
 Synthetic Plastics Sales Co., 461 Eighth Ave., N.Y.C. Booth 50
 Targ & Dinner, Inc., 425 So. Wabash Ave., Chicago Rms. 733, 734
 Teletone Radio Corp., 550 W. 58 St., N.Y.C. Rm. 646
 Televox, Inc., 451 S. Fifth Ave., Mt. Vernon, N. Y. Rm. 641
 Henry Teller & Son, 5490 Dorechester Ave., Chicago Booth 67
 Tank Mfg. Co., 1912 N. Magnolia Ave., Chicago Rms. 807, 808
 Uniforms by Ostwald Inc., 73 Henry St., Staten Island, N. Y. Booth 43
 United Broadcasting Co., 64 E. Lake St., Chicago Booth 22
 U. S. Musical Mds. Corp., 1658 Broadway, N.Y.C. Rm. 791
 Universal Records, Inc., 20 N. Wacker Dr., Chicago Booth 99
 Valco Mfg. Co., 4700 W. Walton St., Chicago Rm. 764
 The Vega Co., 155 Columbus Ave., Boston. Rm. 705
 Vifaoustic Records, Inc., 20 N. Wacker Dr., Chicago Booth 5
 Vax Productions Inc., 236 W. 55 St., N.Y.C. Booth 60
 Wal-Feld Co., 443 Broadway, N.Y.C. Booths 14, 15
 Waters Conley Co., 224 S. Michigan Ave., Chicago Booth 8; Rm. 680
 Weaver Piano Co., Inc., Broad & Walnut Sts., York, Pa. Rm. 812
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 W. F. L. Drum Co., 1728 No. Damon Ave., Chicago Rms. 738, 739
 White-Gerlat Co., 1600 Junction Ave., Racine Booth 16
 The H. N. White Co., 5225 Superior Ave., Cleveland Rms. 715, 716
 Winter & Co., 863 E. 141 St., N.Y.C. Rms. 836, 838
 The Rudolph Wurlitzer Co., De Kalb, Ill. Rms. 876 - 886
 Zenith Radio Corp., 6001 Dickens Ave., Chicago Rm. 632
 Avedis Zildjian Co., 39 Fayette St., North Quincy, Mass. Rm. 783

Makes Pictures Pay Profits!



• If we go back a few short years to one biting cold night on the wind swept plains of northeastern Wyoming we will find a stalled freight train. While crewmen work, with numbing fingers, to repair a broken coupling, we drift, with the stinging sleet battering our ears, to a lone figure far to the rear. A red glow surrounds Flagman "Cec" Musburger as he vainly tries to warm his hands.

C. C. Musburger was new at the railroad game but was learning fast. Although he liked railroading, and is still proud of his short career in the game, he was fast getting enough of these marrow-chilling vigils away back from the train.

So it was that, on the morning of September 15, 1945, a new appliance outlet for Montana's "Midland Empire", opened its doors at 116 North 27th Street, in Billings, Montana. Billings had a future and Mr. Musburger was one of the many who believed in it.

The Appliance Mart of Billings was soon to grow until it became one of the largest and most completely stocked electrical merchandising outlets in the state.

It Paid to Advertise

Cec, a firm believer in the old adage, "It pays to advertise," started his firm right out by using every means of "telling the public," available to him. Using pictures of his salespeople and his store extensively in his newspaper ads, he finds, has helped him build from that modest one room store until, at present, The Appliance Mart covers three floors and has chalked up a record gross of well over \$350,000.00 for 1947.

It was in connection with radio advertising that The Appliance Mart underwent one of its first major alterations. Fully realizing the value of a record department as a traffic item, Musburger, after considerable study remodeled a second floor halfway above the main floor and installed The Appliance Mart "Record Suite."

A short flight of stairs and the customer finds himself in a glamorous sur-

rounding of attractively arranged record albums, long shelves of all popular and cowboy recordings. There is even a "Kiddies" record and album department. Sound-proof booths line one end of the 50' x 25' area, where the customer can listen, undisturbed, to recordings of his choice. There is also a full line of table model radios and radio-phonograph combinations, plus a full stock of needles and other kindred items.

If a requested number is not in stock, Miss Joyce Pearsall or either of her two assistants, Helen Lumley and Beulah Hucke, are ready with catalog and order book.

Watches Market

Miss Pearsall watches the "Hit Parade" lists closely and, as a new piece starts for the top, immediately increases her orders for it. By the same token, and by careful vigilance, her orders lessen when any popular hit starts down. However, in spite of all the ballyhoo by disc-jockeys and others for the popular music, Miss Pearsall says she still finds the cowboy songs and ballads topping her sales lists for this area. This should seem only natural when one considers that Montana is still in that "Home on the Range" locality.

The Appliance Mart Record Suite was first introduced via radio. Its debut coincided with the opening of KBMY, Billings' Mutual station, at which time Dealer Musburger contracted for a weekly Saturday morning program called: "Know Your Records."

A Magnavox radio-phonograph was used to play records for remote control broadcast over KBMY. Members of the studio audience (at start The Record Suite served as studio) volunteered to listen to radios in the sound-proof listening booths. Pieces played were without title. First volunteer to guess correct title of piece received a recording of that piece or, in some instances, the complete album from whence the record was taken.

A final contest took place later.

The grand prize was a Motorola table model combination. The studio audience soon grew to such proportions that it was necessary to house them in a neighboring movie theatre.

Musburger again used The Record Suite to sponsor "The Disc-Jockey Derby" in late 1947. Amateur disc-jockeys were asked to submit scripts, with a list of at least eight musical

Some of the Appliance Mart's top-flight personnel. Reading from top to bottom, are: Gladys Mahler, Al Guidice, Al Hucke, Carl Rogeness, and Joyce Pearsall.

Montana Dealer Uses Photos of His Salespeople in Ads— Finds They Pave the way to More Volume—Smart Ideas Build Gross of More Than \$350,000 in Less Than Three Years.

selections to The Appliance Mart before Tuesday of each week. The writer of the best script was notified, and had the honor of being a disc-jockey for thirty minutes on Thursday evening over KBMY.

Meanwhile, advertising was paying for The Appliance Mart. As mentioned before, Musburger believes in advertising with pictures. While pictures of the stock items serve a purpose too, this dealer carries the idea one step further and personalizes his ads with pictures of his store, interior and exterior; his salesmen; his service department and force; and all ads for The Record Suite carry the portrait of Joyce Pearsall, and quite often, shots of the other two girls.

Service as a Traffic Builder

Believing that sales are best completed by the servicemen who make the sometimes necessary adjustments after products have been sold, Musburger maintains a complete service department.

The service department too, is seen

as a great traffic builder since this dealer believes a satisfied service customer is always a good prospect for other merchandise. Then, too, work brought in for repair gives him a good check on prospects for new items in the same category.

When asked about trade-ins, Musburger said he finds such a value differential between pre-war used major appliances and the new merchandise, with latest improvements, that he is hard put to feel justified in giving what may seem to the customer sufficient trade-in allowances. Re-sale of the reconditioned items, he finds, is nearly always at a loss.

However, he sees the days of heavy competition ahead and says he plans, later, to accept trade-ins more liberally. Used merchandise will be reconditioned for sale through a separate department. At present, he tells us, the trade-ins are not much of a problem.

Among the main lines handled are: Bendix automatic home laundry, Magnavox radios, Frigidaire, Electromaster, Coolerator, Lester pianos, Kirby vacuum cleaners and RCA-Victor.

The store's personnel consists of seven (soon to be increased to nine) outside salesmen who cover Wyoming and Montana as well as local calls in the city of Billings: a post-sales demonstrator; a four-man service department; a bookkeeper; several clerks; the three girls in The Record Suite; in addition to Musburger and his wife.

Salesmen are Prize-winners

Recently, in a two state (Montana and Wyoming) Bendix sales competition, two of The Appliance Mart salesmen won top honors for the area. Al Guidice, won first prize, and Carl Rogeness, a former meat-cutter, who took up selling for health reasons, won a Bendix ironer as second prize in the contest. Total sales for The Appliance Mart in the contest added up to 131 Bendix units.

Al Guidice placed 46 units, while Rogeness convinced buyers to the tune of 35 units. Third place went to Al Huckle who sold 29 units. The balance was chalked up to other salesmen, and the store itself. In all an enviable record for "Cowpoke Country."

Daily sales meetings are conducted by the salesmen themselves, with Mr. Musburger in charge. A feature of these meetings, which are held in one of the audition rooms downstairs, is the fine portrait of the week's top salesman.

(Continued on page 72)



Above: Inside the Mart. In the foreground are small appliances. Major appliances are effectively arranged to the rear. Note amount of display material in use.

To Right: Service Department Personnel (l.-r.) Don Larsen, Eddie Wuest, Kenny Keenan, Johnny Lumley, and Lester Mocabee stand at the side of a fully loaded Appliance Mart delivery truck.





Sell Those **HOT-WEATHER** Products While They're

HOT!

**Fans, Portable Radios, Room Air-Conditioners,
and Water Coolers Nearing Demand Peaks**

• Hot weather is on the way, and the merchant is preparing to meet it with increased sales activity through promotion of those products which have the most sales appeal, and the least resistance when heat drives people to buy things to keep them comfortable in the home—entertained in the Great Outdoors.

The fastest and most erratic performer in summer sales is the conventional type electric fan, used as an air circulator. In merchandising fans, dealers know from past experience that they must get 'em while they're hot. This is because, in spite of all sorts of intelligent plans to educate people to buy fans in advance of heat waves, by and large, most people just won't do so.

They follow a familiar pattern. Comes the first heat wave, and a small flurry of buying. Comes the next, and longer one, and the buyers go to town—to buy and buy and buy!

Dealers must maintain adequate stocks of fans, in wide price ranges, and must set up all-out window and in-store displays in order to get a sufficient amount of sales volume in what may be a short period of time. For the first time in a number of years, dealers will have what seems to be an adequate supply of fine fans to sell. Also, on the market, are a number of new designs.

In stocking "adequate" numbers of fans in anticipation of seasonal buying rushes, the dealer doesn't take much of a gamble, because fans are considered to be staple merchandise. They can be "held over" with practically no danger of their becoming obsolete in another year. A good supply on hand prevents the futile feeling confronting the dealer who "runs out" of fans right at the peak of demand, and then, having re-ordered, finds that the weather has moderated, or that the buying wants have been satisfied through purchases elsewhere.

Hot weather sees peak sales in kitchen and attic ventilators too, though these devices can be sold in good quantity

all the year 'round. When bedrooms and kitchens become unbearably hot, the sales resistance wilts on the part of the customer—his desire to buy rises as rapidly as the temperature.

The compressor-type room cooler enjoys peak popularity in sales during hot weather which has "conditioned" the mind of the consumer to the buying-point. But, like attic and kitchen ventilators, good sales can be made well in advance of hot weather. Particularly is this true because the room cooler costs considerably more than the ordinary portable circulating fan, and hence requires more time for decision on the part of the buyer.

Supplies of compressor-type room coolers are much better this year, than they have been since the war, and the consumer is much better acquainted with this appliance than ever before.

Another "hot" weather natural is the water cooler. The merchant has numbers of prospects for these, among them private homes, public buildings, local factories, professional offices, garages, restaurants, funeral parlors, amusement places, such as dance halls and roller skating rinks. Of course, the water cooler is an all-year item, but its sales appeal skyrockets when the thoughts of clear, cold water, readily at hand, assails the fevered mind of John Q. Public during a particularly scorching day.

Last, but not least comes that portable radio! While the carry-about set doesn't actually cool off its owner, it is associated with relaxation, recreation and vacation, and from here on its sales will soar for the dealer who knows how to advertise, display and sell it. Of course, the portable is, fortunately, becoming more and more of an all-season seller. It goes to winter resorts, on business trips, and to schools and colleges. We've preached against dealers permitting themselves and their sales forces to become "seasonal" sales-minded to the extent that they just sit

down and do nothing during dull periods on the premise that you can't make sales unless the time is "ripe." But, what we're saying here is that we should cash in on peaks, and cash in on them for all they're worth.

Ways to clinch sales of "hot weather" items provide clues to all year around selling angles, too. For example, the portable radio should never be offered solely as a vacation or take-away item. It should be sold as an "extra" set for the home—for any room, which has plus value to the owner since it can go with him anywhere!

Kitchen ventilators are even more desirable in winter, when most of the windows of the home remain closed, than they are in the summer, only selling better during hot weather because of the mental outlook, and the physical discomfort of the average purchaser. Water coolers and air-conditioners are in the same boat too. They can be sold any day in the year, but certainly more readily when the heat clamps down over the land.

The psychological effect that timely window displays have when they exhibit cooling and refreshing comfort and relaxation is just what the doctor ordered for more summer sales.

Impulse-buying rate soars on a broiling day when a bunch of cool fans are seen in action in a dealer's window. A portable radio shown under conditions simulating a cool mountain or seashore resort, is a powerful sales stimulant. The cold drink of water the customer enjoys in the store suggests the need for a water cooler in many a customer's place of business.

"Hot weather" products can be sold in large numbers by the dealer who promotes them high, wide and handsomely while the customers and the weather are hot. Red-hot sales effort will always bring more business to the dealer during the season he needs it the most. The time for summer sales action is at hand!



More than "just a slogan"

Smart radio salesmen have learned to "take the mystery out of FM"—it sells better because it sounds better. And that's why Bendix FM is proving its superiority everywhere!

FM is not "all alike"—there are great differences in parts, circuits, performances and tone—and on all four counts Bendix FM is rated tops!

The Bendix ratio detector FM circuit uses only 16 component parts and one tube in contrast to the widely used "discriminator type" circuit: which requires as many as 26 component parts and three tubes. This engineering difference leaves extra room in Bendix FM for added quality in audio performance, and for superior tone. The rejection of static is markedly better on low signal from the stations.

There are real reasons why Bendix is "FM at its Finest"—reasons built in by experts!

Bendix Radio

HERE'S WHAT THE TECHNICIANS SAY

In competitive tests by the outstanding independent radio research laboratories Bendix FM sets have been rated at the top! And in the *real* competitive test—on the showroom floors of dealers everywhere—Bendix is also earning top rating because it sounds better, sells better!

Every Bendix Radio which features FM also affords the finest Standard Broadcast reception and phonograph reproduction—unexcelled in each price bracket.

AND ONLY BENDIX RADIO DEALERS HAVE IT!

Bendix FM is just one more reason why America's smartest radio franchise is Bendix Radio! There's extra selling magic, extra advertising punch, extra dollars of profit in Bendix—The Real Voice of Radio!



BENDIX RADIO DIVISION of
BALTIMORE 4, MARYLAND



New Radio Products

Manufacturers Introduce New Models for Dealers

RCA Victor MODELS

Model 8 BX6, "Globe Trotter" portable radio, shown, features lower suggested retail price of \$49.95. Three-way set, AC-DC-battery, powered by five tubes and one rectifier, and features automatic lid switch which turns radio on when lid is opened. Maroon and aluminum color contrast provided. Battery

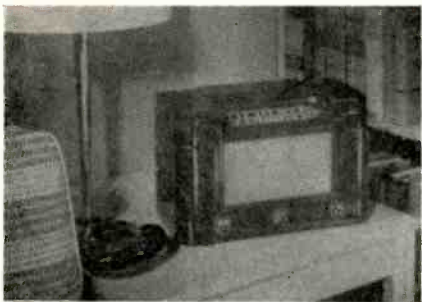


pack VS019 is suggested; its retail price is \$5.25. Traveling jacket, model PCC-66 is available at a retail price of \$4.95. Set size: 10 inches high, 13 inches wide, and 5½ inches deep.

Table model radio, model 8X53, is housed in a small hardwood cabinet, has four tubes and one rectifier; will operate on AC or DC. Suggested retail price is \$29.95. Size 7¾ inches high, 11¼ inches wide, 6¾ inches deep. RCA Victor Div., Radio Corporation of America, Camden, N. J.—RADIO & TELEVISION RETAILING

Westinghouse TABLE MODEL

Model H-182, FM-AM table model receiver has five tubes plus rectifier. The cabinet measures 9 inches high, 13½ inches wide, 7



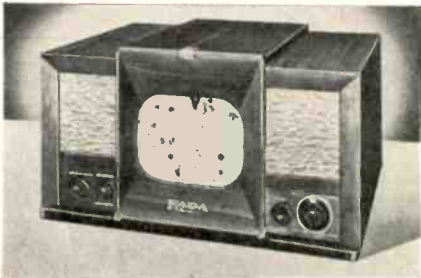
inches deep. Constructed of durable plastic with a mahogany finish. Suggested price of \$57.95 for the brown and \$59.95 for the ivory model. Westinghouse Electric Corp., Sunbury, Pa.—RADIO & TELEVISION RETAILING

Four Fada MODELS

Model 799, table model television receiver, shown, in a walnut veneer cabinet. Set features a picture size: 6¾ inches x 8½ inches, covering an area of approximately 54 square inches.

Model 802 superheterodyne AC consolette, has automatic record changer, and a consolette cabinet of mahogany veneer. Features: six tubes plus rectifier, four controls, and a spacious record album compartment. Dimensions: 24¾ inches wide, 33 inches high, 15½ inches deep.

Two table models have also been added to the line. Model 790 is an AM-FM set, superheterodyne receiver, in a gleaming walnut or



ivory plastic cabinet. Model 795 is an AC superheterodyne FM tuner which covers the FM band and all FM channels. Fada Radio & Electric Co., Inc., 525 Main St., Belleville, N. J.—RADIO & TELEVISION RETAILING

Zenith PORTABLE

"Zenette" portable radio, housed in a cabinet of Lustrex plastic. The combination bat-



tery, AC-DC operated radio is available for \$42.45, less batteries. Zenith Radio Corp., Chicago, Ill.—RADIO & TELEVISION RETAILING

Crosley RADIOS

Model 148 CR, shown FM-AM radio phono combination, finished in mahogany. The set



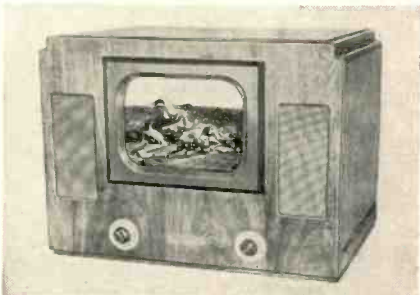
features louvered panels in front of the speaker. Set has 12 radio tubes, 1 tuning indicator tube, 1 rectifier tube. Additional features: automatic record changer, AM, FM shortwave; push button tuning for standard

broadcast; automatic volume control; freedom from station drift. Dimensions: 36¼ inches high, 38 inches wide, 18¾ inches deep. Suggested retail price is \$399.95.

Portable model 9-302, AC-DC or battery operation, is finished in alligator brown case, with metal trim. Two new battery-powered farm set models are model 9-117 with four tubes, and model 9-101 with five tubes. Crosley Div., Avco Mfg. Corp., Cincinnati, O.—RADIO & TELEVISION RETAILING

Mars TV RECEIVER

"Model twelve" video receiver features Mars dual-tuner. Set has only two dials, one is the station selector, the other is the sound and picture control. Installed in a walnut



cabinet. Set has two separate chassis: one for sound receiver and picture, the other for the complete sweep-circuit. Current retail price is \$395.00, with installation extra. "Mars" Television, Inc., 1441 Broadway, New York 18, N.Y.—RADIO & TELEVISION RETAILING

Hoffman COMBO

Console features French Provincial console. Set is one of "Furniture Four" line which includes modern, Chippendale and American Colonial styling for every home decorative



scheme. Finishes are hand-rubbed. Sets provide FM, standard broadcast reception, automatic record changer, improved record reproducer with permanent needle. Hoffman Radio Corp., Los Angeles, Cal.—RADIO & TELEVISION RETAILING

More Radio New Products Elsewhere in This Issue

Stewart-Warner



Stunning New Chinese-Modern Combinations!



CHOICE OF **3**
DECORATOR
COLORS

"Cathay" CHINESE RED, the famous rich "temple red" of old China that glows with warm beauty. A brilliant "accent"!
Model 61CR9

"Shanghai" JADE GREEN, the great decorator color that blends so superbly with today's smartest home furnishings.
Model 61CR10

"Calcutta" JET BLACK, the deep gleaming "lacquer" black of rare Oriental antiques... the height of fashionable style.
Model 61CR8

ALL WITH EXCLUSIVE STROBO-SONIC TONE

Step up in front with these superb new decorator styles in Stewart-Warner radio-phonographs! Brilliant Chinese pieces have been smart and fashionable in American homes for 100 years. No other style is more richly beautiful, more enduring, or so perfect to accent strikingly today's decorative schemes.

Performance? As advanced as modern engineering can make it! Features include the Shadow-Box Dial, the great Electro-Hush Reproducer for record-playing, the foolproof *intermix* record changer, 4-position tone control.

Top-to-bottom quality... famous Stewart-Warner value.

Stewart-Warner

FM RADIOS AM • RADIO-PHONOGRAPHS • TELEVISION

CHICAGO 14  ILLINOIS

Radio Profit-Makers

Webster-Chicago WIRE RECORDER, CHANGER

Model 78 wire recorder shown, adaptable for home use in connection with a radio receiver or with a high fidelity public address type amplifier and speaker. Unit comes complete with necessary cords, plugs, microphone,



15-minute spool or wire, and full instructions for easy connection. Head phones may also be used.

Re-designed Webster-Chicago model 156 and model 70 intermix record changers are available. Model 165 portable record changer and model 60 portable amplifier, housed in plywood cases covered in red morocco leatherette also available. Two new recording needles were introduced by the firm. Webster-Chicago Corp., 5610 W. Bloomingdale Ave., Chicago 39, Ill.—RADIO & TELEVISION RETAILING.

Cortley TV SET

Projection television set projects picture from several inches up to 6 x 8 feet. Features: adjustable projection angle; automatic

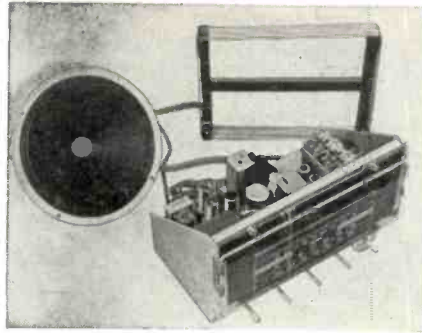


focusing; mounted on soft rubber wheels; removable antenna plug. Set contains 36 tubes. Dimensions: 35 inches high, 21½ inches wide, 18 inches deep. Cortley Television Corp., 15 W. 27th St., New York City—RADIO & TELEVISION RETAILING.

Espey CHASSIS UNITS

Additions to the line of custom-built chassis units include: model 511, an AM-FM super-heterodyne receiver, featuring 12 tubes plus tuning indicator tube and a rectifier. The chassis is 13½ inches x 8 inches x 9 inches. A loop antenna for AM and folded dipole for FM, a 10 inch speaker and all necessary hardware are included. (Shown above.)

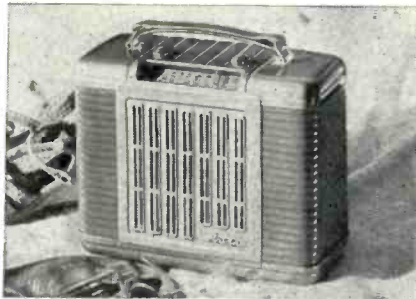
Model 512 AM-FM tuner is designed to pro-



vide high quality radio channel for industrial and school public address systems, as well as to serve as the tuning unit in custom-built installation. Tuner has nine tubes plus an electron ray tuning tube and a rectifier. Tuner contains its own power supply. The chassis is 13½ inches x 8 inches x 9 inches. Espey Mfg. Co., 528 E. 72 St., New York 21, N. Y.—RADIO & TELEVISION RETAILING

Arvin PORTABLE

Three-way portable, model 250P, retails at \$39.95 less battery. Features: carrying case of laminated plastic wrap-around with light steel top and bottom; luggage type carrying handle.



Set has five tubes plus selenium rectifier; equipped with special antenna hook-up for clear reception in mountainous areas. Noblitt-Sparks Industries, Columbus, Ind.—RADIO & TELEVISION RETAILING

Sightmaster TV RECEIVER

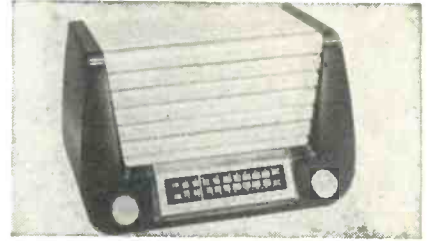
Model 10-S-2 "living stage" television receiver with FM radio. Features: built-in "clarifier" which gives 120 sq. in. picture; 10-inch tube specially designed "roto-table" enables ro-



tation of the set to any angle; housed in hand-rubbed cabinet in mahogany, walnut, or blonde. Complete unit, including table, in walnut, retails at \$495.00. Installation extra. The Sightmaster Corp., 220 Fifth Ave., New York 1, N. Y.—RADIO & TELEVISION RETAILING

Air King TABLE MODEL

"Marquis," model A-650 FM-AM table model set, in two-tone polystyrene cabinet. Choice of three color combinations: brown with ivory,



black with ivory, and all ivory. 6 tubes including rectifier. Priced at \$49.95. Air King Products Co., Inc., 170 53 St., Brooklyn, New York.—RADIO & TELEVISION RETAILING.

Ray-Dyne KIDDIE CONSOLE PHONO

Children's phonograph features: patented volume control; wood cabinet of streamlined design, with built-in compartment to hold record albums upright; will play all size

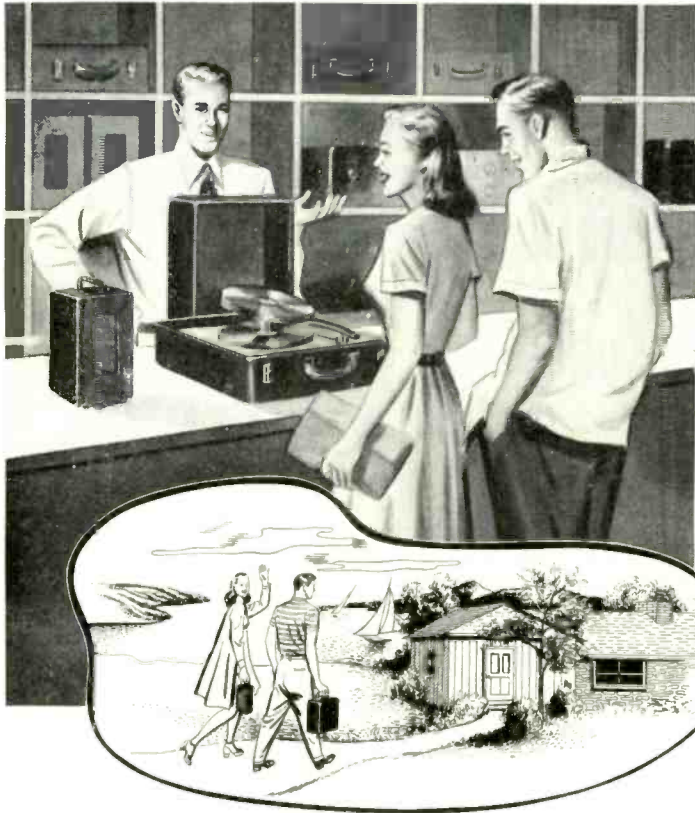


records including 12-inch; gaily decorated in cream, pastel blue and pastel pink. Size: 15½ inches wide, 11½ deep; 24 inches high. Priced to sell for \$20.95.

Table phonograph available to sell as a separate unit for \$11.95. Finished in red and cream, pastel blue and cream, pastel pink and cream, and all cream, the unit is 12½ inches long, 10½ inches deep, 6¼ inches high. Weighs 7½ lbs. Ray-Dyne Mfg. Corp., 141 W. 24th St., New York 11, N. Y.—RADIO & TELEVISION RETAILING.

See Appliance Section
for
Appliance New Products
Other New Radio
Merchandise Elsewhere
in this Issue

BUILD SUMMER SALES FAST!



... Demonstrate this
Perfect Portable Music
Combination NOW!

The Webster-Chicago

Portable Record
Changer

Model 165

AND

Portable
Amplifier

Model 66

Music lovers appreciate this combination which provides fine recorded music whenever and wherever it is desired... at home, summer cottage, outdoor parties and all summer activities.

Model 66 — Webster-Chicago Portable Amplifier

- Push pull circuit with 3 tubes and rectifier
- 8-watt output
- 8-inch Alnico-5 speaker
- Control panel recessed—knobs flush with outside of case
- Attractive, strong wooden carrying case covered in Burgundy leatherette—light weight, complete **\$59⁹⁵**

Model 165 — Webster-Chicago Portable Record Changer

- Plays 12 ten-inch or 10 twelve-inch records at one loading with cover closed
- Fast change cycle—less than 4 seconds
- Standard crystal cartridge or low pressure magnetic pick-up
- Automatic stop after last record has been played
- Attractive, sturdy wooden carrying case covered in Burgundy leatherette—light weight, complete **\$59⁹⁵**

Prices slightly higher west of the Rockies

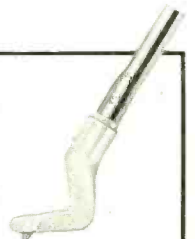


Write, wire or phone for the name of your nearest Webster-Chicago Distributor (Represented in Canada... Except British Columbia... by Canadian Marconi, Montreal, Quebec)

WEBSTER-CHICAGO

Famous, too, for *Electronic Memory* Wire Recorders
5610 WEST BLOOMINGDALE AVENUE • CHICAGO 39, ILLINOIS

Sell Webster-Chicago Magic
Nylon Phonograph Needles
with Knee Action—for superior
record reproduction—
longer wear and record care.



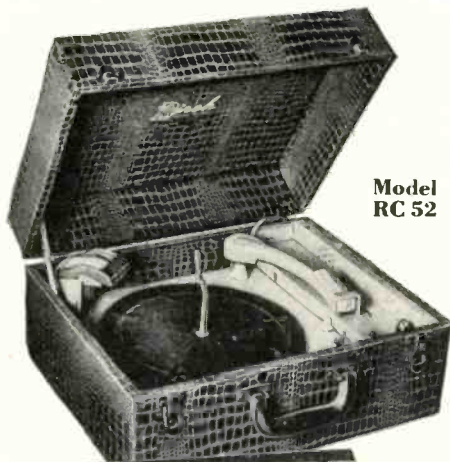
SUPERIOR PERFORMANCE SUPERIOR STYLING

based on 25 years of experience and research

See the complete Birch line
(12 profit-building models)
in Room 782, Palmer House, Chicago
NAMM Convention, June 14-17.

Birch

PORTABLE PHONOGRAPHS



Model
RC 52



Model
45



Model
502

Model RC 52. Most compact automatic record changer. Only 16½" x 13" x 8⅞", yet plays twelve 10" or ten 12" records with lid closed! Smart DuPont Fabricoid in alligator or cordoba finish. Dependable changer mechanism.

Suggested Retail, \$42.50

Model 803. Amazingly high fidelity reproduction with an 8" heavy-duty speaker, 3 tubes. Rich simulated leather covering plus hand-rubbed mahogany veneers. Plush-lined compartment holds more than 20 records. Size: 20" x 13" x 7".

Suggested Retail, \$44.95

Model 45. The Birch Color Quartet offers a choice of four DuPont Fabricoid two-toned finishes: mahogany jaguar, brown alligator, navy blue, or simulated calfskin. Plays 10" or 12" records. Size: 11¾" x 12¾" x 5¼".

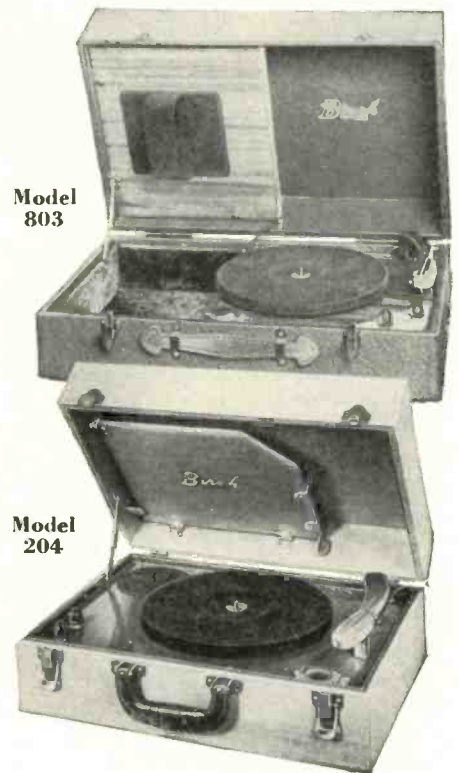
Suggested Retail, \$21.95

Model 204. Smart simulated leather fabric covering. Separate volume and tone controls. Has snap-lock record album in lid. High fidelity reproduction at low cost. Size: 16⅜" x 11-11/16" x 6¼".

Suggested Retail, \$29.95

Model 502. A handsome portable built like costly luggage. Plays 10" and 12" records with lid closed. Exclusive snap-lock album in lid holds both record sizes. Size: 16¾" x 13" x 6⅞".

Suggested Retail, \$33.95



Model
803

Model
204

*Write for circulars
and dealer discounts*

See our new line of hand-wound portable phonographs at the NAMM convention!

Manufactured by

BOETSCH BROTHERS

221 East 144th Street, New York 51, N. Y.

RECORDS

Section of **RADIO & TELEVISION RETAILING**

Musical Forces at Work for Music Merchants

• There has been a phenomenal growth in a national interest in music of all types during the past ten years. Surface manifestations of this all-time high in an American musical consciousness are clearly evinced by:

1. Impressive numbers of children and adults who are attending music schools
2. Rebirth of what had been a dormant disc-buying public—that culminated in the sale of 3¼ million recordings in '47
3. High demand for musical instruments.

It is of course true, that the national income has gone up, and that this accounts somewhat for the aforementioned points. However, the American public has developed a true and lasting and genuine interest in "music." The additional spending money gave more people the opportunity to hear, learn, and appreciate music. In many American homes the playing of an instrument, or the gathering around the record player, has become a part of the regular family life. It is no longer only within the province of the wealthy, or the talented. The school bands which have sprouted up in towns and cities across the country have been a very important factor in making the actual playing of an instrument available to "the masses." In many schools it is a part of the curriculum — along with the three R's.

Musical activity in America has doubled in less than a decade. The Metropolitan Opera Co. appeared in Los Angeles this year for its first full season in that city since 1905. High calibre concert artists have been finding welcome, appreciative and alert audiences in cross-country tours. The great Toscanini took another step forward in bringing the best that music has to offer to the public, by consenting to perform before the

television camera. Viewers who saw and heard the performance report it was a new thrill in top music enjoyment.

Organized promotions such as National Music Week, and the work currently being fostered by the American Music Conference and the National Association of Music Merchants have also contributed much to the musical life in the local communities.

These groups have sponsored store displays stressing a "musical angle," in drug, apparel, and even food establishments. Local theatres were brought into the circle in the cooperative music theme displays.

Music-minded civic leaders have been contacted by these groups. In addition, chambers of commerce, veteran's organizations, women's groups, clubs like the Elks, Rotary and the Lions, as well as numerous church, school and private choral and music groups, prove to be more than willing to help further a musical cause.

The work of these organizations to "push" an appreciation of music, has only been active for a few short years. A closer examination of the other forces that helped awaken a latent musical consciousness shows that not all the publicity in the world could have done the job alone—it was the result of many factors.

The influence of the schools in educating youngsters has already been mentioned, and cannot be underestimated. Progressive music education brought millions of youngsters into the fold.

Thirty-seven million homes in the U. S. are equipped with radios—another dominant factor. Disc jockeys brought popular music into listener's homes at any hour of the day or night. The

(Continued on page 59)

"JOHNNY STRANGER" IS SWEEPING THE COUNTRY!

Narrated by **RAY MIDDLETON**

with **RUSS CASE** and his Orchestra



CASH IN ON THE ACCLAIM THIS SENSATIONAL CHILDREN'S SET IS GETTING!

"Americana on a high and intelligent level"

—Saturday Review of Literature.

"Exciting and significant"

—San Francisco Call-Bulletin.

"Ray Middleton does a superb job"

—Record Retailing.

IT'S A MUST for all children, but *Johnny Stranger's* getting a big welcome from adults as well! It's about a young immi-

grant who wants to be a real American and who travels across the nation searching for Uncle Sam.

EYE-CATCHING . . . PLUS!

Above you see a fascinating map from the inside cover, showing *Johnny's* journey. Highlights from the story and words of all nine songs are included in the attractive "Showpiece" album. Have *Johnny Stranger* greet your customers as they come into your store!

Y-358, 2-10" Non-breakable records, \$2.25. (Price includes Federal excise tax and is subject to change without notice.)

Look who sings it!—Ray Middleton, co-star of Broadway's long-run smash hit "Annie Get Your Gun," wins everybody with this heart-warming narration!

Look who wrote it!—George Kleinsinger & Paul Tripp have scored a terrific follow-up to their best-sellers—"Tubby the Tuba" and "Pee Wee the Piccolo"!

Look who plays it!—Russ Case has a big following from his records and from the coast-to-coast RCA Victor radio show every Sunday afternoon over NBC!

THE STARS WHO MAKE
THE HITS ARE ON

RCA VICTOR RECORDS



Hartford Disc Distributor Installs New Tabulating, Bookkeeping Equipment

Stern & Co. has rearranged its record, accessory and phonograph warehouse so that all items may be handled in numerical sequence to conform with the new procedure. Shown is the conveyor arranged in a horseshoe shape, so that all stock is readily available.



Jobber Simplifies Platter Accounting System

• Stern & Co., Hartford, Conn., Columbia Record Co. distributors, are conducting sales analysis-inventory control procedures in a modern, up-to-date method.

Special equipment was installed in the Hartford offices of the company, designed to speed up order handling, and to provide the distributors and their retailer customers with sales analysis, back order and other reports.

Designed by Columbia Records, the control procedure can only be operated in connection with Remington Rand tabulating equipment.

A small numbered card is the heart of the entire Columbia-Remington system. By means of a simple code, the numbers on the card provide complete information on every item that is or-

dered by the dealer, listing the date, the dealer, the selection number, the quantity, price class, and type of phonograph record, accessory, etc.

A sorting machine which is capable of handling over 25,000 cards per hour, and the tabulator, which is geared to post at the rate of more than 100 entries a minute, automatically place the information on the cards into a variety of sales and bookkeeping facts.

A recapitulation of the day's business, invoices for picking and shipping

stock, daily billing summary and weekly sales reports are automatically posted.

It is pointed out by company officials that "the equipment and methods will simplify the accounting procedure of distributors by providing all the sales statistics necessary for paying salesmen's commissions, filling out county reports, and analyzing sales for the direction of sales effort. All records are mechanically printed, neatly, uniformly and legibly."

The new tabulating equipment has provided Stern & Co. with means for rushing service on hit tunes, without putting aside servicing on other items.

TO		DATE	QUANTITY	PRICE CLASS	SELECTION	REMARKS
DEALERS	1 11 12	3	1	C	3 8 8	
USING	1 11 12	3	1	C	1 1 0	
ORDER	1 11 12	3	1	C	3 2 8 2 3	
NUMBERS	1 11 12	3	1	C	3 8 0 2 7	
	1 11 12	3	1	C	3 7 8 6 6	
	1 11 12	3	1	C	3 8 0 2 8	
	1 11 12	3	1	C	1 2 0	
	1 11 12	3	1	C	1 0 2	
	1 11 12	3	1	C	1 0 2	
	1 11 12	3	1	C	1 0 2	
	1 11 12	3	1	C	1 0 2	
	1 11 12	3	1	C	1 0 2	
	1 11 12	3	1	C	1 0 2	
	1 11 12	3	1	C	1 0 2	
	1 11 12	3	1	C	1 0 2	
	1 11 12	3	1	C	1 0 2	
	1 11 12	3	1	C	1 0 2	
	1 11 12	3	1	C	1 0 2	
	1 11 12	3	1	C	1 0 2	

Columbia Record Distributors Inc. INVOICE NO. DATE JAN. 2, 1948
DISTRIBUTORS OF COLUMBIA RECORDS 200 SPRING ST. S. W. ATLANTA, GA. SHIP TO: SALES

G. Fox and Co.
960 Main St.
Hartford, Conn.

THIS IS A LIST OF ALL COLUMBIA RECORD SELECTIONS SHIPPED TO YOU FOR THE MONTH ENDING.....

Dealer	Selection	Quantity
27	23 4 8 2	100
27	23 4 9 0	50
27	28 4 7 3	25
27	29 1 2 6	8
27	29 4 3 1	125
27	31 0 0 5	13
27	33 8 2 2	9

DAILY ORDER AND BACK ORDER RECAP LIST

DATE Mo. Day	D'l'er	Pr.Cl.	Selection	Quantity
1 11 12	15	1	37930	5
1 11 12	3 2 4	1	37930	10
1 11 12	4 0 8	1	37930	5
				20 T
1 1 4	8 8	1	37931	2
1 1 4	6 8	1	37931	5
1 1 5	3 2 8	1	37931	10
1 1 5	1 1 4	1	37931	5
1 1 6	1 3 2	1	37931	10
1 1 7	4 8	1	37931	15
1 1 12	2 0 1		37931	25
				72 T
1 11 12	4 0 8	13	37940	25

Duplication of effort in preparing packing check lists, invoices, and distributor office accounting records is eliminated by these multiple-copy forms that serve billing, picking, checking and other purposes under the new Columbia-Remington Rand procedure.

Discs Bring In

New Releases Feature Favorite



YEHUDI MENUHIN has recorded Lalo's "Symphonie Espagnole" for RCA Victor (DM-1207.) The artist has performed this selection many times in the course of his concert appearances, and its release in album form is a welcome addition to the dealer's catalog.

CLASSICAL WORKS

DELIUS: "Brigg Fair: An English Rhapsody," Sir Thomas Beecham, Bart., conducting the Royal Philharmonic Orchestra. RCA Victor DM-1206

Sir Thomas Beecham presents another one of his famous Delius interpretations. This "pastoral in feeling" work is an excellent follow-up to the recently released Delius Society Set.

GRIEG: "Concerto in A Minor for Piano and Orchestra, Op. 16," Oscar Levant, piano, with Efrem Kurtz conducting Philharmonic-Symphony of New York. Columbia M-MM-741; MV-MMV-741 (Vinylite)

The popular Grieg concerto played by the popular Levant should find a wide and appreciative audience. The "Prelude in E Flat," Rachmaninoff, is offered as final side.

GRIEG: "Peer Gynt Suite No. 1, Op. 46," The Philadelphia Orchestra, Eugene Ormandy, Conductor. Columbia X-MX-291

Coinciding with the Philadelphia Orchestra's trans-continental tour, this release which is familiar to young and old alike, should find many dealer opportunities for window display, and tie-in publicity.

SCHUMANN: "Scenes of Childhood, Op. 15," Maryla Jonas, piano. Columbia X-MX-290

Charm of childhood captured by Miss Jonas in her interpretation of this familiar Robert Schumann work.

STRAVINSKY: "Divertimento," Igor Stravinsky conducting the RCA Victor Symphony Orchestra. RCA Victor DM 1202

Stravinsky appears as conductor-composer in this album, which consists of a set of pieces taken from his ballet "The Fairy's Kiss."

TCHAIKOVSKY: "Symphony No. 4 in F Minor, Op. 36," The Philadelphia Orchestra, Eugene Ormandy, conductor. Columbia M-MM-736

Emotional Fourth Symphony performed by the Philadelphia group, should find excellent reception. Composition to be featured on many programs during orchestra's cross-country tour.



ARNAZ, DESI: "Rumba Rubero"—"In Santiago, Chile." RCA Victor 20-2827

The dynamic Desi does both vocals on this fast-paced coupling.

BAKER, DON, at the organ: "Meditation." Continental 47

Album of organ music contains "A Perfect Day," "Schubert's Serenade," "The Rosary," etc.

BARNET, CHARLIE: "Blue Lou"—"Juice Head Blues." Apollo 1082

Wide open jazz—with band instrumentalists taking the lead.

CLARK, BUDDY: "Melody Time"—"Blue Shadows on the Trail." Columbia 38170

Songs from Disney film "Melody Time"; Buddy couples a romantic tune with a sweetly sentimental one of the wide open spaces.

COMO, PERRY: "You Can Do No Wrong"—"Love of My Life." RCA Victor 20-2784

Top romantic songs from the film "The Pirate"; the popular baritone performs with tenderness and warmth.

CROSBY, BING: "Song Hits." Decca A-648

Album contains six hit tunes from Broadway shows, such as "Oklahoma," "Up in Central Park," "Annie Get Your Gun," "Song of Norway," etc.

DURANTE, JIMMY: "Chidabee-Ch-Ch"—"The Day I Read a Book." MGM 30084

In the Durante vein; this pairing will not disappoint fans who are looking for familiar "Schnoz" routines.

FELICE, ERNIE: "Woo-Ca-Ma-Choo-Ga"—"Street of Dreams." Capitol 10082

Novelty with play on title phrase paired with old favorite.

FITZGERALD, ELLA: "How High the Moon"—"You Turned the Tables on Me." Decca 23956

In the modern be-bop manner, the songstress sings the words of first side chorus, and scats through remainder of tune. Enthusiasts will welcome this "must" for their collections.

FREEMAN, STAN: "Ain't She Sweet"—"Sweet Leilani." Rainbow 10030

Stan Freeman's piano, plus trio backing, make this coupling good listening.

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

Two novelties done by the genial redhead, with Archie Bleyer's orchestra; in the same popular format as his other best-sellers.

"HAPPY ANNIVERSARY," Dramatics by Elliot and Cathy Lewis, music by Ray Noble's orchestra. Columbia C-160

Album contains eight dramatic sketches which trace a marital romance, giving pitfalls, and nostalgia. Background music includes "Goodnight Sweetheart," "Perfidia," "Way Down Yonder in New Orleans."

HORNE, LENA: "Love of My Life"—"Deed I Do." MGM 10165

The sultry voiced songstress does new Cole Porter tune from "The Pirate," and pairs it with a blues ballad "Deed I Do."

"INSIDE U.S.A.," Perry Como, Beatrice Lillie, Jack Haley, Russ Case, his Chorus and Orchestra. RCA Victor K-14

The Arthur Schwartz-Howard Dietz musical score was recorded months before the production reached Broadway, and boasts show stars Bea Lillie and Jack Haley. "Haunted Heart," the famil-



DICK HAYMES recording his latest Decca release, "Nature Boy" coupled with "You Can't Be True, Dear." (Decca 24439) Dealers are still cashing in on the singer's current hit, "Little White Lies."

Dollars for Dealers

Artists, Tunes and Composers

iar ballad is sung by Como; Bea Lillie does "Come, Oh Come," "At the Mardi Gras," and "Atlanta."

JAMES, HARRY: "Love of My Life"—"You Can Do No Wrong." Columbia 38156

Both songs from the new Cole Porter musical film "The Pirate."

LAINE, FRANKIE: "Put 'Em In a Box, Tie 'Em with a Ribbon"—"Baby Don't Be Mad at Me." Mercury 5130

Carl Fisher's orchestra provides good backing for Laine's inimitable singing style. "Put 'Em In a Box" from film "Romance On the High Seas."

LOMBARDO, GUY: "Good Night Sweetheart"—"I'll See You In My Dreams." Decca 25358

Pair of old standards being re-issued for Lombardo fans.

MARTIN, TONY: "Begin the Beguine"—"My Sin." RCA Victor 20-2814

Recoupling of two of Martin's best-sellers on this disc should prove still popular.

MONROE, VAUGHN: "What Do I Have to Do"—"A Little Imagination." RCA Victor 20-2811

Two bouncy tunes from the hit film and show "Are You With It?"

MURPHY, ROSE: "Honeysuckle Rose"—"Sweet Georgia Brown." Majestic 1271

"Chee Chee" Murphy offers another pairing in her very unusual style.

"THE PIRATE," Judy Garland, Gene Kelly with the MGM studio orchestra conducted by Lennie Hayton. MGM 21

Recorded directly from the sound track, album recaptures gay, imagina-



tive spirit of the picture. Some hit tunes include "Love of My Life," "You Can Do No Wrong," and "Nina."

PASTOR, TONY: "There's A Man at the Door"—"I Wanna Sleep." Columbia 38178

Frantic tempo of first side, "Man at Door," contrasts with smooth dreamy quality of flip, for neat novelty coupling.

RAEBURN, BOYD: "Trouble Is A Man"—"How High the Moon." Atlantic

Ginnie Powell does vocals for this jazz coupling on new wax label.

SHORE, DINAH: "I'll Be Seeing You"—"I Get Along Without You Very Well." Columbia 38201

Two old tunes with lots of popular sentimental appeal.

SINATRA, FRANK: "All of Me"—"I Went Down to Virginia." Columbia 38163

Torchy "All of Me" given quiet, intimate Sinatra interpretation, with subdued "small" orchestra backing; flip is faster, but danceable Sinatra song-styl-ing.

THE POLKATEERS: "Just Because"—"Traffic Jam." Continental C-1228
A pair of polkas with plenty of pop appeal.

THOMPSON, KAY: "Louisiana Purchase"—"I See Your Face Before Me." Columbia 38200

The Williams Brothers accompany La Thompson on the first side of this disc in a noisy, tuneful, bustling version of the familiar "Louisiana Purchase." The flip is in an entirely different mood, with the songstress doing it "sultry."



PUCCHINI: "La Boheme," Richard Tucker, George Cehanovsky, Salvatore Baccaloni, Bidu Sayao, Mimi Benzell, and others. Giuseppe Antonicelli conducting the chorus and orchestra of the Metropolitan Opera Association. Columbia OP-MOP-27

The company's second release, in its series of complete operas recorded from the stage of the Metropolitan Opera house. The Puccini score contains some of the most universally known arias—and is bound to meet with much popular acclaim.

BERGLUND, JOEL: Tannhauser: "Eu-



Looking over the score of "LA BOHEME" during a Columbia recording session at the Metropolitan are: (l. to r.) Giuseppe Antonicelli, conductor; soprano Bidu Sayao, who sings the role of Mimi; Richard Tucker, tenor, who plays Rodolfo, and Salvatore Baccaloni, basso buffo.

logy of Love," "Wie Todesahnung," "Evening Star." RCA Victor 12-0185

The Met's Wagnerian baritone offers these arias that will provide delightful listening for all.

LEHMANN, LOTTE: "Der Schmied," "Der Kranz" and "Feldeinsamkeit." RCA Victor 10-1405

The three Brahms songs are performed by the famous soprano in sweeping dramatic style. Paul Ulanowsky is at the piano.

MERRILL, ROBERT: "Brooklyn Baseball Cantata," Russ Case and his Orchestra and Chorus. RCA Victor DM: 42

A humorous bit of music-making is this mock-heroic story of an important Yankee-Dodger game, and the reaction of the fans. Merrill's huge radio audience should enjoy this one, whether they're baseball fans or not.

STOSKA, POLYNA: "Opera Arias by Polyna Stoska," with Max Rudolf conducting the Metropolitan Opera Orchestra. Columbia X-MX-294

The American-born soprano presents some previously unrecorded music by Richard Strauss, and two arias by Korngold and Weber in her first album collection.

WARING, FRED: "Nutcracker Suite," choral arrangement. Unbreakable Decca record, DU 90022

Story line runs through presentation, which has universal age appeal. Musical portions of the suite includes "Overture," "Dance of the Sugar Plums," "Trepak," "Dance of the Toy Flutes," and "Waltz of the Flowers."

WARREN, LEONARD: "Sea Shanties." RCA Victor MO-1186

Traditional "songs of the sea" like "Blow the Man Down," "Shenandoah," "A-Rovin'" are sung with vigor, gusto and much charm by the operatic baritone.

More Disc *Display*

Culver's, Arizona, Devoted Expanded Record Department to Showing

• The expanded record department of Culver's, 231 N. First Ave., Phoenix, Ariz., is the outstanding feature of the newly remodeled radio-record-service-and-sound equipment store.

Breaking through to the store next door, gave Mr. and Mrs. R. H. Culver, the owners, a chance to "show" their merchandise to their customers. The Culvers' stress the importance of displaying albums on shelves, out in the open, where purchasers can look, touch, and handle the merchandise. They find that this "display" psychology heightens the customer's desire to buy.

Mrs. Culver, who with three other salesgirls handle the record end of the business, estimates that approximately \$15,000 to \$18,000 worth of records are on view at Culver's. 65% of the inventory is devoted to albums—both in the popular and classical vein.

Emphasize Self-Service

The stress which has been laid on this type of self-service merchandising has paid off well for the proprietors. In addition, album sales are suggested by clerks whenever feasible.

Mrs. Culver definitely feels that the public welcomes the opportunity to "develop better buying habits." The efforts to push album sales is not an attempt to "sell-up", but rather a

sincere effort to provide the customer with more and deeper enjoyment for the type of music he prefers.

"Modern merchandising," explains Mrs. Culver, "calls for ample display areas and ample aisle space. Displays should be arranged so that they are easily accessible to customers."

The record racks and display fixtures contain platters arranged according to types of music. The six record listening booths feature Celotex Acoustilite. Additional listening posts are located at each end of the main record counter. A drawer containing a record player is built into the unit, and can be operated in connection with a speaker.

Greater profits are garnered from the emphasis which is placed on "volume." The outstanding open display stock immediately hits the customer in the eye as he enters the store.

Specialty, popular, classical, etc., recordings placed on the shelves make a colorful and appealing spectacle. The Culver's know how to capitalize and make the most of this "self-service" angle of their business. In addition, if

an album or single is not on view, once the number is requested it is readily obtainable. Special attention has been given to the placement of stock bins, so that there is no necessity for a long wait by the customer.

Culver's has attempted to build up its reputation as a store where "hard to get records" are readily obtainable. Natives of Phoenix, as well as visitors to the resort town, are impressed with the large and varied stock carried. In the event that a selection is requested which is not on the premises, the proprietors will go to much trouble and expense to obtain the desired recordings. They feel that these special services pay off in repeat sales, and a satisfied clientele.

Sales Angles

Records are also stressed for their "gift-giving" qualities. Displays and advertising at Culver's play up the "gift" angle, with particular emphasis placed on their suitability as "hostess or week-end gifts" as well as for holiday presents.

Another sales pointer to which the Culver's point with pride is the rapid service customers receive once they enter the store. The six listening booths,

Customers are encouraged to "browse and buy." Album displays are colorful and eye-appealing, and are arranged in spacious aisles.



Space Increases Sales

Merchandise to Customers; "Browse and Buy" Idea Proves Successful

are serviced by three salespeople. This emphasis on "no delay" has paid off in increased customer comfort, as well as in bigger sales.

Mrs. Culver places special emphasis on the "individuality" of the record purchaser. Salesclerks are instructed to take a personal interest in the needs and desires of the customers. "Music is definitely a personal affair," says Mrs. Culver. "There is no explanation of why a customer prefers one type of music to another. We really enjoy giving a helping hand to buyers."

Salespeople are chosen for their alertness, and their abilities to radiate warmth and confidence. These people have just the right blend of enthusiasm and knowledge to please prospective purchasers.

Popular record purchasers are encouraged to listen to semi-classical and light operetta music. This phase of the customer's development is followed up with a sampling of a selected movement from a symphonic or ballet music album. By easy, definite stages the casual listener grows into a serious collector. His enjoyment is increased, and the Culvers' have gained a customer and friend.

Available to customers is a mimeographed list of records which are actu-

ally in stock. This "store catalog" has proven extremely popular with purchasers, who may have several selections in mind. Platters are listed by manufacturer and artist. This bird's eye view of the store's over-all record picture has also been a sales booster. People see titles of tunes, and remind themselves that they had been "meaning to buy it."

Specialized Helps

"We find," explains Mrs. Culver, "that making up our own mimeographed list of the records that we actually have in stock to use as our own catalog is a service that the customers appreciate and expect now, and in turn it sells many more records. The list designates single records by brand and artist. It is a great help toward giving fast and accurate service to customers. In addition it helps purchasers make selections from recordings that are readily available.

An extensive program of record promotion is carried on at Culver's. Direct mail pieces go out to a large, but select, mailing list. The lists are kept up-to-date, with names constantly being added and "deadwood" eliminated.

A continuous schedule for newspaper advertising is maintained. Seasonal ads

may feature children's records, or popular platters. On the whole, the advertising lists records in both the classical and popular field, and describe specific selections featuring outstanding orchestras and artists. Prices are quoted in all advertising.

Tie-in displays with local appearances of recording artists is another promotion "must" at Culver's. The concert audiences in Phoenix are growing each year, and all such musical gatherings are very well attended.

National advertising for the record manufacturers provide another profitable means for local exploitation, Culver's finds. Follow-ups to the ads which run in many consumer publications with window displays and interior displays "reminds" customers of the manufacturer ad they read, and further stimulates the desire to buy at the point-of-sale. This particular form of promotion has been utilized with good results.

Mr. and Mrs. Culver are "optimistic regarding the future of the record business. We go on the theory," they explain, "that customers are going to keep right on demanding constantly improving service, and that we shall have to keep up with the times by always staying alert to do a good selling job."

Record booths flank the record counter. For further customer convenience this unit contains additional record players which can be operated in connection with a loudspeaker.



Decca Launches New Distribution Program

Jack Kapp, president Decca Records, Inc., New York City, has outlined a new distributing program designed to implement the servicing of the diversified Decca catalog and to increase coordination and effect economies in filling the company's backlog.

The new plan calls for the establishment of eight super branches across the country. These branches will carry a complete stock of records to enable the company to give continuous service. A new album assembly plant has been established at Indianapolis, Ind., where records will be collated and placed in album covers. Decca has absorbed some of its smaller branches as a result of the new set-up, reducing the total number from 42 to 30.

RCA Victor Executives Receive Music Award



(L. to R.): J. L. Hallstrom, general merchandise manager RCA Victor; Mr. Murray; Richard Gilbert, Red Seal recording director; Mr. Kastendieck; and Constance Hope, director Red Seal artists relations.

James W. Murray, vice-president in charge of RCA Victor record activities, received from Miles Kastendieck, head of the Music Critics Circle of New York, two awards given to Arturo Toscanini and the NBC Symphony Orchestra by the Recorded Music Awards, for the maestro's recordings of Berlioz' "Romeo and Juliet," and Wagner's "Der Meistersinger" Overture.

Columbia Backs Musical Contest

The tenth annual Scholastic Creative Music Awards conducted by Scholastic Magazines will be sponsored by Columbia Records, Inc., announces Paul Affelder, director of educational records for Columbia. Columbia Records will award prizes totaling \$450, and 63 albums of Columbia Masterworks records, for the best compositions by high school students submitted for the ten classifications. The contest will be carried on with the cooperation of music teachers all over the country.

Capitol Dealer-Jobber Meeting in Utah

Capitol Records, Inc., Hollywood, conducted its first major meeting with dealers at Salt Lake City, in cooperation with the local distributor, Mountain States Distributors, Inc. Floyd A. Bittaker, vice-president in charge of sales, and Robert W. Stabler, assistant national sales manager, represented Capitol's national headquarters during the session.

More than 600 dealers attended the session, which included a brief discussion of record merchandising problems and an entertainment program featuring Capitol Records' artists.

DeLuxe Publicity Head

Miss M. Waldman has been appointed publicity director for DeLuxe Records, Linden, N. J., announces David Braun, president of the firm.



...these GI HOME RECORDING Units



There's *extra* customer-appeal in combination radio-phonographs which offer the added feature of *Smooth Power* home recording. Here, indeed, is the answer to your ever-increasing competition in the home-entertainment field . . . the answer, too, for prospective buyers who want *more* than just an *ordinary* combination set.

Both the GI Dual Speed Recording and Phonograph Assembly (upper right) and the ever-popular GI Record-Changer Recorder Combination (lower left) have ample power for noiseless, vibration-free recording and reproducing . . . both are simple to operate, and sturdily built for trouble-free long life.

And equally important—both units are remarkably low-priced to fit into your volume sales picture.

For complete information on this popularity-building combination that can add new sales appeal to your radio-phonograph combinations, write us *today*.



The GENERAL INDUSTRIES Co.

DEPARTMENT I • ELYRIA, OHIO

Musical Forces

(Continued from page 51)

best performances of operas, concerts, and guest artists on air shows were available at the flick of a knob. Special children's concerts which dramatized lives of composers as well as the music, made previously meaningless notes live for millions of youngsters.

A growing musical public gobbled up recordings as fast as the manufacturers could turn them out. Not only the dance music, or original cast versions of Broadway musicals, but full length operas and symphonies were bought, and listened to, and enjoyed.

The motion picture cycle which romanticized the lives of famous composers was another force which brought great music to more people than ever before. The sound tracks of these films have been performed by leading virtuosos, and recorded versions are readily available.

By the same token, popularized versions of symphonic themes which were dreamed up by Tin Pan Alley songsters, have started many people on the road to either listening, or playing, the original version.

The music merchant, the man who sells the instruments, the records, the radios, etc., takes first place in the ranks of "music boosters." Dealers invested time and money cultivating the public's desire to buy. Many retailers conduct flourishing music schools in conjunction with their business. Other merchants give store concerts at appointed hours; donate records to school libraries; help customers plan their own private record collections.

Activities which stem from within the community, coupled with the efforts of music enthusiasts on a national scale, are bound to have far-reaching and positive effects. That "music hath charms" for young and old, rich and poor, for those who can play an instrument and for those who cannot, is becoming more readily apparent with each passing year.

Norris Needle Plant

Industrial Sapphire Mfg. Co., Inc., Quakertown, Pa., manufacturers of the Norris jewel needle line, have announced the completion of their new plant in Quakertown. The company was formerly located in Flushing, New York.

Officers of the firm include: Joseph W. Haines, president; Phil Heaver, vice-president and general sales manager; Robert S. Haines, superintendent; Donald MacNeill, chief engineer in charge of research division.

Rederer with Bullet

Sanford Rederer has been appointed Eastern district manager of the Bullet Recording & Transcription Co., announced James Bulleit, general manager. The firm's latest release is the Francis Craig recording of "Foolin'", backed by "Do Me a Favor."

Boost your record sales with the
Magnavox
DEMONSTRATOR

High Quality Console Phonograph
Designed for Record Booths

Only **\$49.50**
F. O. B.
Shipping Point



THIS INSTRUMENT will boost your record sales. It will save you money by minimizing record damage. For the first time you can have the high-quality demonstration record player you have been dreaming about.

It superbly re-creates *all* the music on the records for it contains the same quality equipment used in the magnificent Magnavox radio-phonograph. From the lowest bass to the highest overtones, the entire recorded tonal range is faithfully reproduced—and without surface noise or distortion.

Its 12" high-fidelity Magnavox speaker is tilted for perfect audition under booth conditions. Its wonderful new Magnavox Pickup is noiseless and cannot injure records.

Sturdy, Long-Life Construction

The precision, gear-driven motor is designed to withstand the punishment of constant playing. It has all the operational features that enable you to pre-set volume and adjust treble and bass to the acoustics of your booth.

The attractive mahogany-finish console is 30" high, 24" wide, and 13" deep. It is ruggedly constructed of hard wood and tempered masonite to stand abuse.

Here is the best investment you can make to stimulate record sales. It's simple to operate and requires minimum service upkeep.

FEATURES

1. 12" Magnavox high-fidelity speaker
2. Magnavox Pianissimo 6 Pickup with permanent needle . . . plays at 3/8 oz. pressure; no chatter; no surface noise
3. Gear-driven, long-life motor
4. 5-watt transformer powered amplifier
5. Concealed pre-setting bass treble and volume-limiting control
6. Customer volume control (with pre-set limit)
7. Attractive heavy-duty acoustical console

Mail this coupon today

Sales Restricted
Solely To Record
Merchandisers . . .
Not For Resale

ATTACH COUPON
TO LETTERHEAD

The Magnavox Company
Dept. 93, 2161 Bueter Road
Fort Wayne 4, Indiana

Please accept my order for _____ MAGNAVOX DEMONSTRATORS,
at \$49.50 each, F.O.B. Shipping Point.

Please check one. Check enclosed _____ C. O. D. _____

How Ship _____

Store Name _____

Address _____

City _____ Zone _____ State _____

**THE MUSIC THAT
Never GROWS OLD
ON
CONTINENTAL
Records**

INTRODUCING "ELITE
RECORD" SWITZER-
LAND AND "PACIFIC
RECORDS" PARIS, IM-
PORTED FULL FRE-
QUENCY CLASSICAL
AND INTERNATIONAL
RECORDINGS, PRESS-
ED IN THE UNITED
STATES

ORIGINATOR OF
"TOOLIE OOLIE DOO-
LIE" BY VAUGHN
HORTON AND THE
POLKA DEBS, NOV-
ELTY HIT OF 1948

Send for our complete
catalog of over 3000 re-
cordings, growing since
1939.



CONTINENTAL RECORDS

263 West 54th St., New York City
CLEVELAND — 626 Huron Road
DETROIT — 3708 Woodward Ave.
CHICAGO — 549 West Randolph St.
BUFFALO — 541 Seneca St.
MINNEAPOLIS — 325 Second Ave. So.
PITTSBURGH — 80 26th Street
WASH., D. C. — 2931 12th St., N. E.
PHILADELPHIA — 1416 Wood St.

Columbia FM Program

Columbia Records, Inc., Bridgeport, Conn., is sponsoring a weekly six hour program of concert and operatic music



Ira Hirschmann, president station WABF (FM, New York) and Goddard Lieberson, vice-president in charge of Masterworks, inaugurate the new series of recorded FM concerts.

over a local New York City FM station. Every work played will be presented in its entirety, without cuts, and without interruption for commercial announcements.

**Magnavox Console
Record Demonstrator**

The Magnavox Co., Fort Wayne, Ind., has developed a console type record demonstrator designed especially for record listening booths. It has an acoustically balanced tone range extending from 50 to



7500 cycles. The price, F.O.B., Ft. Wayne, is \$47.50.

The sale of the instrument is not confined to franchised Magnavox dealers. It is not designed for home use.

Included are: the new Magnavox Pianissimo 6 pickup, which assures slight wear on records played; no needle talk or surface noise; distortionless tonal range; stylus suitable for several thousand plays and easily replaceable. Unit contains 12-inch speaker, 3 tube amplifier; precision motor designed to withstand rigors of constant use. Cabinet of heavy construction. Volume controls can be pre-set; another control accessible to the customer.

Atlantic Distributors

Herb Abramson, president Atlantic Records, New York City, announces the following new distributors for its pop, hot jazz, and "race" recordings: Pan-American Distributing Co., Detroit and Cleveland; Ronda Record Distributors, Newark; Millner Record Sales, Kansas City and St. Louis. The firm is still interested in obtaining additional distributors in the South, Southwest and Northwest.

**3 Sales "Points"
Worth Remembering!**

(FOR REPEAT SALES
AND STEADY PROFITS)

**BRILLIANTONE
STEEL NEEDLES**

The standard steel phonograph needle of the world... famous for its consistently fine performance and brilliantly clear tone.

**ACTON'S
TAPER-TONE**

The needle with the distinctive "shoulder" and taper-smooth tip... for added tone and minimum surface noise and record scratch.

**ACTONE
TRANSCRIPTION NEEDLE**

100% Shadowgraphed to insure perfect points... used by broadcasting stations, transcription companies, record collectors.

Products of *Bagshaw*

Famous for Fine Needles Since 1892

For New Catalog and Current Price Lists,
write to: Phonograph Division

Sole Distributor **H. W. ACTON CO., Inc.**
370 Seventh Ave., New York 1, N. Y.

**And Now... Introducing
Movement With Lights**

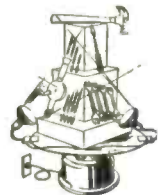
**KASSON Model "712"
Roto-Sho
ELECTRIC TURNTABLES**

For Sales-Producing Displays!



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

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



**GENERAL DIE AND STAMPING
COMPANY**

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

NAMM Convention

(Continued from page 41)

a short talk, and introduce guest speaker.

Tuesday, June 15: Morning "Sales Assembly," Grand Ballroom, C. W. Gould presiding. Topics to be discussed include: "Manufacturer-Dealer Relations," L. W. Echols, sales manager Pan American Band Inst. Co.; "If They Can't Buy—Let Them Rent," H. E. Callaway, vice-president, Thearle Music Co.; "Training Youth for the Music Business," Kenneth V. Kinchloe, director, School of Music, Bradley University, Peoria.

Music Conference

"Repair Workshop," (10:00-11:00), Crystal Room, Ivan C. Kay, presiding. Topics: "School Repair Work," "Professional Repair Work," "Costs and Techniques," and several others.

"American Music Conference in Action," (11:00-12:00), Red Lacquer Room, E. R. McDuff, presiding. This session will feature a report by Mr. McDuff on American Music Conference activities; a talk by William A. Mills, executive secretary, AMC, on how information obtained through the "Survey of Public Interest in Music" can be translated into effective "action"; Dr. H. H. Sommers, principal Austin High School, Chicago, speaking on "An Educator Looks at Music."

Election of Officers

Wednesday, June 16: NAMM business meeting at 10:00, Louis G. LaMair presiding. Discussion will be on general business matters, and election of new directors.

A clinic is scheduled in the private dining room at 10:30.

The "Special Feature Luncheon" takes place in the Grand Ballroom at 12:15, Mr. LaMair presiding.

Thursday, June 17: The "Business Outlook" assembly meets at 9:30, S. H. Almanrode, presiding. Topics and speakers include: Thomas W. Rogers, executive secretary Amer. Finance Conference, "Consumer Credit and Your Business,"; Dr. Albert Haring, marketing consultant, "Measuring Sales Potential," "Operating Results Analyzed," (the analysis of NAMM "cost-of-doing business" survey); and "What's Competition Doing?"

"Television Today!" (11:00-12:30), Red Lacquer Room, Earl Campbell, presiding. Dan Halpin, national sales manager RCA Victor television receivers, will speak on "National Outlook." Other topics to be discussed include: "Programs and Advertising," "Retail Experiences Selling"; "Television Servicing" and "Merchandising and Promoting TV."

The gala "Music Industry Banquet" starts at 7:00 p.m. in the Grand Ballroom, Stevens Hotel.

See you at the



Chicago Palmer House

JUNE 14th—See our profitable new items that mean added sales to you.

Peerless Albums are made right and priced right.

BOOTH

68

STANDARD OF THE INDUSTRY FOR OVER 25 YEARS



Look!... a Portable Combination!

BEAUTIFUL ELECTRIC PHONOGRAPH AND RADIO WITH SUPERB TONE REASONABLY PRICED FOR QUICK SALES—HAS SIMULATED LEATHER CARRYING CASE—WEIGHS ONLY 12 POUNDS.

**Exclusive
Distributorships
Available**

Write for details

The LIPAN "TINY MITE"

Priced to SELL..... \$34.50



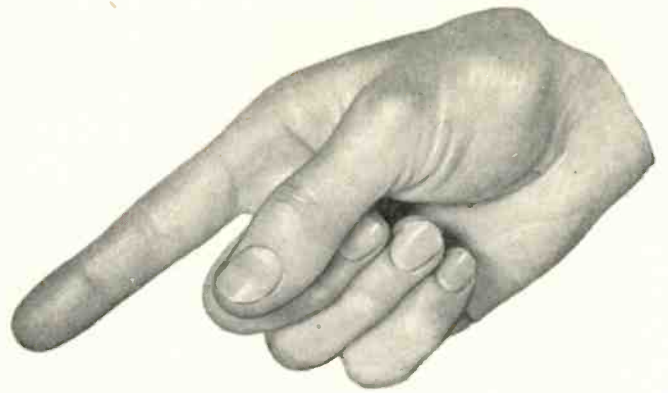
- ✓ 5-tube superhet with 7-tube performance
- ✓ Uses new postwar miniature tubes
- ✓ Built-in loop antenna
- ✓ Automatic volume control
- ✓ Beam power output system
- ✓ New Wonder Speaker Alnica V.
- ✓ Tone control
- ✓ Plays 10 or 12 inch records
- ✓ Newest type Crystal pickup arm with rest
- ✓ Silent phono motor with constant 78 RPM
- ✓ Shipping weight, add 2 lbs.
- ✓ Compact, 13 1/2" long, 11 1/2" wide, 6 1/4" high
- ✓ Cabinet is constructed of plywood, covered with simulated leather.

Remember LIPAN for a complete line of profit-making products

Manufactured by

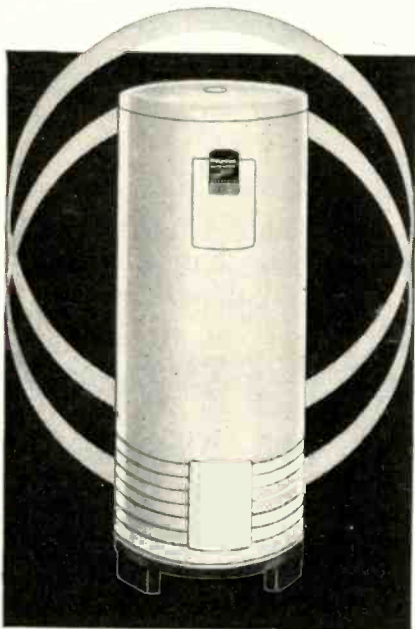
LIPAN RADIO & TELEVISION CO.

2430 Atlantic Ave., Brooklyn 33, N. Y.



NEW 10-YEAR PROTECTION PLAN

Now Hotpoint, the Leader in Sales, Points the Way for Even Greater Consumer Confidence — Even More Profit Opportunities for Dealers



Everybody's pointing to Hotpoint's great new liberal 10-year protection plan. Packed with generous features . . . more than fair to dealers and users . . . this long-term protection plan provides another forceful reason why Hotpoint's the leader in the electric water heater field.

Only Hotpoint's sensational new water heaters offer Magic Circle Heat . . . pressurized Calrod* Units, which grip the tank under pressure and assure the cleanest, safest, most economical and dependable automatic hot water service ever developed.

Hotpoint sells more electric water heaters and has more in service than any other manufacturer! And new, modern manufacturing facilities opened recently will assure an even greater flow of water heaters to dealers, helping meet the constantly growing demand.

Hotpoint Water Heaters — plus 11 other great custom-matched appliances — mean more sales per customer, steady profit opportunities all year 'round. No wonder dealers everywhere are pointing to Hotpoint as the franchise with a future.

Here's why Hotpoint is the Franchise with a Future

1. 12 major appliances for 12 profitable months.
2. Custom-matched appliances for more sales per customer.
3. New appliances mean vast new markets for dealers.
4. Five great plants turning out more and better products.
5. Powerful merchandising, complete sales training.
6. Greatest advertising campaign in Hotpoint history.

Everybody's Pointing To **Hotpoint**

*Reg. U. S. Pat. Off.



The Franchise With A Future

Hotpoint Inc., A General Electric Affiliate, 5600 W. Taylor Street, Chicago 44, Illinois

RANGES · REFRIGERATORS · WATER HEATERS · DISHWASHERS · DISPOSALS · HOME FREEZERS · WASHERS · DRYERS · FLATPLATE IRONERS · ROTARY IRONERS · PORTABLE IRONERS · CABINETS

ELECTRICAL APPLIANCES

Section of **RADIO & TELEVISION RETAILING**

Pre-Sale Home Demonstrations

• Because there's a growing tendency on the part of some establishments to offer before-sale home demonstrations of radio and appliance products, numbers of dealers "on the inside" are "looking out"—eyeing such practice with considerable interest. Some with a view toward engaging in it for the first time; others planning to resume this old, and often most effective technique.

The dealer who *knows* his customers well, and is familiar with their buying

when he sends merchandise to them on a trial basis.

Often such arrangement is made simply and easily. For instance, Mrs. Jones expresses interest in the automatic washer the dealer has on his floor. "I'll send it over to your house, to try, if you like," the dealer says. If Mrs. Jones agrees, the dealer has usually made an easy sale, without pressuring an old friend, who has bought most of her purchases from him in just such manner. In such dealings with old customers, the merchant *who knows* his people will hit a very high average of sales via the trial in the home method.

Count on Sales

In most cases of pre-sale home demonstrations to people he knows from past merchandising experiences with them, the dealer can definitely count upon a sale of the product involved. Now and then, of course, he may be called on to demonstrate a model other than the particular one originally selected, or one of another size, in order to nail down the sale. Too, in a few instances, even good customers will ask to have the on-trial merchandise returned to the store because, for one reason or another, they do not care to purchase.

Unless he maintains a set of "demonstration products," which few dealers find impossible to do, the retailer should make every effort *before* concluding arrangements for a home trial to get the prospective purchaser to agree to accept the particular model delivered in the event that a final decision to buy is reached.

Such practice will prevent a profit-eating accumulation of merchandise which, because of appearance, will have to be sold as "demonstration" models at distressed prices.

All along the line, of course, it is far

better to get a definite order for a radio or appliance product, to be sold with the understanding that a show-how demonstration will be arranged after delivery. But, with old customers, who have established themselves as "members" of the dealer's "family", it often happens that they've become accustomed to "frying" things first. Often they got into such habit as a result of the dealer himself having first proposed such procedures in the days when sales were few and far between.

When it comes to prospective customers whom he does not know, the dealer faces the greatest risk in pre-sale demonstrations and "trials" in the



In pre-sale home demonstrations, try to "sew up" the order before the delivery.

habits, and who, in addition, has the ability to "size up" prospective purchasers, is usually able to come out ahead of the game in pre-sale demonstrations.

In dealing with old customers who have established themselves as trustworthy folk, who have bought from him consistently over a period of time, the dealer isn't taking much of a chance



Whether he wants to or not, many a dealer is forced to send products out on trial because competitors are doing it.

home. But he is often faced with the request to send merchandise to "strangers."

Requests by new-comers are usually for one or more of the following reasons: 1. An old customer sent the prospect, stating that the dealer would be glad to let the would-be purchaser try before buying. 2. His own or competitive ad copy stresses free trial offers. 3. The person is not familiar with the product, or is skeptical about the dealer himself. 4. (Rarely), the would-be customer plans to swindle the merchant. 5. (Also rare) the person has no thought of buying, but wants the use of the radio or appliance "for free" as long as possible.

The necessity for scrutinizing each

(Continued on page 76)

Depend on **NORGE**

for the best in **WASHERS, too!**



NORGE MODEL W-814
Economically priced, big seller



NORGE MODEL W-817
Popular medium-priced model

Norge washers, like all Norge products, are backed by aggressive national advertising in the country's leading magazines, such as Saturday Evening Post, Life, Ladies' Home Journal, McCall's, Woman's Home Companion, Good Housekeeping, Better Homes and Gardens, American Home, True Story, Household, and others.

A BORG-WARNER INDUSTRY

REFRIGERATORS • ELECTRIC RANGES • WATER COOLERS • HOME FREEZERS
WASHERS • ELECTRIC WATER HEATERS • HOME HEATERS • GAS RANGES



NORGE MODEL W-818
The de luxe, top-profit model

Norge makes *three* models of its famous Triple-Action Washer. Each model has the same super capacity (9 pounds dry clothes) and other basic Norge super-iorities: roll-rim tub, steam-seal cover, eight-position wringer, auto-bilt transmission, power-leg balance, etc. Differences in models are largely matters of equipment, finish and features—just enough difference, in each case, to allow a fine price spread. Norge dealers know they can depend on Norge for the best in washers, too! Norge Division, Borg-Warner Corporation, Detroit 26, Mich.

SEE
NORGE
BEFORE YOU BUY



Customers, comfortably seated in the Television lounge, or viewing appliances enter one of the three doorways of this corner store in Cicero, Illinois, after first passing its many well-appointed, story telling window displays.

Two-Million-Dollar Business!

Chicago Dealer Knows How to Make Money Selling to Foreign-Language-Speaking Groups

Dealers generally agree that the most difficult market to sell on "new" appliances and radio is the foreign-language-speaking groups. This article is the story of a two-million-dollar business, built up in districts composed almost entirely of such groups.

"Fried's" ten-year-old branch store at 5701-03 W. Cermak Rd., Cicero, Ill., recently redecorated and renovated, marks another step forward for a business started thirty-three years ago with first-generation foreign-born customers. The Cicero store is following the second generation into the busy suburban town where so many of them have moved. As the first store, in Chi-

cago, pioneered electric and gas appliances, this store is pioneering television — and selling an average of two receivers a week to private homes.

Thirty-three years ago the first "Fried's" was established at 1455 Crawford Ave., (now Pulaski Rd.) in the heart of Chicago's Polish and Bohemian district. At that time

Arnold Fried sold only dry goods and ready-to-wear. With this line he built up the name Fried to become a symbol of dependability in his neighborhood. In 1930, when furniture and appliances were added to the store's line, Fried's customers bought appliances—because Fried sold them.

As merchants who have dealt with them know, the first generation of foreign-born population in this country is likely to distrust "new" products. Arnold Fried found they would more readily buy a "new" product if it was sold by an "old" name that was familiar and trusted. He pioneered the sale of appliances in the little Chicago store

and built up a complete new business.

Dry goods and ready-to-wear have long since disappeared from the first store and the big four-story main office and store at 3801 W. 26th St., Chicago, which sells appliances, radios, television, and furniture to a Czech-Bohemian population and does all the book-keeping for the original store and the Cicero branch. The three stores did over a million-dollar business last year and expect to double that this year.

Roy Fried, son of the founder, now manages the Cicero store. He adds a second ingredient to the recipe for selling the foreign language groups. He says—"Explanation and demonstration make sales." He himself or any one of the four other men on the floor at the Cicero store are always ready to explain and demonstrate any or all of the appliances shown. Many shoppers, they know, are merely curious. Some intend to buy, more just want to know about these new, unusual machines. All get the same thorough, efficient, courteous demonstration.

(Continued on page 100)

Cardinal policy of the store is its floor display using at least one of every model. Equally important, each item on display is ready for operation to facilitate "in-store demonstrations."



BIG Store in a SMALL Town Pays!

\$136,000 a Year Volume Rolled Up by Johnson in Wisconsin Hamlet of 450—Top-Flight Collec- tion Methods Get Results — Unique Sales Plans

• Lively, effective sales promotion, sparked by consistent well planned advertising, aids Walter Johnson Co., Siren, Wisconsin, radio, appliance and furniture firm in attaining a \$136,000 sales volume in a tiny town of only 450 population.

Walter Johnson, president of the firm, believes that the best asset any firm can have is a good-looking store front. Therefore, he uses pictures of his establishment very frequently in his advertising, and also issues special postcards containing pictures of the front.

The design of the store front is streamlined, and is so attractive that people for miles around are familiar with it. He has some excellent display windows in his modern building, which attract not only sidewalk traffic but nearby highway traffic as well.

Although Mr. Johnson started in business more than ten years ago as an appliance and furniture store, he has gradually added hardware, farm tools, farm hardware, farm machinery, stoves, paints and other items. His farm machinery business is housed in a separate building in a different location.

Promotion Ideas

When it comes to sales promotion, Mr. Johnson has a number of effective ideas. In the first place, he issues as a souvenir, a small plastic snow shovel to customers. The shovel contains his store name and town location.

The shovel is significant, for at Siren Old Man Winter usually brings one and two foot snowfalls, which means that residents have a great need for snow shovels several months of the year. The shovel can also be used as a scraper and has many other handy household uses.

Another profitable idea is the use of a picture of a modern kitchen, with its gleaming appliances, picture window and breakfast nook on his business envelopes. Mr. Johnson says that he has had many inquiries about appliances and kitchens as a result of this publicity.

Walter Johnson also believes in thanking his customers for the business they

give him. Copy on a recent "thank you" card, stated:

"Dear Customer:

We wish, at this time, to express our appreciation for the purchase of merchandise that you made recently. We hope that our service has been satisfactory, and want to remind you that we carry a good stock of most items available.

It has been a pleasure to deal with you and we invite you to call at our store or send us your mail orders which will have our prompt attention. Our terms are very liberal on either contract or open account. New goods are coming in regularly and very soon we expect more shipments of radios, washers and all kinds of electric appliances. Come in and register for your requirements.

Sincerely,
Walter Johnson Company."

When it comes to selling appliances, Johnson believes in making the extra profit that comes from financing sales. He handles his own "paper" and states that his customers appreciate this service very much. In fact, Johnson encourages credit business from reliable accounts. Much of his advertising carries the line "Buy Now —Pay Later."

Part of Johnson's sales volume comes from the tourist trade, because Siren is located in a very popular resort area in the far north district of western Wisconsin. On the other hand, his firm serves many farmers within a radius of 40 miles and from such sources attains a satisfactory volume of trade many months of the year.

As a service to the farm trade, Mr. Johnson issues good farm customers a ticket which entitles them to a lunch at a local restaurant. Courtesy of this sort is appreciated by the trade, and is a sales promotion idea which also builds much good-will.

The Walter Johnson Co. handles many nationally known brands, and a recent advertisement by the company listed these brands, with part of the copy stating, "You can't go wrong on these names, whether you buy a radio, washer, ironer, refrigerator, coal or oil heater, toaster, vacuum cleaner, wood, gas, or electric range. . . ."

Paid Advertising

Both display and classified ads are used by this aggressive merchandising concern. Mr. Johnson reports that up to December 1, 1947 he had spent \$2700 during the year for newspaper advertising. He especially likes classified ads, sometimes publishing as many as ten or fifteen in one issue of the local weekly newspaper.

About 25 per cent of this firm's sales are handled on a contract basis, which

(Continued on page 100)





© 1940 The New Yorker Magazine, Inc.

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

Retailers get all wrapped up in our new plan. They like the Rheem store displays, they see how Rheem cooperative advertising builds up sales, then they try all the other Rheem sales promotion aids. They find it a better way to do

business. So why don't you get wrapped up in it too?



RHEEM MANUFACTURING COMPANY

Dept. RT-6

570 LEXINGTON AVE., NEW YORK 22, N. Y.

I'd like to get familiar with your plan. Please send me full details about the Rheem Design For Better Business.

Name _____ (Please Print)

Address _____

City _____ State _____

Rheem **R**

HOME COMFORT APPLIANCES

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

Water Heaters
Soft Water Appliances
Heating Appliances
Cooling Appliances

Electrical Home Appliances

New Products for More Dealer Profits

Westinghouse RANGES

New line of ranges introduce "jet age" metal (titanium steel) on cooking surface tops. Added features include: a fourth full-size Corox unit on deluxe ranges, and a warming drawer unit as standard equipment on deluxe single oven models. (Warming drawer unit also available as an accessory.) Built-in timer is standard equipment on medium price model. A Portable Econo-Cooker and a pressure pan insert for both the deep well and portable Econo-Cookers have been added to the line.

Medium price double oven "Champion" is



shown. This range has a suggested retail price of \$299.95. The single-oven "Champion" range has a suggested retail price of \$249.95. The "Commander" range which features four full-size cooking surface units, has a suggested retail price of \$344.95 for the double oven model; \$299.95 for the single oven model. "Commodore", the economy model, is listed at \$184.95. Electric Appliance Div., Westinghouse Electric Corp., Mansfield, O. — RADIO & TELEVISION RETAILING

Dishmatic DISHWASHER

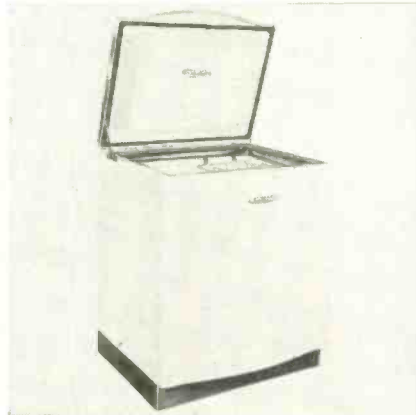
Unit has white porcelain lid and top frame; baked white enamel front and side panels; porcelain tub; thermostatically controlled in



2-gallon heavy insulated pressure-tested tank with safety valve. 1/3 H.P. heavy duty motor. Unit is fully automatic, rinses thoroughly, dries, and shuts off automatically. Lake State Products, Inc., Jackson, Mich.—RADIO & TELEVISION RETAILING

Crosley FROSTMASTER

Model HF-1346 frozen food cabinet, capacity 3.2 cu. ft.; of steel and aluminum construction, 4-inch Fiberglas insulation. Moisture infiltration protection; baked Dulux finish. Refrigerating unit powered by 1/8 H.P. hermeti-



cally sealed motor. Features: easy to lift cover, table top work surface; movable wire basket. Dimensions: 36 inches high, 26 1/2 inches deep; 29 3/4 inches wide. Crosley Div., Avco Mfg. Corp., Cincinnati, O.—RADIO & TELEVISION RETAILING

Sheridan WASHING MACHINE

Washer has gleaming white tub, cushioned in rubber; agitator especially designed; deluxe wringer with oversize crepe rollers with ad-



justable pressure regulator for different fabrics; 1/4 H.P. motor. Sheridan Vacuum Cleaner Co., 1002 Leland Ave., Chicago 40, Ill.—RADIO & TELEVISION RETAILING

Master Chef WAFFLE IRON

Waffle iron features silent timer plus thermostatic control and dual jewel light plastic handles and legs; cast aluminum grids insulated; even life front and back. Master Chef, Inc., 1324 S. Main St., Los Angeles 15, Calif.—RADIO & Television RETAILING

Bendix WASHERS

Bendix Gyromatic home washer, shown, especially designed for use in apartment houses and rented homes. Model specially balanced



so it does not need fastening. Capacity 9 lbs. dry clothes.

New line of washers introduced by the company, supplementing two postwar models which are being retained, includes: model GI, with automatic soap injector, \$319.95; the Gyromatic without injector, model G, \$299.95; model BI, the deluxe washer with automatic soap injector, \$269.95; the deluxe washer without injector, model B, \$249.95; and the Standard, model S, \$229.95.

The automatic soap injector adds either soap or synthetic detergent in metered amounts. The device permits soaking of clothes and immediate washing without attendance of the operator. Bendix Home Appliances, Inc., South Bend, Ind. — RADIO & TELEVISION RETAILING

Mimms AIR CIRCULATORS

"Northington" model shown, features mahogany top, with walnut veneers. Can be utilized as a coffee table, etc. Priced at \$79.50.



"Lowboy" model, available in mahogany or walnut finishes, is priced at \$49.50. Both units provide draft-free, low-level air, spinning it up into the breathing zone.

The 18-inch chromium plated circulator is mounted on a short, sturdy tubular steel column mounted into the circular base. The base rests on rubber cushions. Unit occupies a minimum amount of space, and is readily adaptable to any position. E. N. Mimms Co., 1013-15 East Broadway, Louisville 4, Ky.—RADIO & TELEVISION RETAILING

Additional Appliance and Radio New Products Elsewhere in Issue

Gibson has EVERYTHING

UPS-A-DATSY

TWO COMPLETE OVENS

WAIST-HIGH BROILER

EASY-CLEAN PORCELAIN ON STEEL FINISH

COOKS ENTIRE MEAL AUTOMATICALLY

PILOT-LIGHT INDICATOR

CONVENIENCE OUTLET

FLUORESCENT LIGHTING

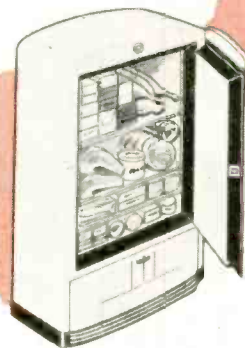
7 HEAT SPEEDS

CONCEALED OVEN VENT

*Sell the Range
that has all the FEATURES
women want*

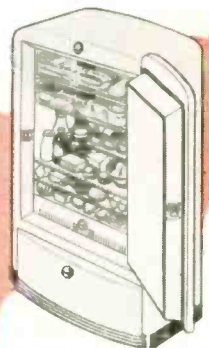
Features mean sales — and you have them galore in the fine new Gibson Kookall Electric Ranges for '48.

Only four models, but they cover the market like a blanket. Each is styled and priced—and incorporates extra conveniences *to lead* the field in its sales bracket. Display all four for quick sales and extra profits in '48.



Gibson Home Freezer

Upright design for downright convenience. Easy-reach compartments — no stooping or fumbling for contents. Freezes, preserves frozen food for months. It's already a volume seller.



Gibson Refrigerator

The original Freez'r Locker refrigerator, now further enhanced with Gibson's original Fresh'ner Locker — twin advantages that make sales and build profits.

Copyright 1948, Gibson Refrigerator Co.

GIBSON REFRIGERATOR COMPANY
GREENVILLE MICHIGAN

a model for every market!

Five of 'em . . . priced for any size family purse! Big families with small pocketbooks, small families with big pocketbooks—all find an ideal refrigerator in the new 1948 line of Crosley Shelvador* Refrigerators.



MODEL SD-88



MODEL F-108



MODEL D-88



MODEL M-88

5

BIG FEATURES . . . make the new Crosley Shelvador* 5-Way Refrigerator a standout from every standpoint. Look what Crosley dealers get to sell!

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

Smart styling and dozens of engineering refinements give Crosley dealers plenty more sales ammunition.

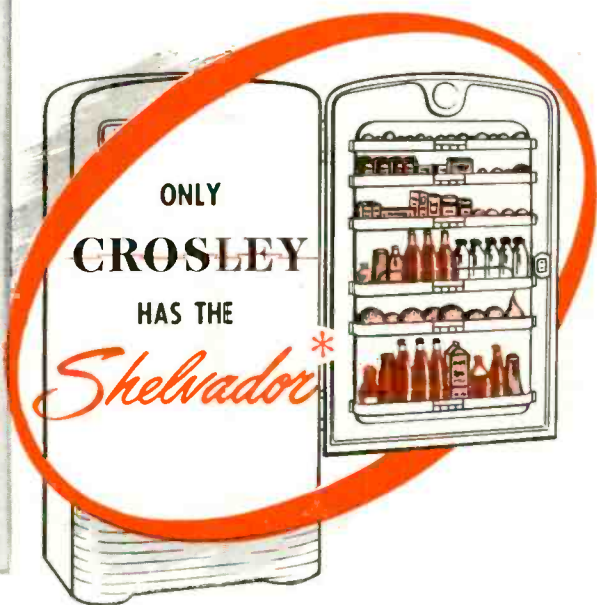
CROSLEY

MOIST-COLD MODEL SD-108

Super capacity 10.5 cu. ft. Plus 1.5 extra cu. ft. storage in the Ever-Dry Storabin. Packs more sales appeal than any other refrigerator! Twice the front-row food; 5 storage zones, perfect temperature and humidity for every food; transparent doors, shelves. A real profit leader!

**HERE'S
THE DOOR TO**

sales
AND
profits



IT'S the *only* door in home refrigeration that helps women every time it's opened. And it's exclusive . . . a feature that gives dealers a big edge over competition. *Look at it!* Then think of the sales story you can build with the

Crosley Shelvador.* Then consider that this *big* sales-maker is backed up by four more distinctive features that help women to easier, faster meal preparation . . . that help dealers to easier, faster sales.

CROSLEY

Division—*AVCO* Manufacturing Corporation, Cincinnati 25, O.

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



New Electrical Appliance Products

Hoover IRON

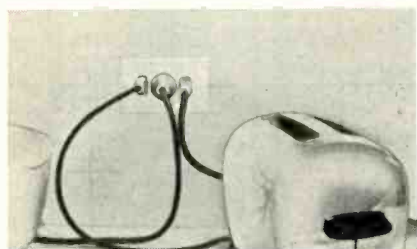
Automatic electric iron features: aluminum sole plate, which heats evenly all over; large plastic, pancake-shaped dial serves as protection against the heat of the iron and as a temperature control; brown plastic handle shaped to fit the hand, has a thumb rest;



heating element sealed in steel; rubber guide on handle keeps cord out of the way. Available in two weights: medium, 4½ lbs.; and light, 3¼ lbs. It is priced at \$11.45. The Hoover Co., North Canton, O.—RADIO & TELEVISION RETAILING

McDonald 3-OUTLET RECEPTACLE

"Sierra Triplex" convenience outlet features three outlets; modern functional styling, receptacles and wall plates designed as a harmonizing unit. Easily installed in standard



outlet boxes. Side wired with ample wiring space between screws. Available in brown or ivory. McDonald Mfg. Co., 544 E. 31 St., Los Angeles, Calif.—RADIO & TELEVISION RETAILING

Cory STOVE

Model DES electric stove incorporates several new features: entire heater assembly easily removable; electrical connections to the heater coils are made with new type leaf terminals resting on "buttons" connecting coil ends; special side louvers for cooler operation;



concealed switch for regulating the two heats; unit built with attached cord. Finished in chrome steel, fitted with black plastic. Unit retails for \$5.95. Cory Corp., 221 North La Salle St., Chicago 1, Ill.—RADIO & Television RETAILING.

Fresh'ad-Aire CIRCULATOR

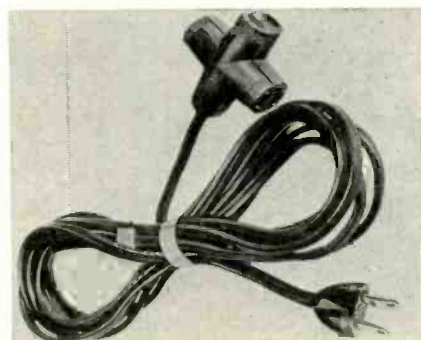
Industrial type circulator, model M-351, designed for use in factories and heavy commercial plants. "The Man Cooler" has a custom-built 1/6 H.P. capacitor type GE motor,



of the closed type. Unit is equipped with push-button switch; safety guard for additional protection. Unit available for wall or post mounting, or for ceiling installation. List prices range from \$214.20, and up. Fresh'ad-Aire Co., Chicago, Ill.—RADIO & TELEVISION RETAILING

US Rubber REEL

Extension cord with soft rubber three-way plug and attachment plug. The set is produced in 6, 9 and 15 foot lengths with 1/32



and 1/64 rubber insulation over No. 18 wire. It is intended for general household use. United States Rubber Co., Rockefeller Center New York. — RADIO & TELEVISION RETAILING

Reimers IRON

1000-watt automatic iron features: heel stand constructed in one piece; terminals are integral with the element; a minimum of parts; thermostat fastened directly to the sole plate of thermal contact type; heat indicator fastened to the top; strong bakelite handle; weighs 2¼ lbs. Reimers Electric Appliance Co., Inc., 596—56th St. West New York, N. J.—RADIO & TELEVISION RETAILING

Pictures for Profits

(Continued from page 43)

This is displayed over the moderator's desk and is in plain sight of all who visit the audition rooms.

There are three sound-proofed audition rooms below street level, where customers may recline in comfortable chairs and give full ear to the instrument, whether radio, phonograph, or piano, of their choice. Here, too, amid pleasant surroundings consisting of pale tinted walls, neatly placed pictures of artists in the musical hall of fame, beautifully soft tiled patterned inlaid linoleum floor, and general atmosphere of comfort, patrons can make themselves at home.

Salesmen are paid salary plus commissions. Everything is done to make the selling job easier. The men are of one accord with regard to benefit they receive from the use of their portraits in newspaper advertising. It is just the thing for breaking the ice, they all say. Of course, when Cec spends the firm's money to assist the salesmen in various ways he wants full cooperation from each of them. Any man who, after fair trial, fails to make good is summarily dropped.

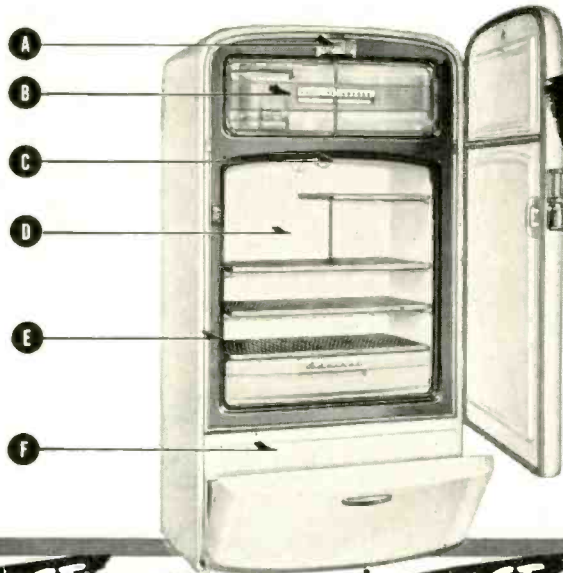
All salespeople are told to push whatever line they find most attractive to the customer. However, each man, though qualified to handle any line in the place, soon finds the one best suited to him. An illustration of this took place when Carl Rogeness, first started selling. Calling one day on what he thought might be a radio prospect, he succeeded in selling the man an automatic washer. The lesson learned there, namely, that his real interest was in the Bendix, was a prime factor in his winning second place in the contest.

Recently, with due notification through the columns of the local daily, Mrs. Gladys Mahler was added to the force as a post-sales demonstrator. Mrs. Mahler, whom many people will be able to recognize from her pictures in the ads, visits each purchaser of a major appliance and follows up the sale with a complete demonstration, in the home. This added expense is borne by the store because Mr. Musburger believes in complete satisfaction to the customer.

Display windows are small but, by making use of space inside the store, Cec manages to derive every possible benefit from each piece of display material furnished him by the manufacturers.

When a customer enters The Appliance Mart, the first thing to catch his eye is a live display of home laundry equipment, all in action, along the south wall. The center area is filled with small appliances, while a north wall is lined with electric ranges. A curving counter lines off the office space from center to the rear of the store on the south side.

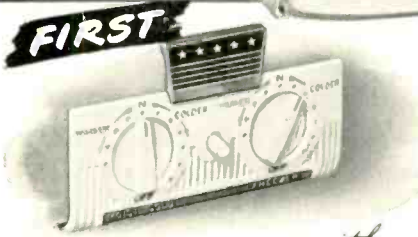
SEE NEW RADIO
PRODUCTS ELSEWHERE
IN THIS ISSUE



DUAL-TEMP

the first 2-temperature
REFRIGERATOR
is still

first!



FIRST

with
2 TEMPERATURE CONTROL

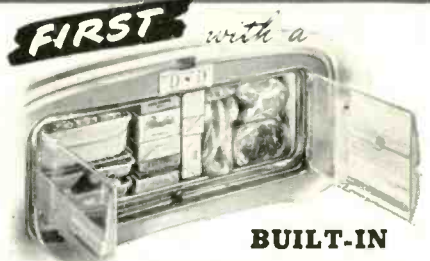
Dual-Temp was the *first* refrigerator with two separate compartments . . . each completely insulated from the other . . . each with its own temperature control operating off a *single* power unit. Still a Dual-Temp exclusive!



FIRST *with*

1

Dual-Temp was the *first* refrigerator with a moist-cold compartment that never requires defrosting . . . eliminates covering dishes . . . maintains an average 85° relative humidity. Still a top-notch Dual-Temp feature TODAY.



FIRST *with a*

BUILT-IN HOME FREEZER

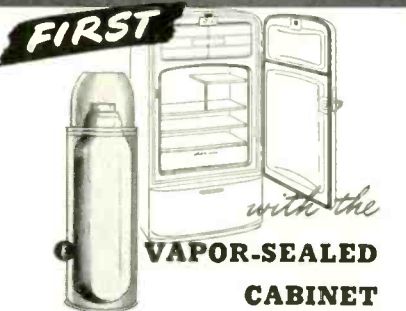
Dual-Temp was the *first* refrigerator with a built-in home freezer that really quick freezes at 15° below zero . . . prevents waste by freezing leftovers . . . stores up to 70 lbs. of food for months . . . freezes ice cubes so they never stick together. Still the best built-in freezer TODAY.



FIRST

with
STERILAMP

Dual-Temp was the *first* refrigerator with Sterilamp which produces ultra-violet "sunshine" rays . . . to clean and purify the air . . . reduce spoilage by retarding mold and bacteria growth . . . prevent transfer of odor from "strong" foods. Still a Dual-Temp exclusive!



FIRST

with the
VAPOR-SEALED CABINET

Dual-Temp was the *first* refrigerator with a vapor-sealed cabinet . . . the only one built on the vacuum bottle principle. Moisture can never get in between the inner and outer cabinet walls . . . can never collect on concealed freezing coils. Still a Dual-Temp exclusive!



FIRST

with
AUTOMATIC MOISTROL

Dual-Temp was the *first* refrigerator with the automatic Moistrol which collects . . . and automatically evaporates . . . excess moisture in a plastic drip-tray *outside* the main food compartment. No odors . . . no mess . . . completely sanitary. Still a Dual-Temp exclusive TODAY.

Admiral

"NO DEFROSTING" REFRIGERATOR

PROVED PERFORMANCE IN OVER 200,000 KITCHENS

DUAL-TEMP

Easily SOLD . . .
Stays SOLD . . .
Once SOLD, Sells ANOTHER

DOWN COME PRICES

ON AMERICA'S

PRICES DOWN! VALUE UP! ALL ALONG THE LINE

These are the finest Irons we've ever made and the best you've ever sold. Compare them against the field for design, for way-ahead utility features. Then compare them for sales appeal in your window and on your sales floor. See how fast, how easily they'll sell at these new, amazingly low prices!

~~WAS \$10.95~~
NOW ONLY \$7.95

~~WAS \$10.95~~
NOW ONLY \$9.95

**No. EA 1220
UNIVERSAL AUTOMATIC
LIGHTWEIGHT IRON**

Topping the popular-priced field this 4-lb. fully automatic Iron goes far ahead in value. It features "Hand-I-Set" Fabric Dial... streamlined design... Wrinkleless Heel... all-around beveled edge... cool Natural Grip Handle... Chrome finish... recessed 1000-watt heating unit... one-piece heel rest... permanent cord connection... Full 29½ sq. in. ironing surface.

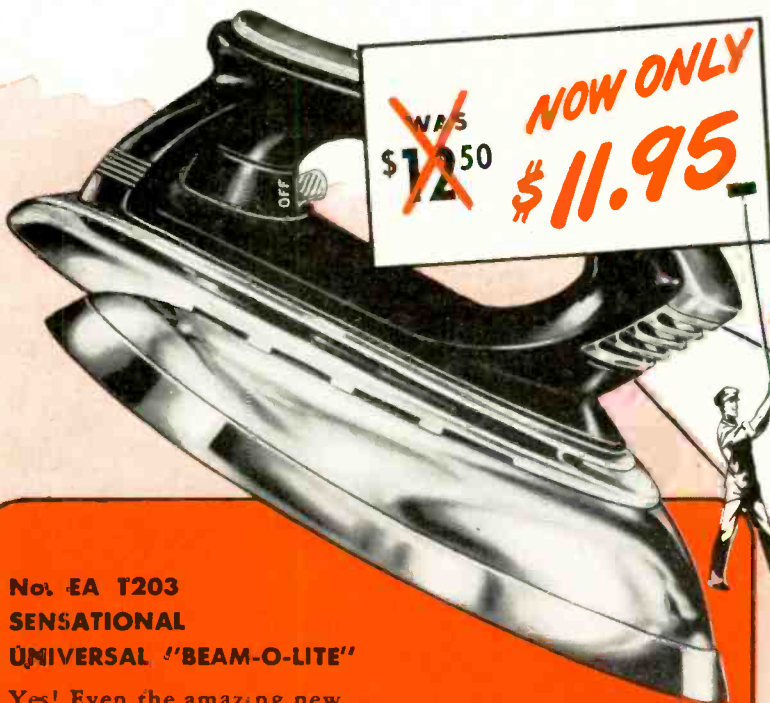
**No. EA 1284
UNIVERSAL "COOL GRIP" GLIDER**

It's air cooled for ironing comfort... cool, smooth handle fits hand naturally. Fingertip fabric control gives accurate heat adjustment. Beveled point moves smoothly around buttons. Round heel prevents back stroke wrinkles. New solid heel rest. Six-foot permanently attached cord. Chrome-finish hood and sole plate. 1000 watts.

MOST SALEABLE ELECTRIC IRONS!

Reduce prices on the best designed, most feature-packed line on the market? Cut prices in the face of spiralling manufacturing costs? How . . . Why?

Well, things are really rolling at Universal — there's your answer. Despite rising costs, increased output combined with increased production efficiency is now showing a reduction in the cost of the finished product. To put Universal Dealers way out in front, we're passing this savings along in the form of amazing, new low prices that give you the greatest extra-value selling punch in the small appliance business today.



**Not EA T203
SENSATIONAL
UNIVERSAL "BEAM-O-LITE"**

Yes! Even the amazing new, wrinkleless "Beam-O-Lite" Iron carries a new, low price tag! It's *easy on the eyes!* Built-in Headlight beams light around buttons, pleats and ruffles. "Hand-I-Set" Fabric Dial is placed where it can't nick knuckles in

cool plastic deck. Ventilating air ports give protection from rising heat. Hard aluminum alloy sole plate with *cast-in heating element*. Weighs only 3 pounds . . . has full 29½ sq. in. ironing surface. 1000 watts.

PLACE YOUR ORDERS WITH DISTRIBUTORS NOW.
ORDER IN CASE LOTS AND IMPROVE YOUR PROFIT MARGIN.
USUAL LIBERAL DISCOUNTS APPLY.

UNIVERSAL

LANDERS, FRARY & CLARK, NEW BRITAIN, CONN.

POWERFUL MAGAZINE, RADIO AND NEWSPAPER ADVERTISING

A continuing, dynamic campaign of national and local advertising will build new iron business for you right through the year! Big national magazines! Key market newspapers! Coast-to-coast radio! Tie in now!



Universal Film Trains Dealers and Wholesalers



Film gives valuable points on selling the entire line of small Universal appliances, in addition to hints on displaying merchandise in the store.

Landers, Frary & Clark has invested more than \$70,000 in a comprehensive series of dealer educational films for the training of Universal major appliance distributors, dealers, and their employes in the merchandising of Universal electric appliances, according to W. J. Cashman, director of promotion.

Developed around electric ranges, water heaters, vacuum cleaners, washers, ironers, traffic appliances and the new Bantam range, by the company's sales training staff, the visual training aids are a series of slide sound films, training guides and product manuals produced using techniques similar to those used in training during the war.

The Universal sales training program is designed to educate, instruct and inspire



Universal's training film shows the salesman how to sell vacuum cleaners in the home. There is a step-by-step picturization of modern techniques to be used in demonstrating the firm's new tank cleaner.

dealers. Each film is packed with information about product construction, features, demonstration methods and selling techniques.

The sales training films are divided into eight individual studies, starting with a background history of the company and continuing with step by step process in the selling and demonstrating of each major appliance product in the store and in the home. The films are so arranged that they can be shown individually or collectively. Special training guides were developed to assist distributors and dealers in presenting the program.

Each distributor and dealer will be able to secure from Landers, Frary & Clark the entire equipment necessary for the sales training course which includes: 1) General Meeting Guide: 2) Individual Product training guides which duplicate the slide film: 3) A projector: 4) A screen: 5) Films and 7) Records. Individual sales training guides contain material on pertinent market data, demonstration techniques and the advertising story behind the individual products for specific dealer use in training employes.

Crosley Distributors Move to New Showrooms

The executive offices, sales department and showrooms of Crosley Distributing Corporation formerly located at 559 West 35 Street, New York City has moved to 1775 Broadway. The Crosley service department will continue to operate from the 559 West 35 Street address it was announced by B. Cole, vice-president and general manager of the company.

Irving M. Sandberg, general sales manager, states that he anticipates an increase of at least 100% in volume for the year 1948.

Glass-Front Dishwasher, New Hotpoint Display

Automatic dishwashers of the newest design, equipped with a glass front for display purposes, permit the dealer to demonstrate this appliance to an audience, "outmoding the old fashioned practice of having consumers look into the top of the device to see how it operates."

Demonstrating the dishwasher at a recent sales clinic Ralph C. Cameron, manager of the electric sink and cabinet division, Hotpoint Inc., said that this appliance is "tailor made" for the dealer who merchandises and promotes through displays to capitalize on unprecedented consumer acceptance.

Home Demonstrations

(Continued from page 63)

proposed home demonstration deal is certainly obvious. From the honest, customer's viewpoint, the burden of proof of the product's worth rests with the dealer. Consumers are, of course, primarily concerned with their own welfare, and are always "leary" of a brand with which they are not familiar, and so, to make sure they're getting a good buy, they want to try it before making a definite decision.

In most cases, the efficient, reputable merchant who handles a good product can make a "trial" product "stick" with the customer who is a "good" prospect by certain standards. A real, out-and-out worthwhile merchant is as strong or stronger than the product itself.

Advance information, and references should be obtained from all new customers before sending "trial" merchandise.

Here are some of the questions the retailers should ask himself before agreeing to any deal involving a free trial: 1. Was the would-be buyer recommended by an old customer? (If so, he should check with old customer.) 2. How long has prospect lived at present address? 3. Do any of the business references given seem "shady"? For instance, are responses evasive, or reluctantly given? 4. Can the dealer qualify the prospect in his own mind, to the extent that he believes, after "sizing him up" that the purchaser is sincere, stable and trustworthy?

Proctor District Manager

A. D. McClenaghan has been appointed the Hartford district manager for the Proctor Electric Company, according to Oswald MacCarthy, eastern regional manager. Formerly the Harrisburg, Pa., district manager for the company, Mr. McClenaghan's new territory will embrace the states of Connecticut and Vermont and parts of New York and Massachusetts.

New England formerly was one territory, but increasing business required splitting the area, it was explained.

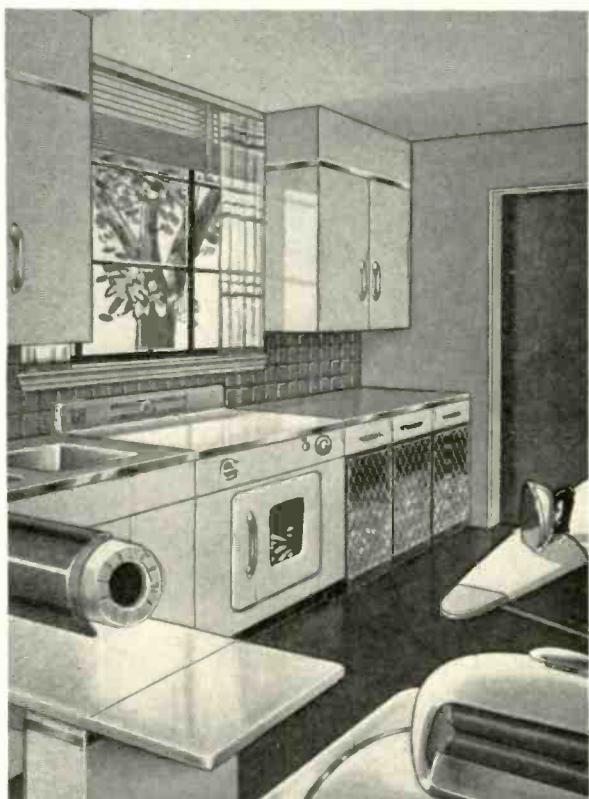
Philco Food Freezer



W. Paul Jones, vice-president in charge of the refrigeration division of the Philco Corporation, poses with a Philco AH-51 freezer and Donna Atwood, star of the Ice Capades, who was crowned "Miss Quick Freeze of 1948" at the National Food Packers Convention and Exposition in Chicago.

DON'T SELL WASHERS!

Sell complete home laundries!



To make big money in this business, you have to think big and do big. Why take only the profit on a single appliance — if in many cases you can sell four or five major items at a time?

More and more, Mr. and Mrs. Consumer are thinking in terms of complete home laundries. In more and more national advertising, exciting illustrations and convincing copy are building desire for the home laundry's advantages.

Alert dealers are making the most of this trend by featuring complete laundries (washer, drier, ironer, cabinets, accessories) in their stores and in their advertising.

You can bring the complete home laundry within reach of most customers by offering a unit-at-a-time delivery plan. Your local Graybar Merchandising Specialist can help you work out details.

In most territories, GRAYBAR CAN SUPPLY LEADING LINES OF ALL THE PRINCIPAL UNITS AND SALES-AIDS FOR BIG-PROFIT HOME LAUNDRY SELLING.

NATIONALLY ADVERTISED
APPLIANCES AND RADIOS

recommended by
Graybar

MAIL THIS COUPON!

Appliance Department
Graybar Electric Company, Inc.
Graybar Building
New York 17, N. Y.

4855

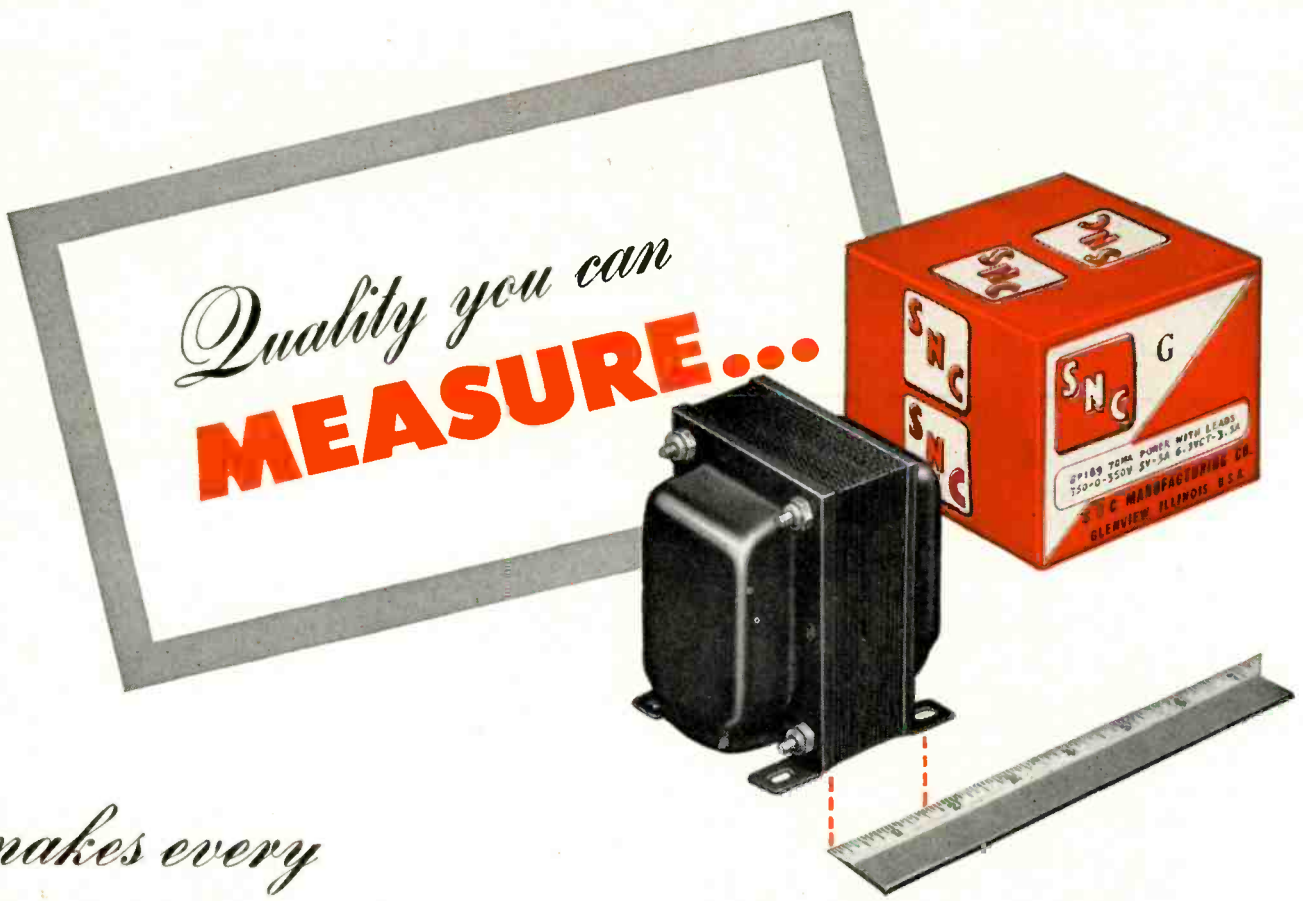
Without obligating me in any way, please tell me what home laundry appliances you distribute in my community — and how you can help me boost sales.

NAME _____

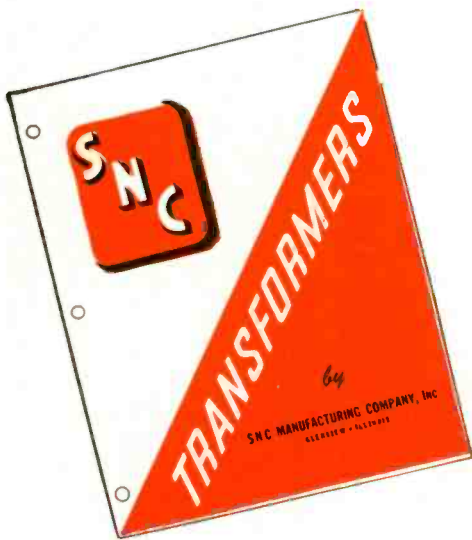
STORE _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____



makes every
SNC TRANSFORMER *give outstanding performance*



Join the increasingly large number of manufacturers, retailers, hams and other component part buyers who rely on SNC for quality, trouble-free equipment. Write for catalog today.

Place a rule against the stack of an SNC No. 8P189 transformer and the *extra* width clearly indicates the added quality built into every item in the complete SNC line.

Skillful engineering, latest production techniques and highest quality materials . . . backed by careful workmanship, exacting step-by-step inspection and rigorous final testing . . . are just a few of the reasons why SNC transformers keep rejects at a minimum and give outstanding performance.

Remember! SNC gives MORE applications with SMALLER inventories for GREATER profits!

SNC MANUFACTURING CO., INC.
Quality Transformers

POST OFFICE BOX 277 • OSHKOSH, WISCONSIN
 Export Department, 308 W. Washington St., Chicago 6, Ill., U. S. A.

SERVICE & SOUND

Section of **RADIO & TELEVISION RETAILING**

THE GYP MUST GO!

Faced with a new barrage of publicity that tends to convince many a customer that *most* radio servicers are crooked enough to hide behind pretzels, the honest radioman needs *backbone* and *action* in keeping the gyp label away from his door.

Reputable radio servicers are banding together to fight off the racketeers who give a black-eye to the entire field through publicity regarding their under-handed practices. The latest "expose" comes from Pittsburgh where the Better Business Bureau made a survey.

While every honest technician in the country welcomes the spotlight on the gyp in the radio business—and will benefit directly in the forcing of such characters to reform or close up shop, he squirms under the publicized implications that *all* radio repairers are crooks. He fails to understand why probes in his field receive such widespread circulation when there are *many more* crooks and chisellers in almost any other service field one can think of—and are prevalent in the most "ethical" professions in the country as well.

Those long associated with the radio business know that the great majority of genuine technicians who *love* radio are more often taken advantage of by the customer than vice versa. The majority of gyps are *inefficient*, and they are interested only in making a "fast buck"—no matter how.

Top-flight radio technicians must have an extensive education in mathematics, electronic and

electrical theory, as well as the acquisition of practical knowledge and mechanical skill. In addition, in such a constantly changing field as radio, they must continually read and study.

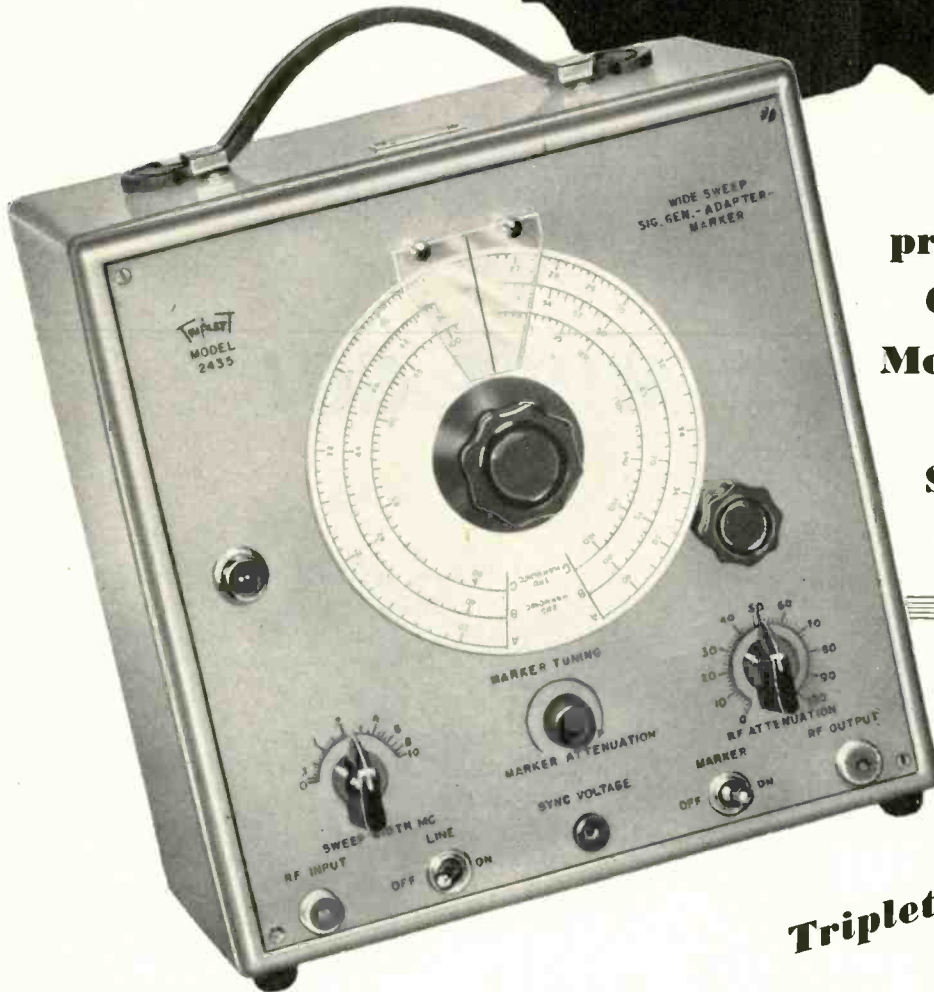
Those attracted to the radio servicing profession at its highest level, are, for the most part, men who'd rather service sets "than eat"—and all *too many of them have been doing just that for too many years!*

They've failed to ask sufficient pay for their work and parts; failed to collect money due them, and have been reluctant to impose perfectly justifiable charges on "come-backs" where some other trouble than the one originally charged for has cropped up.

The best way to attack the situation seems to be for the honest radioman to do several things: For instance, help form associations, or join existing ones; stiffen his backbone to the extent of being willing to charge adequate fees for his highly-skilled services; participate in community activities. And, to publicize his own business firm as an efficient, honest and value-giving organization. (He might ask the local newspaper to reprint this editorial—the local radio station to comment on it.)

The gyp must be driven out of the radio picture, *but he must not* be permitted to drag the reputable radioman along with him on the premise that the *majority* of radio servicers are sharpshooters!

TV and FM adapter for your A.M. Signal Generator



**Convert your
present A.M. Signal
Generator into a
Modern Wide Sweep
TV and FM
Signal Generator**

Triplet Model 2435

Features

- Readily connected to any A.M. Signal Generator.
- Sweeps 100 K.C. to 10 M.C.
- Calibrated marker frequencies provide for marking I. F. oscilloscope trace... 20 to 40 m.c. attenuated output... Marker Signal attenuated.
- Horizontal synchronized voltage available on panel jack.
- Shielded R.F. input and output jacks.
- Supplied with two co-axial cables 2 ft. long.

How Adapter Functions

When used as an adapter the 20—40 m.c. variable frequency oscillator can be used as a marker source. Also as an adapter the r.f.

voltage supplied by the external AM generator is mixed with the frequency modulated signal. The output frequency will be determined by adding or subtracting the frequencies of the external AM generator to or from the 110 m.c. signal produced by the reactance modulated oscillator.

A Must for Every Radio Service Shop

Radio service engineers everywhere have been waiting for this... an economical test oscillator for FM and TV... Triplet engineers have found a way to do it using your AM signal generator as a base thus keeping cost to a minimum. Furthermore this adapter unit has been designed with all the refinements necessary for quick and first class service repair work. Note particularly all the precision features built into this fine adapter-tester. Every shop can use one.

Full instructions are packed with each adapter showing how to hook up and use with your present AM signal Generator.

Place your order with your distributor for delivery when available. Worth waiting for.

Precision first... to Last

TRIPLET ELECTRICAL INSTRUMENT COMPANY • BLUFFTON, OHIO, U.S.A.

In Canada: Triplet Instruments of Canada, Georgetown, Ontario



Summer

LIGHTNING

Problems

Prevention and Cure for a Perennial Troublemaker

The tremendous popularity of midget portables with built-in loops has tended to diminish the attention paid to lightning hazard and lightning protection. There are still millions of sets operating off outdoor antennas, however, and this danger is none the less real.

In addition to the danger to the dwelling which has an ungrounded aerial above its roof, there is the possibility of great damage to the set. The writer has

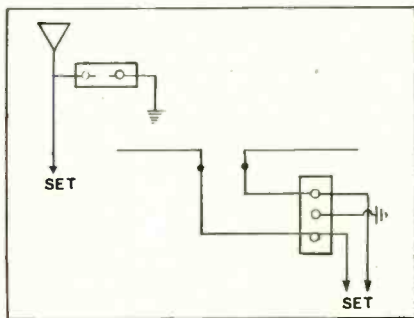


Figure 1

seen one set which caught on fire and was completely destroyed, and another set in which so many parts in the RF and oscillator sections were fused together by the strike that it was not worth repairing.

Protects Antennas

Every outdoor antenna should be protected by an arrester. Dealers can promote good will as well as extra business by canvassing their customers now to make sure that all are protected in this way.

Lightning arrestors provide an easy path to ground by means of a small air gap. They are available for both single conductor and two-conductor lead-ins (see fig. 1) and are easily installed. Careful installation is necessary not only to insure lightning protection, but also noise-free operation of the set. Loose and/or dirty contacts will cause static, and occasionally a shorted arrester will cause loss of signal.

Good, tight connections to the arrester with lugs are suggested, and a heavy

wire to a real ground is mandatory. Ground must be made to earth or cold water lines or steel structure of building, not to standpipes, metal roof or the like. Arrestors should be placed as close to the antenna as possible, taking into con-

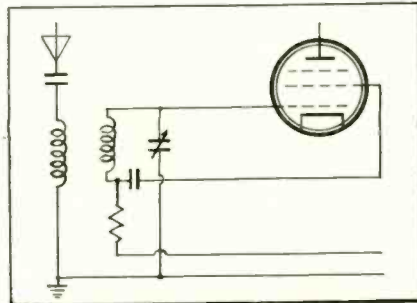


Figure 2

sideration the availability of a ground.

Sets requiring service because of lightning will present a gamut of conditions from complete destruction as mentioned above, to no damage at all. This depends on how much of a blow was sustained. Lightning will of course follow the path of least resistance to ground, and a good deal of its strength may have been dissipated before reaching the set.

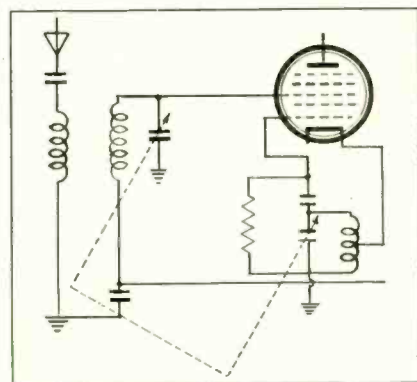


Figure 3

Examination for damage should proceed right into the RF section from the antenna terminals. A typical RF circuit is shown in fig. 2. Trouble may be anticipated in the antenna coil in the form

of a short or open, and the associated condensers and resistors may be similarly affected. Coils are particularly vulnerable, and oscillator coils should be suspect, too, especially where the antenna feeds directly into a converter, as in fig. 3. Many old TRF sets have the volume control across the antenna as shown in fig. 4. In one instance of such a set struck by lightning, only the volume control was damaged . . . and the removable switch was knocked right off the back of that control!

Servicing Procedure

Servicing for lightning damage will, of course, start with visual inspection for melted insulation, burned resistors, melted wax on condensers, fused wires, etc., and could logically proceed from there by signal tracing or signal injection to locate the damaged parts. Sets which do not warrant repair can be displayed in the shop to call atten-

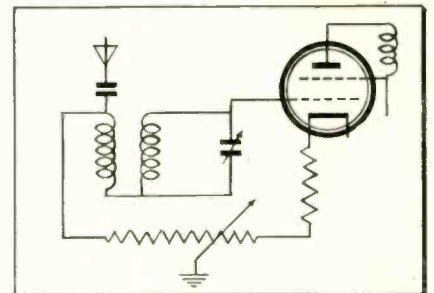


Figure 4

tion to the necessity for lightning protection. Local newspapers will usually run a story on an accident of this kind when brought to their attention, and the resultant publicity will no doubt bring many customers into the dealer's store.

TECHNICAL NEW PRODUCTS FOR USE AND RESALE ARE ON OTHER PAGES OF THIS ISSUE.

TV Antennas for New

Special Requirements for Channels 7 to 13. Folded Dipoles,

• Television is getting its own "New Look" during 1948.

For, during the coming months everyone who installs, services or owns a television receiver will have to take into consideration the additional requirements imposed by the new TV stations now coming on the air in the upper TV band (Channels 7 to 13, 174 to 216 megacycles).

Until 1948 opened, all the television stations in operation were on Channels 2 to 6 of the long-familiar "low band" (54 to 88 mc). For such stations, dipoles measuring, tip-to-tip 70 to 100 inches (and averaging about 85 inches) give the best reception. And so these familiar rooftop "lazy H's" (each a dipole backed by a slightly longer reflector rod) now dot the landscape in television areas.

But by the end of this present year of 1948, out of the 65 TV stations that will be on the air, some 20 of these stations will be operating on Channels 7 to 13 in the high band.

How to Figure Dipole Length

As shown in the accompanying tabulation, these high-band channels employ frequencies ranging from 174 mc to 216 mc (million cycles per second). And dividing these frequencies into the travel speed of radio (same as light, 186,000 miles per second) we see that these upper-band stations produce radio waves measuring from 55 inches to 67 inches in length.

And since the most effective dipole size (total overall length) to receive any wavelength should be one-half that actual wave length, one can easily compute for the new high-band channels, a need for new dipoles measuring 28 to 33 inches—or about half as long as

the familiar dipoles now installed by the hundreds of thousands.

New Market for All-Wave Antennas

A great new market is thus opened up for new antennas that will receive with full effectiveness the new high-band stations as well as the present low-band transmitters.

A number of new special antenna assemblies are now being offered designed particularly to provide pickup over the whole TV range from top to bottom. These include folded dipoles with reflectors,—also combinations of long-and-short dipoles with special provision for feeding into a common downlead without interaction or dissipation of either signal by the other's pickup structure.

When the television receiver to be served is at a considerable distance from the transmitter (10 to 30 miles away) or is blocked by intervening high ground or structures, it may be imperative to provide a special all-wave antenna, a patented assembly, or a separate high-band dipole (or dipoles) to get good reception from the new high-band stations.

Limited Experience with Hi-Band

In other cases, where the customer's installation operates in an area of high field strength, practical experience seems to show, contrary to all theory, that the same old long-arm dipole of low-band days will often bring in an acceptable picture from the high-band stations,—in addition to the low-band channels for which it was designed.

In Philadelphia, for example, with many thousands of regular low-band 85-inch dipoles already installed,—when the new Channel 10 station

(WCAU-TV) came on the air, in very few cases was it necessary to make any changes in customers' antennas. The old long-arm dipoles went right along picking up Channel 10, as well as Channels 2 to 6.

(Some serious receiver troubles were experienced in Philadelphia by interaction between Channels 10 and 6 at times when both those stations were on the air, but these difficulties were soon solved by wave-traps installed in the receivers. And since then, circuit designs have been revised at the factories so that such future trouble will be eliminated. But practically no changes were necessary in antennas or dipole lengths, to get satisfactory pictures from the new Channel 10 station).

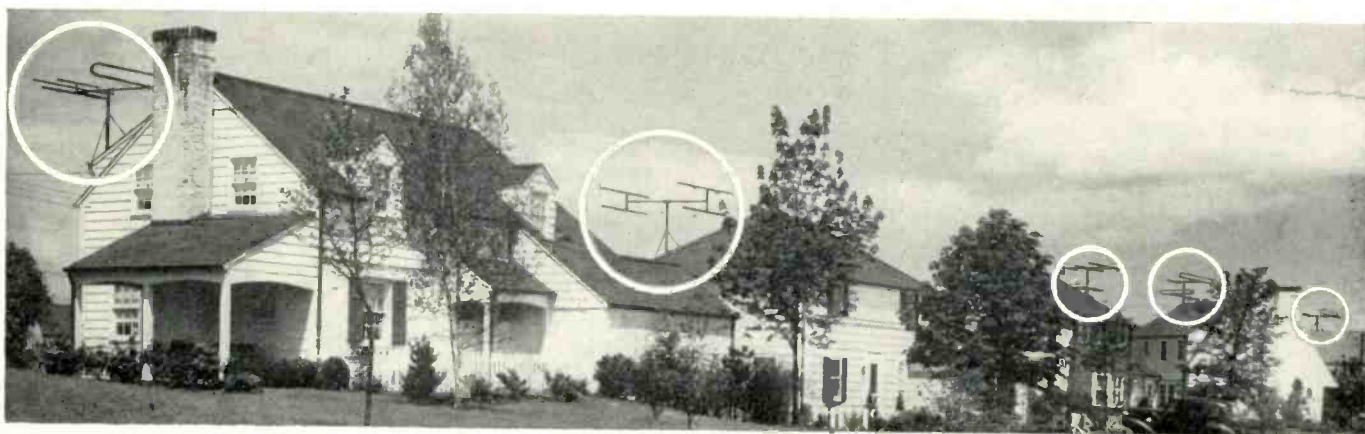
New York Getting Channels 11, 13

The New York City area has had brief experience with test patterns on Channel 13 (Station WATV, Newark).

(Station WPIX, Channel 11, was scheduled to have its test pattern on the air the latter part of May, just as this issue goes to press.)

Many set owners and service men in New York report picking up WATV's signal using only regular 85-inch dipoles, although the theoretical best dipole length for WATV's Channel 13 would be about 28 inches. Further reports on this situation will be given our readers when experience has been obtained with actual programs on New York's high-band stations.

New York City installation men have not yet given much attention to putting up special antennas to cover the top TV channels, for nearly every local installer has been working at top speed to get sets installed for local low-band programs.



High-Band Stations

All-Wave Assemblies. Experience in Philadelphia and New York.

In the N. Y. Metropolitan area, installation and servicing organizations are doing everything they can to reduce the backlog of calls for installation and service, and have even gone so far as to bring men in from Boston and fly them in from Hollywood . . . as well as borrowing extras from other shops such as the Bronx, Philadelphia, Chicago, Camden, etc.

Classifying TV Troubles

In one large TV organization, in order that work can be channeled according to priorities, it is subdivided into categories such as:

- New installations
- Sets defective on installation
- Service work (actual breakdown in the set)
 - Antenna work (broken lines, "violations", additional antennas, etc.)
 - Orientation for better reception.
 - Cabinet repairs, etc.

Then there are special categories such as "Bars & Grills," "FM on TV Channel 2" (usually from Channel 270), Reflections (ghosts) on Channel 5 (each man goes out equipped with a crystal ball), and "Can't receive Channel 13 (WATV, Newark)."

"You can imagine that we haven't yet started to worry about Channel 11, WPIX, since we have had all we can do to handle the troubles we have already. And besides we couldn't do anything about the high-band stations until they come on the air," explained a hard-working TV servicer. "Even Channel 13 doesn't have top priority, as you can guess from looking over the other categories."

"However, we are ready with an answer to these problems, which in our own case, is as follows: The stock simple-dipole and stock dipole-with-

reflector are considered to be all-channel antennas. The former is bi-directional, the latter unidirectional on channels 1-6, when maximum signal is obtained when the antenna rods are broadside toward the transmitting antenna. When operated on Channels 7-13, however, both types of antennas have side lobes. On these high-band channels, the maximum signal will be obtained when the antenna is rotated approximately 35 degrees in either direction from its broadside position towards the transmitting antenna.

Orientation—Additional Antennas

Consequently, to bring in high-band stations, the first step would be to try orientation. It must be remembered that the present orientation of the antenna is probably already a compromise giving the best results possible on three stations with one antenna. The closer to the transmitting stations, naturally, the more critical the orientation would be. It is conceivable that a customer might have an orientation facing the three Manhattan low-band stations which would be about 35 degrees away from broadside to the Newark transmitter, and therefore O.K. In most cases, however, orientation for No. 13 would probably spoil the others, and therefore a separate antenna would be necessary. If that is the case, we would install our high-channel antenna, which is considerably shorter, and would give greater gain in that band.

"In the event that orientation is possible, it may still be the case that poor reception from Channel 13 results because of low signal strength. The farther north of Manhattan you live, the less likely it is that you will get sufficient signal, since the Channel 13

Xmitter is already some miles south of New York City. Therefore it would again be necessary to install a new high-channel short dipole (with reflectors for maximum gain).

"In New York, Station WPIX on Channel 11 won't present so much of a problem as Channel 13, since WPIX is in the same general area as the other stations, but the installer may still find difficulty in orienting for all four Manhattan stations, in which case another antenna would be indicated. We already have many midtown customers with more than one antenna, because one orientation won't give satisfactory results on all three present low-band stations. A simple DPDT switch is used, usually mounted on the cabinet. In all cases of an additional antenna, the customer pays \$15 or more extra, since our 'standard job' doesn't cover this."

Give Customer Best Reception

In preparing for high-band reception then, the best practical advice seems to be: "Select an all-band or special high-band antenna for best reception of the new high-band stations. But also, try the most convenient or simplest antenna arrangement first, and see whether it brings in a satisfactory high-band picture".

Quite contrary to expectations and technical theory, present long-arm dipoles seem to work out pretty well, in favorable locations, in Philadelphia and New York. But there will be many difficult situations, of course, when special devices, special antennas, and every theoretical aid will have to be resorted to.

See that the customer gets best possible reception on the new high-band channels, which may mean all-wave, or special high-band antennas.

TELEVISION and ANTENNA DATA — LOW and HIGH BANDS

TV CHANNEL	2	3	4	5	6	7	8	9	10	11	12	13	
45.25	55.25	61.25	67.25	77.25	83.25	VIDEO CARRIER	175.25	181.25	187.25	193.25	199.25	205.25	211.25
49.75	59.75	65.75	71.75	81.75	87.75	SOUND CARRIER	179.25	185.75	191.75	197.75	203.75	209.75	215.75
71.65	81.65	87.65	93.65	103.65	109.65	RECEIVER OSC. FREQ.*	201.65	207.65	213.65	219.65	225.65	231.65	237.65
98.05	108.05	114.05	120.05	130.05	136.05	RECEIVER IMAGE FREQ.*	228.05	234.05	240.05	246.05	252.05	258.05	264.05
125.7	103.6	98.8	85.6	74.6	69.5	HALF WAVE DIPOLE (INCHES)	33.4	32.2	31.3	30.3	29.4	28.5	27.7
11.47	7.80	6.38	5.39	4.06	3.51	LC VALUE (MIDBAND) LH X UHF	808	756	709	666	627	591	558
1	2	3	4	5	6	BAND NUMBER	7	8	9	10	11	12	13

*USING 21.9 MC SOUND I.F.

44 50 54 60 66 72 76 82 88 ← MEGACYCLES → 174 180 186 192 198 204 210 216

LOW-BAND TV | FM BAND | HIGH-BAND TV

HERE IT IS

**NEW!
DIFFERENT!
BETTER!**

**The ONLY RADIO BATTERY
That Has The**



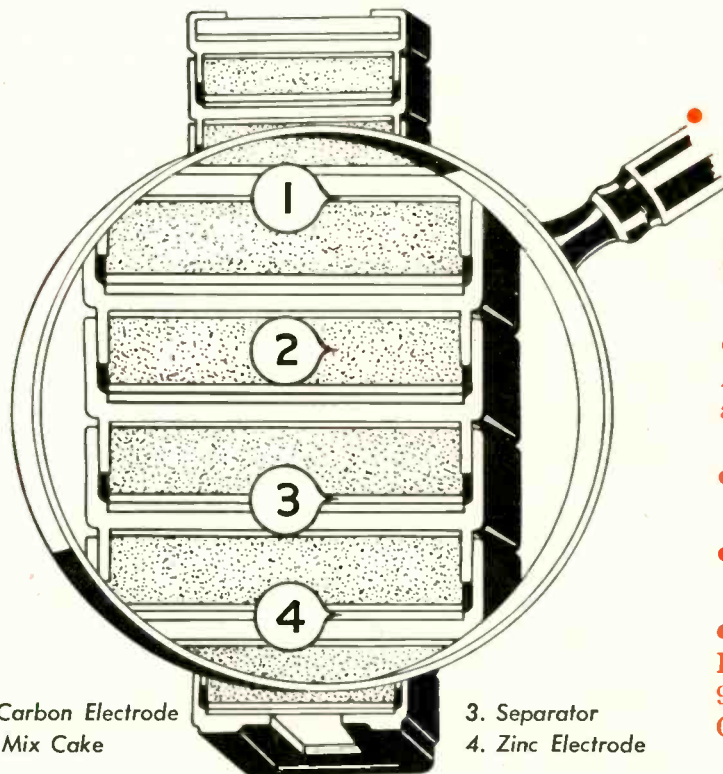
Interlocked Flat Cell

PLAYING HEART

Enlarged Cutaway Section Shows . . .
**EACH CELL INTERLOCKS WITH ITS NEIGHBOR—
FORMS THE PLAYING-HEART OF YOUR RADIO**

LOOK!

- Each Cell Holds More Power-Producing Chemicals.
- No Waste Space.
- Lasts Hours Longer.
- Costs No More.
- Already Standard Equipment with 12 Radio Manufacturers.



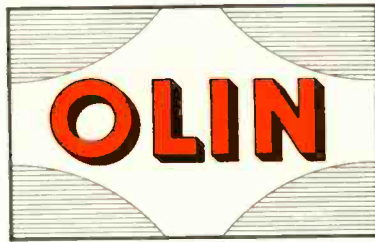
1. Carbon Electrode
2. Mix Cake

3. Separator
4. Zinc Electrode

EXCLUSIVE!

- Result of 5 years' Scientific Electronic Research.
- Patented U. S. Pat. No. 2416576.
- Triple-Sealed Against Power Leakage.
- No Binding Tapes.
- No Sealing Wax.
- Greatly reduces Battery Failure . . . 91% Less Soldered Connections.

Increase Your Radio Battery Sales This Summer with the *Sensational*



Interlocked Flat Cell Battery

The demand for portable radio batteries this summer promises to be the greatest in radio history . . . estimated to be \$52,000,000.

All over America, portable radio owners will

be customers for this startling new electronic development that gives more hours of listening pleasure . . . yet costs no more.



AVAILABLE IN
POPULAR SIZES
FOR PERSONAL
AND PORTABLE
RADIOS

Available in 2 Brands

WINCHESTER
TRADE-MARK



Make your store headquarters for the
OLIN Interlocked Flat Cell Radio
Battery.

Fill in coupon below, for descriptive
Catalog and get the complete Product
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**Don't Disappoint Your Customers
They'll Want . . .**

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That has the  **Interlocked
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Electrical Division

New Haven, Conn.

Dept. B

Mail me at once Descriptive Catalog Bond-Olin or

Winchester-Olin. (Check brand desired.)

NAME

ADDRESS

CITY STATE

Common Faults in Home Disc Recorders

While home recording machines are by no means a major source of service business, there are increasing numbers in the hands of the public. The strong publicity and awareness that has characterized wire and tape recording machines have in no way slowed down the purchase of disc recorders. The servicer, therefore, does well to have a working guide to follow when the occasional disc unit comes in for repair.

The single most important factor in record making is the cutting needle. It is also, seemingly, the least appreciated by the home record maker. More dissatisfaction and complaint has resulted from the customer's short sighted economy of using cheap needles than from actual breakdowns of all types together.

Steel needles are often rated at one hour's cutting time. For the best possible results, they should be adjusted in less than that amount of time. This is, to be sure, only one of the variables to which the amateur recording technician must pay attention. Others include variations in disc hardness, and the general tendency to overload the cutting head.

To give the other factors the attention they deserve, the needle should be eliminated as a source of trouble by frequent exchange and adjustment, or by the use of a good sapphire or diamond stylus. The latter, which can be set and ignored for months at a time, is actually less expensive per record, if quality is an object.

Spotting Bad Needle

A dull, worn steel needle can be spotted very quickly. Its cut is dull and grey, as compared with that of a sharp needle, and its action is noisy. Place your ear close to the needle. The difference in sounds is easily recognizable.

The cutter should be gently lowered to the moving record, and the record must never be started with cutter resting upon it. This puts an abnormal load on the motor, causing the drive wheel to slip and wear a flat on its rim.

The cut should be adjusted to a depth of approximately .003 inches. The thread, about the thickness of a human hair. The groove should be slightly wider than the land between the grooves. The cut should be approximately sixty percent, and the land forty percent of the lead made by one revolution of the record.

What to Look for When Cutting Head and Arm Assemblies Need Repair

Too deep a cut will result in drag slowing the record down and raising the pitch of the record when it is played back. There may also be echoes. Too deep and too wide a cut will reduce the permissible power on the cutting head; the side walls are thinner and the same amount of cutting power will break through them, causing chatter, rattles and repeats.

On the other hand, too shallow a cut will fail to record the sound range properly. More gain will have to be used on the playback, and as a result the noise level will be higher which in itself will limit the number of satisfactory playbacks. A shallow groove will not hold the needle. Speaker vibrations may make it jump the track.

The lateral movement of the cutting head must be free and easy so that it can follow the lead screw without binding, and without cutting a wavy groove. When the head binds it should be dismantled at the post and cleaned with carbon tet. If necessary, the bearing

surfaces may be polished with #00 sand paper, the way a volume control shaft is polished, then oiled and re-assembled.

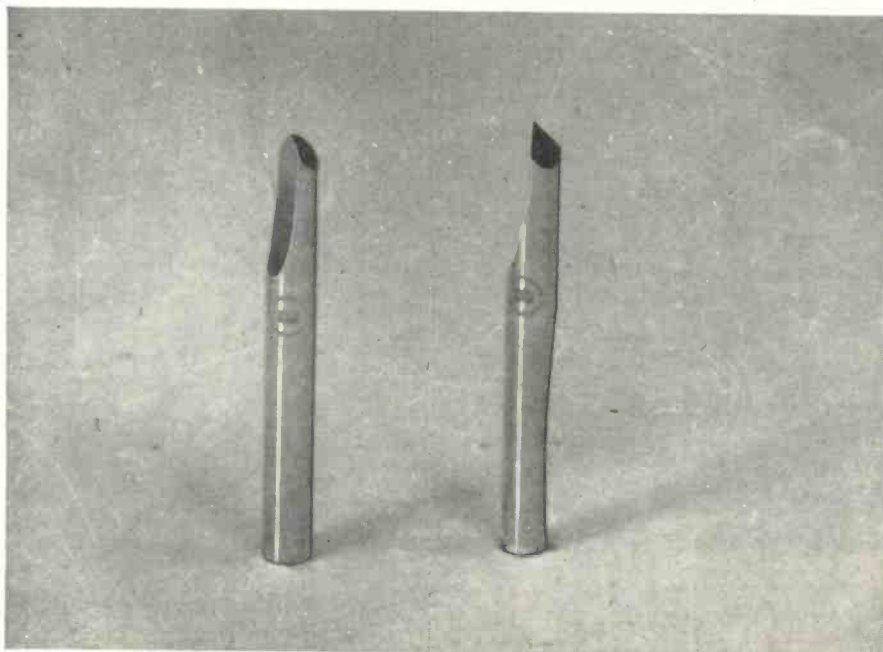
The vertical head play must also be free. There are very few home recorders that have a perfectly level table. Any stiffness in the vertical head play will affect the depth of cut as it will act to lessen the head pressure when the table level drops, and increase the head pressure when it comes up.

Since the depth of cut is but .003 inches, it doesn't take much table variance to do this. The leads to the head should be pulled up to provide plenty of slack. The pivots upon which the arms swings vertically might also be oiled and polished a bit.

Another source of complaint, which like the depth of cut is not the fault of the machine but rather of the user, is the cut thread. This is sometimes permitted to collect beneath the turntable and gum up the works. It takes just a small piece on the rubber drive wheel to cause it to slip and impart the break in motion to the record. When the wheel is cleaned it should be inspected for flats. A piece of sand paper, #1 and #2, backed by a flat surface, may be used to roughen the wheel

(Continued on page 99)

Close-up of a worn cutting stylus, left, and one in good condition, right, exposes obvious fault.



"Certainly
WE HAVE ALL 17 VOLUMES

... and we have the Rider Television Manual on Order"

"Certainly we have all 17 Rider Manuals—and the Television Manual on order. I can't imagine any high class, efficient radio service laboratory operating satisfactorily without them. I'll have Volume 18 on the shelf, too, as soon as it's published,"

Says **R. B. GRAF**, Service Mgr.
 Ward Radio & Appliances, Silver Spring, Md.



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Volume XVII	\$15.00	Abridged Manuals I to V (one vol.)	\$17.50
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JOHN F. RIDER PUBLISHER, Inc., 404 Fourth Avenue, New York 16
 Export Agent: Rocke International Corp., 13 E. 40th St., N.Y.C. Cable ARLAB

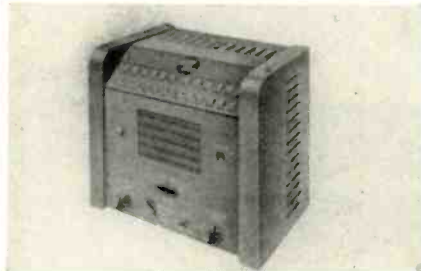
RIDER MANUALS *Mean* **SUCCESSFUL SERVICING**

NOTE: The Mallary Radio Service Encyclopedia, 6th Edition, makes reference to only one source of Radio Receiver Schematics—Rider Manuals.

New Service and Sound Products

Masco SCHOOL SYSTEM AMPLIFIER

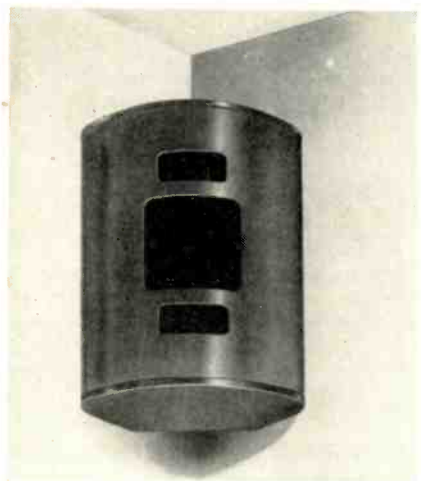
Model MS-24 is a combined two-way inter-com and centralized control system for 24 rooms, and is also available for 6, 12 and 18



rooms. List prices: 24 rooms amplifier with tubes, \$169.50; 6 rooms, with tubes, \$154.50; 12 rooms, with tubes, \$159.50; 18 rooms, with tubes, \$164.50, all 5 per cent more, west of the Rockies. Mark Simpson Mfg. Co., Inc., 32-28 49 St., Long Island City 3, N. Y.—RADIO & TELEVISION RETAILING

Jensen SPEAKER CABINETS

Model H-81 (illustrated) bass reflex sector cabinet fits anywhere—in 90-degree corners, flat on walls, or at intersection of wall and ceiling. May be used with any 8-inch speaker for high-fidelity applications such as wired music. Especially recommended for use with



Jensen model P8-SH. Made of wood composition around frame of hard wood, can be covered with color to match locale of the installation. Height, 22½"; width, 17¾"; depth, 8½". Model J-61 is a peri-dynamic enclosure designed to house 6-inch speakers, especially Jensen P6-TH. Simulated brown leather finish with grained effect, chrome trim, 16¾" high; 12¾" wide; 6¼" deep. Jensen Mfg. Co., Chicago, Ill.—RADIO & TELEVISION RETAILING

Ullman "MAGIMMICKS"

Several new powerful magnetic tools designed to save that lost time. "Magimmicks" retrieve lost parts such as nuts, bolts, screws, washers, etc. The "Senior" model is of the telescopic type, ½" diameter and will open to 26". The "Junior" is 5/16" diameter by 8¾" long. Catalog on request. Ullman Products, Ullman Bldg., Brooklyn 15, N. Y.—RADIO & TELEVISION RETAILING

Rauland 2-STATION INTER-COMS

Model 2105 is master station complete with amplifier, for use up to 5 remote stations. Master can call and carry on conversation with any remote station or can call all remotes simultaneously. Remotes can answer without operating control; can also originate call to master. Model 2102 is a 2-station system, consisting of one master and one remote, for two-way conversation between two stations only. The Rauland Corp., 4247 N. Knox Ave., Chicago 41, Ill.—RADIO & TELEVISION RETAILING

Range Master TESTER

Model 10 has 25 ranges. Measures voltages, currents, resistances, and capacitors. AC current ranges ideal for dynamic performance checking of radios, electrical appliances, motors, etc. Can be used as an oscilloscope calibrator. A standard bleeder will deliver 1-10-100 RMS volts from AC line. The one volt AC range serves as a sensitive output indicator, which permits broad or narrow band receiver alignment. The ohmmeter is powered by a 4½ volt self-contained battery. The condenser ranges operate from the standard 60 cycle 110-120 volt power line. Prices: Complete kit and instructions—\$17.95; bench model, assembled—\$23.50; foundation meter with 3-color scale, schematic and operating instructions—\$7.85; test leads—85 cents. All prices net. Bradshaw Instruments Co., 942 Kings Highway, Brooklyn 23, N. Y.—RADIO & TELEVISION RETAILING

Clarostat HAN-D-KIT #5

Replacement parts packed in strong steel box, with hinged top. Kit contains 6 ballast tubes, 12 volume controls, 4 ad-a-switches, 5 greenohms, Dural Han-D wrench, authorized service plaque, Clarostat "know-how" data. Available from jobbers at \$15.07. Clarostat Mfg. Co., Inc., 285-7 N 6 St., Brooklyn, N. Y.—RADIO & TELEVISION RETAILING

Visibeam TV ANTENNA

Indoor antenna, compact, attractive, 12 inches in diameter, may be placed on set or nearby. Claimed to eliminate ghosts and reflections. Retail price, \$16.95. Burnett Service Co., 178 W. 168 St., New York 52, New York.—RADIO & TELEVISION RETAILING

Rowe VHF-UHF METER

Type MW55 VHF-UHF milli-wattmeter provides ready means for measuring power outputs of high-frequency transmitters, oscilla-



tors, multiplier stages, etc. 2 to 1000 milliwatts—50 to 500 mgs. Operates from a 105-130 volts AC 60 cyc line, and consumes about 40 watts. Weight with accessories about 18 pounds. Rowe Engineering Corp., Chicago, Ill.—RADIO & TELEVISION RETAILING

General Electric OSCILLOSCOPE

The CRO-3-A. Heavy case is an inherently good shield from magnetic fields, provides rugged protection of instrument. Has removable light shield, and removable calibrated screen. Length of trace can be expanded to several times the tube diameter, giving same advantage as larger tubes. Binding posts will take ordinary leads or banana plugs. Can be used with YGS-3 signal generator for single stage alignment. General Electric Co., Electronics Park, Syracuse, N. Y.—RADIO & TELEVISION RETAILING

Belden FM ANTENNA

Highly efficient, broad response, this antenna has low standing wave ratio, perfect matching, is light weight, weather and wind resistant. Model 8320 FM antenna kit includes 65 feet of 300 ohm balanced lead-in, aluminum antenna element, porcelain junction block, 5 feet aluminum standard, 2 stand-off insulators and 2 mounting straps. No. 8321 FM reflector kit is a complete aluminum reflector element for use with 8320. Belden Mfg. Co., Chicago 80, Ill.—RADIO & TELEVISION RETAILING

Radio City FM POCKET-SIZE SIGNAL GENERATOR

Model 720 sells for \$19.95. Uses only the four frequencies actually needed in FM servicing and alignment. Has a continually valuable attenuator. Trimmers are available for adjusting each fixed point to different values



or for calibrating to the specified values. May be operated from either AC or DC lines under a wide range of voltages from 95 to 130. Model 720 case and chassis is completely isolated from the power supply so there is no chance of shock or short-circuit. Size, 3 x 6 x 2¼ inches. Comes complete with tubes, selenium rectifier and output cable, and weighs 2 lbs. Radio City Products Co., 152 W. 25 St., New York.—RADIO & TELEVISION RETAILING

Electro SWITCH

"On-and-off" switch for firm's line of battery eliminators mounts on panel of radio.



ends groping. Electro Products Labs., 549 W. Randolph St., Chicago, Ill.—RADIO & TELEVISION RETAILING

YOU'LL WANT THIS ON YOUR DOOR!

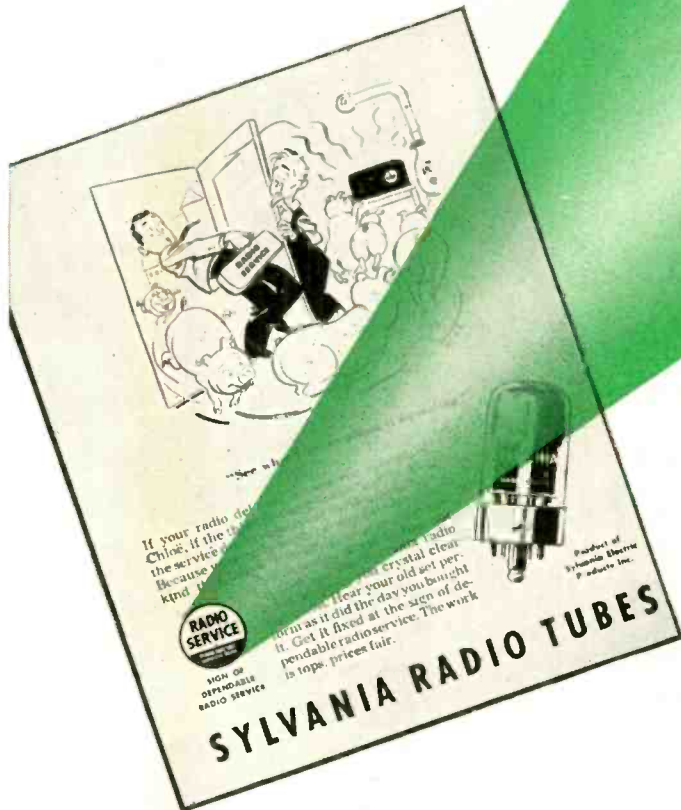
This five-color decal identifies *you* as the man Sylvania is talking about—in the big new national campaign now under full steam in *Life, The Saturday Evening Post, Collier's, Radio Best.*

Display this decal on your door, your windows, your truck—to hook *your* store up with Sylvania's nationwide advertising.

The decal is *yours for the asking* . . . in 8-inch or 12-inch size . . . in any quantity you want!



GET THIS DECAL IN 8-INCH OR 12-INCH SIZE



See for yourself how quickly this cartoon ad catches the eye. See how strongly it features the Radio Serviceman's decal—*your decal!*

In every Sylvania ad throughout 1948 . . . in four great, nationally-read magazines . . . your customers—and the people you *want* for customers—will see this decal over and over again. They'll *look* for it when their sets need servicing—be sure they *see* it on your store.

LOOK FOR THE JOBBER WHO DISPLAYS THIS COMPANION DECAL

He's the authorized Sylvania Distributor in your locality. He's ready to supply you with top-quality Sylvania Radio Tubes and Test Equipment, for the kind of servicing jobs that will keep your customers coming back to *you*.



SEND THIS COUPON

NOW FOR THIS **FREE**
SYLVANIA SERVICEMAN'S DECAL

SYLVANIA ELECTRIC

Radio Tube Division, Emporium, Pa.

MAKERS OF RADIO TUBES; CATHODE RAY TUBES; ELECTRONIC DEVICES; FLUORESCENT LAMPS, FIXTURES, WIRING DEVICES; ELECTRIC LIGHT BULBS

Sylvania Electric Products Inc.
Radio Tube Division
Advertising Dept., Room R-2006
Emporium, Pa.

Gentlemen:

Please send, free, the following quantities of the Sylvania Serviceman's decals:

..... 8-inch decals 12-inch decals

Name

Company

Address

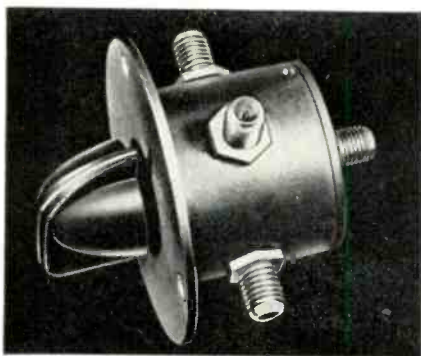
City Zone #

State

Technical New Products

Workshop COAXIAL SWITCH

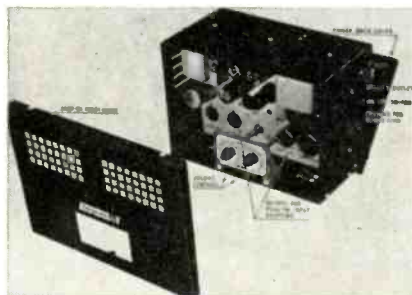
New coaxial switch for RG-59U coaxial transmission line. Provides for conveniently switching any one of four single-channel antennas to a receiver. By using additional



switches, any number of TV sets can be demonstrated from one convenient location. Model R4 lists at \$15.00. The Workshop Associates, Inc., 66 Needham St., Newton Highlands 61, Mass.—RADIO & TELEVISION RETAILING

Langevin HIGH-FIDELITY AMPLIFIER

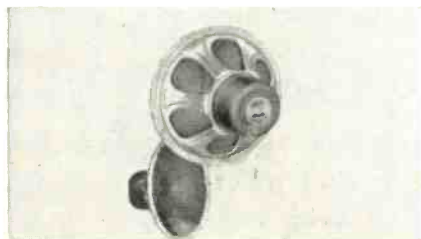
New Langevin type 122 is an 8-watt unit of unique mechanical and electrical design. Plug-in adaptors provide eight applications. Three extra sockets are provided in each of the input channels so that various combina-



tions of plug-in equalizers, transformers, voice filters, and vacuum tubes can adapt the amplifier for crystal pickups, radio tuners, crystal mikes, low impedance mikes, variable reluctance pick-ups, low-impedance pick-ups, line level transmission and magnetic wire recorders. Langevin Mfg. Corp., 37 W. 65 St., New York 23, N. Y.—RADIO & TELEVISION RETAILING

Utah WIDE RANGE SPEAKERS

New series of concert-type wide range speakers provide high quality sound reproduc-



tion up to 10,000 cps. For use in AM and FM sets. Come in two sizes, eight and 12 inches. models SP8JW and SP12LW are finished in gold hammered lacquer. Utah Radio Products, Huntington, Ind.—RADIO & TELEVISION RETAILING

Turner WIRE RECORDER HEADS

Models TWR1 and TWR2 feature maximum fidelity, superior "Y" groove for wire accurately cut by special machine; minimum hum pickup; new triple-lamination structure greatly improves magnetic circuit. Has attractive chrome-plated die cast housing. The Turner Company, Cedar Rapids, Iowa.—RADIO & TELEVISION RETAILING

American VIBRATORS

Complete line of ATR auto radio vibrators, designed for use in standard vibrator oper-



ated automobile and household receivers. New vibrator catalog guide available free. American Television & Radio Co., 300 E. 4 St., St. Paul 1, Minn.—RADIO & TELEVISION RETAILING

Eico TEST INSTRUMENTS

Illustrated, model 221, sells for \$49.50. Completely electronic so meter cannot be burned out. AC-DC ranges: 0-5, 10, 100, 500 and 1000 volts. Ohmmeter measures from .2 ohm to



1,000 megohms in 5 ranges. Model 315 is a signal generator selling at \$64.50; 113A, multi-analyst costs \$89.50, and model 210 vacuum tube voltmeter sells for \$69.50. Electronic Instrument Co., Inc., 926 Clarkson Ave., Brooklyn 3, N. Y.—RADIO & TELEVISION RETAILING

Merit TRANSFORMERS

New and special additions to the Merit line of top quality transformers now being featured. These are designed and engineered to meet the most exacting requirements. New catalog available. Merit Coil & Transformer Corp., 4427 No. Clark St., Chicago 40, Ill.—RADIO & TELEVISION RETAILING

Bond-Olin BATTERY

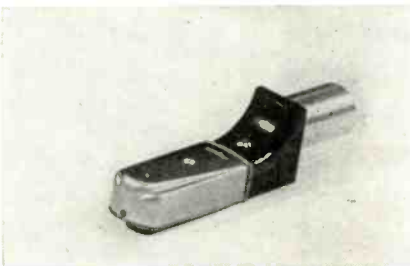
Not much larger than a package of cigarettes, the new Bond-Olin interlocking flat plastic cell dry battery, left, is the smallest 67 1/2 volt radio "B" battery ever made com-



mercially for consumer use. It was developed for the new 3-way pocket-size Emerson portable. The first of the new Olin batteries for battery-powered radios is shown at right. Electrical Div., Olin Industries, Inc., New Haven, Conn.—RADIO & TELEVISION RETAILING

Audax REPRODUCER

Audax, model 79-G, one of the 9 tuned-ribbon reproducers. This version, designed for Garrard changers, requires no "installation"—



merely substitute it for the old pick-up head. Linear 50 to 10,000 cycles; point pressure about 24 grams; jewel stylus easily replaced by user. Output about 30 db. Audak Co., 500 5 Ave., New York 18, N. Y.—RADIO & TELEVISION RETAILING

Setchell Carlson SOUND SYSTEMS

Master amplifier, 25 watts, model PA722 has 4 mike inputs, 1 phono input, 4 gain controls, 4 tone controls, bass retard control

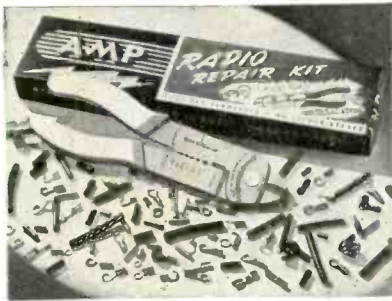


and master gain control. Model B422 is a 25 watt booster amplifier used in conjunction with model PA722. Catalog sheets available. Setchell Carlson, Inc., 2233 University Ave., St. Paul 4, Minn.—RADIO & TELEVISION RETAILING

More New
Technical Products
Elsewhere in this issue

AMP RADIO REPAIR KIT

Aircraft-Marine Products, Inc. announces a new solderless wiring kit designed especially for television and repair work on both pre-war and post-war sets. The kit includes



a precision AMP installation tool and a liberal assortment of carefully chosen AMP terminals for wire sizes 22 to 14 inclusive.

The AMP Radio Repair Kit (Cat. No. 35000) comes boxed, complete for \$5.95 each. Manufactured by Aircraft-Marine Products, Inc., Harrisburg, Pa., all inquiries and/or orders should be addressed to Richard Renner Associates, 315 S. 15th St., Philadelphia 2, Pa. —RADIO & TELEVISION RETAILING

Transvision SOLDETRON

Soldering iron consists of three components: transformer, handle and the soldertip head. Features: button control for amounts of heat; fast heating; long life; lightweight; long, slender tip; interchangeable tip head; each tip head has its own heating element; can be used for a variety of jobs. Transvision, Inc., New Rochelle, N. Y. —RADIO & TELEVISION RETAILING

Approved FM FRONT END

A 3 tube FM front end, 6AK5 RF amplifier, 6J6 oscillator mixer, 6U5 tuning eye. Frequency range 88-108 MC, input to 300 ohm



line. Terminal strip connector, external power supply. Slide rule tuning, silver plated tuned lines and contacts. Available with 10.7 IF output or 21.6 (Television IF). Approved Electronic Instrument Corp., 840 Clarkson Ave., Brooklyn 3, N. Y. —RADIO & TELEVISION RETAILING

Astatic MAGNETIC PICKUP

Model MI-1, standard housing, model MI-2, mumetal housing, low distortion, velocity response—flat to 12,000 cycles, output 100 millivolts, needle pressure 1 ounce. Fits most standard pickup arms. Impedance 7500 ohms at 1000 cycles, 110,000 ohms at 10,000 cycles. Model EA-1 equalizer pre-amplifier available without power supply, model EA-2 self powered. Astatic Corporation, Conneaut, Ohio. —RADIO & TELEVISION RETAILING

Telebeam TV ANTENNA

Announcement is made by the Cole-Worner Corporation of Dayton, Ohio of the development and manufacture of a new long-range, high-gain television antenna called "Telebeam." This new television antenna can be adjusted to any channel and tuned perfectly to any particular television transmitting station, making it adaptable for television in any area. It can be used as a two stack array and also as a single element, thus, making it either a 4, 2, or 1 antenna depending upon the particular installation requirement — RADIO & TELEVISION RETAILING

CURRENT CONVERSION

ATR STANDARD AND HEAVY DUTY INVERTERS



For Inverting D. C. to A. C. . . .

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

ATR New Models

AUTO RADIO VIBRATORS

A Complete Line of Vibrators . . .

Designed for Use in Standard Vibrator-Operated Auto Radio Receivers. Built with Precision Construction, featuring Ceramic Stack Spacers for Longer Lasting Life.

ATR VIBRATOR GUIDE

New 36 page VIBRATOR GUIDE FREE

ATR New Models

"A" BATTERY ELIMINATORS

For DEMONSTRATING AND TESTING AUTO RADIOS

New Models . . . Designed for Testing D. C. Electrical Apparatus on Regular A. C. Lines. Equipped with Full-Wave Dry Disc Type Rectifier, Assuring Noiseless, Interference-Free Operation and Extreme Long Life and Reliability.

NEW MODELS
NEW DESIGNS
NEW LITERATURE

See your jobber or write factory

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

Inventory Analysis Guide

New GE System Gives Tube Jobbers Complete Picture of Sales by Types

The General Electric Company has for some time recognized the need for a simple, practical, pre-tested inventory analysis guide that would enable tube distributors to have available at all times a complete picture of sales by type. To be beneficial, such a guide should be designed in a manner that would help a distributor turn over his tube inventory more rapidly, and thus increase profits. Towards this end, an inventory analysis guide which will enable listing of each tube type during a 90-day period has been developed. It is compact, providing space for 568 tubes on several eleven by fourteen inch sheets.

Information from reliable sources disclosed that not over ten per cent of tube distributors in the United States maintain any type of a preparatory inventory system. Those that do frequently do not analyze the inventory information. Using this guide, which may be handled like a conventional stock chart, the distributor will be able to determine accurately just how many tubes he is selling in each inventory period.

Based upon a turnover of four times annually, as obtained in a special survey made by the National Electronic Distributors Association, it has established a picture of the number of tubes that a distributor should sell every 90 days of the types that represent 80%

This interesting article was written for this magazine by Russell W. Metzner, sales manager replacement tubes, Tube Division of General Electric Co.

of the replacement demand. Out of 568 receiving types mentioned in this guide, only 133 represent 80% of the replacement demand according to a national survey. Preparatory to the release of this guide we consulted a number of outstanding tube distributors, including such companies as Aaron Lippman, Newark, N. J., Syracuse Radio Supply, Syracuse, N. Y., Continental Sales Company, Newark, N. J., Almo Radio Company, Philadelphia, Pa., Slate and Company, New York, N. Y., Fischer Distributing Company, New York, N. Y., and the Onondaga Supply Company, Syracuse, N. Y.

Distributors Consulted

Inquiries were made in regard to a guide which would be most helpful and provide them with an easy method of seeing and controlling inventory turnover, etc. Without exception, each of these distributors made a constructive contribution to the plan. Finally, the final draft of the plan was shown to each of the distributors who had con-

tributed to its preparation. In every instance the response was very enthusiastic.

This new plan will be presented to Ken-Rad and GE distributors in person by the local G-E tube representative. At the time of its presentation the representative will set up, in cooperation with the distributor, a basic stock on the types that represent 80% of the replacement demand in relation to that distributor's rate of annual sales. The guide is actually set up on the basis of 50,000 tubes annual sales, thinking that that would represent the average distributor's sales program. Inasmuch as the plan is based upon a four times annual turnover, the guide has been prepared to show a three months picture. Each distributor will be supplied four sets of guides thus enabling him to have a full year presentation of sales.

Perfect control, not only of the types that represent 80% of the replacement demand but also of such additional types that might enjoy a good demand in that distributor's particular trading area, should be attained. Just as important is the fact that this guide will bring to the distributor's attention, in every inventory period, the slow moving and dead types. Using the guide, the distributor may want to reduce his inventory by moving slow and inactive types with the aid of a supplementary merchandising plan.

Convenient Size

Physically, the inventory analysis guide consists of three eight by ten inch sheets, two of which may be folded out into a horizontal, ruled chart for the purpose of listing the tubes in stock, etc. Tubes representing the greater amount of the tube replacement business are listed on the chart and provision is made for the inclusion of additional listings on the bottom of each page. Backboards the size of the horizontal sheets are supplied to facilitate use anywhere in the distributor's warehouse.

Ten columns for each three-month period are set up on the chart. Each column may be used in the following way:

Column 1 to serve as an index of receiving tubes which might be found in distributor's stock.

Column 2 to contain figures which indicate average number of tubes that should be sold during a ninety-day

(Continued on page 97)

To left: A sample page from the GE Inventory Analysis Guide. Note that there is a "tube-type" column at each side of the page for greater accuracy in use.

More New Products

RCA MINATURE POWER AMPLIFIER

The RCA 6AR5 is a miniature power amplifier pentode useful in the output stage of automobile and AC-operated receivers. It is capable of a power output of 3.5 watts with relatively small input voltage. Within its maximum ratings of 250 volts on plate and screen, the tube is equivalent in performance to the type 6K6-GT. Heater voltage is 6.3, and heater current is 0.4 ampere. Radio Corporation of America, Tube Department, Harrison, N. J.—RADIO & TELEVISION RETAILING

Minnesota GOODELL AMPLIFIER

Model NSA-2 a six-tube noise suppressor amplifier. Treble response to beyond 12,000 cycles, noise reduction more than 25 decibels. Power output 10 watts. Two-tube pre-amplifier for magnetic pickup available on special order. Model NSA-1 on two chassis, 18 watt output. Pre-amplifier included. G. E. indicator eye tube for visual observation of gate action. Push-pull 807 output tubes. Model NSAT-1 a two-chassis model similar to model NSA-1, except for push-pull driver stage and 4-6B4 output tubes in push-pull parallel. Cathode follower output stage on control chassis permits separation of the two chassis by more than 25 feet. Minnesota Electronics Corporation, 204 Oppenheim Building, St. Paul.—RADIO & TELEVISION RETAILING

Amplifier Corp. RECORDER

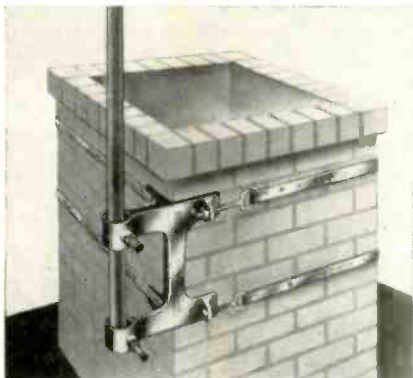
Model SP 850 high-fidelity magnetic tape recorder, housed in an enclosed relay rack cabinet, 20½" high x 15" deep x 21" wide. A self-contained unit including recording and play-back amplifiers, erase oscillator, monitor amplifier and speaker. Three tape speeds, VU meter for indication of recording level. Automatic program timer, five input channels. Total recording and playback distortion at 400 cycles is under 3%. Power output of playback amplifier 15 watts. Complete information and technical specifications available in free catalog #4904. Amplifier Corp. of America, 396-7 Broadway, New York 13, N. Y.—RADIO & TELEVISION RETAILING

Walsco CONTACT CLEANER

NO-OX neutral chemical cleaner and lubricant used in electronic and electrical work now being distributed nationally. Contains no carbon tet or other solvent cleaners; dissolves corrosion and prevents oxidation by chemical action only. Will not gum. Used for noisy volume and tone controls, band-switches, push-button tuners, etc. Walter L. Schott Co., Beverly Hills, Calif.—RADIO & TELEVISION RETAILING

South River CHIMNEY MOUNT ANTENNA

TV and FM chimney mount is cast of strong, corrosion-resistant aluminum alloy. Mounts on any chimney, pole or similarly-



shaped extension by means of straps. Two 12-foot lengths of .023" x ¼" galvanized steel bands, furnished with the mount, are enough to encompass the largest size chimney, and have a combined tensile strength of more than 3,000 pounds. Cost to trade, \$4.50. South River Metal Products Co., South River, N. J.—RADIO & TELEVISION RETAILING

Electronic

LABORATORIES, INC.



NEW 1948 LINE WITH

Exclusive features

The outstanding line
of converters with
new engineering...
new design...

TELEVISION

for Wire Recorders . . .
Radio Phonograph Combination . . . Small
Power Tools (1/10th H.P. maximum) . . .
Public Address Systems . . . Amplifiers . . .
Communication Receivers and Transmitters
. . . Small Appliances (mixers, Vacuum
cleaners, etc.) . . . Laboratory Test Equip-
ment . . . Sound On Film Amplifiers . . .
Intercommunication Systems . . . Movie
Projector Motors . . . Razors . . . Other
electrical devices.



ATTRACTIVE
NEW PACKAGING

1. The 110 volt and 32 volt converters are equipped with AUTOSTART . . . the automatic start and stop feature. This provides remote operation of converters, eliminating wiring and installation costs . . . provides instantaneous starting with no warming up.
2. E-L Battery Eliminators are the only units on the market that can simulate actual year 'round operating conditions in the radio repair man's shop. The overload switch is especially valuable to momentarily overload components to break down questionable parts and prevent service call backs.
3. E-L Power Supplies are radio frequency filtered completely for broadcast, short wave, F.M. and TELEVISION bands.

ELECTRONIC LABORATORIES, INC. INDIANAPOLIS, INDIANA, U.S.A.

District Sales Manager



Henry J. Hector, who started as a factory employe at Zenith Radio Corp., in 1936, has been appointed a district sales manager for the company, H. C. Boaffig, vice-president and director of sales, has announced.

Signal Electronics Expands

Signal Electronics, Inc., 114 East 16th St., New York City, specialists in the production of tiny radios, announce the expansion of their production facilities. Their popular new "Portapocket" camera-type radio is now available for immediate delivery in quantities, in ivory, maroon and black finishes. An interesting feature of this tiny radio is the facility for imprinting personal initials on each set.

New Cornish Wire

Described as immune to the effects of acids, alkalis and oils in a new TV and FM lead-in wire. It has an impedance of 300 ohms, and consists of twin parallel copper conductors spaced and insulated with a water-resistant, low loss polyethylene. The manufacturer, Cornish Wire Co., Inc., 15 Park Row, New York 7, N. Y., offers a catalog describing the new lead-in as well as other cables and wires.

In Solar Sales Post



Appointment of Sidney L. Chertok, (above) to the newly-created post of sales promotion manager of Solar Mfg. Corp., North Bergen, N. J., has been announced by W. C. Harter, executive vice-president.

Sylvania Chief Engineer

The appointment of Marcus A. Acheson as chief engineer for the radio tube division of Sylvania Electric Products Inc. is announced by H. Ward Zimmer, vice-president in charge of manufacturing operations. Acheson was formerly manager of the advanced development department of the company's central engineering laboratories at Kew Gardens, N. Y.

Simpson Names Buehring

The Simpson Electric Company, Chicago, announces the appointment of Melvin O. Buehring as sales manager to succeed the late George H. Koch. Mr. Buehring, who handled factory expediting and priority work during the War, has been an assistant to Mr. Koch in the sales department since that time. Theodore Franks has been named to succeed Mr. Buehring.

J. F. D. Ad Manager

The J. F. D. Manufacturing Co., Inc., 4117 Ft. Hamilton Parkway, Brooklyn 19, N. Y., has announced the appointment of James C. Sarayiotas as advertising manager.

Raytheon Appointment

Ray C. Ellis, vice-president of Raytheon Manufacturing Company, Waltham, Mass., has announced the appointment of James J. Tynan as sales manager of the Commercial Products Division. Kenneth V. Curtis has been named product manager. William A. Gray continues in his present capacity as assistant sales manager.

New Transformer Line

Peerless Electrical Products Division of Altec Lansing Corporation, 6920 McKinley Ave., Los Angeles 1, Calif., announces a new "20-20 Line" of audio transformers, flat within 1 db from 20 cycles to 20,000 cycles. Makers claim "superior Altec Lansing design principles at prices attractive to present-day manufacturing and replacement markets." Maker prepays transportation anywhere in U. S. on orders totalling 100 lbs. or more.

Remington Distributors

The Remington Radio Corp., 80 Main St., White Plains, N. Y., announces the following firms as distributors of the firm's television receivers: Henry O. Berman Co., 12 East Lombard St., Baltimore, Md.; Chambers Electronic Supply Co., 1667 Central Parkway, Cincinnati, Ohio; Louis M. Herman Co., 885 Boylston St., Boston, Mass.; Mattson's Radio, 519-23 West Broad St., Richmond, Va.; National Radio Laboratories, 3149 Locust Blvd., St. Louis, Mo.; Radio & Electronic Parts, 519 Huron Rd., Cleveland, Ohio; Radio Equipment Corp., 312 Elm St., Buffalo, N. Y.; Radio Electric Service Co., N. W. Corner & 7th Arch St., Philadelphia, Pa.

Bendix to Sell Direct?

Rumors are prevalent to the effect that Bendix Radio may change its present plan of selling through distributors to a policy of merchandising direct to dealers.

Telechron Appointees

Three new appointments to the sales organization of Telechron Inc. have been announced by H. E. Blackburn, field sales manager.

Ernest J. Keefe has joined the staff of the St. Louis sales office with headquarters at Kansas City, Mo. David D. Lash has been appointed to the Philadelphia sales staff to cover the territory in the Baltimore area, and Harry J. Murphy, Jr. has joined the Chicago sales office of Telechron Inc. and will serve the Minneapolis territory.

Thor Personnel Changes

Owen G. Nugent, vice-president of Thor Corporation, has announced three additions to the company's sales staff in the eastern and central division.

They are Eugene F. Sample, eastern division representative at New York; C. DeWitt Dubois, special representative to handle chain accounts; and Richard J. Nugent, (no kin of Owen G. Nugent) Chicago city sales representative. Mr. DuBois and Mr. Sample formerly were associated with the Burgess Battery Company.

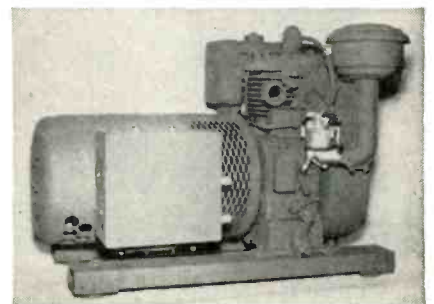
Regional Managers are Named by Maytag Co.

Four new regional manager assignments have been announced by The Maytag Company of Newton, Iowa.

Dennis Miller has been transferred from North Carolina to Washington, D. C., and placed in charge of the District of Columbia and surrounding area. Francis T. Rooney will represent Maytag in the upper peninsula of Michigan and a small area in Wisconsin approximately the same territory he has been serving as district manager for Purina Mills.

David M. Roush and Dave Nelson, who have been undergoing intensive training at the Maytag home office in Newton, Iowa, are now going out on territories. Roush takes over Vermont, five counties in southwestern New Hampshire, and Berkshire County in northwestern Massachusetts. Nelson has nine counties in southern Michigan.

AC Katolight Plant



Model 26HAB4, 1,000 watt, 115 volt, 60 cycle, single phase generator is powered by a Briggs & Stratton model 14 FB single cylinder, 4 cycle air-cooled engine. Made by Kato Engineering Co., Mankato, Minn.

New Products

Jerrold TV BOOSTER

All-band television booster, model 30 d b, is priced at \$34.50 list. The unit can be used with any video set and with any standard video antenna. Features: tuned grid, tuned plate amplifier, channel selector switch. Unit is housed in a walnut plastic cabinet. Size: 7¼ inches x 4 inches x 4 inches deep. Jerrold Electronics Corp., 121 N. Broad St., Philadelphia, Pa.—RADIO & TELEVISION RETAILING

National RECEIVERS

Model NC-33 communication receiver, covers frequencies from 500 kcs to 35 mcs. AC-DC superheterodyne, set has five tubes plus rectifier. Designed to provide reception of AM voice or music and code telegraphy signals throughout its entire frequency range. Tunes to the ship calling frequency.

Model NC-57 superheterodyne receiver, has a complement of 7 tubes plus voltage regulator and rectifier; continuous frequency coverage of from 540 kilocycles to 55 megacycles. Designed to provide reception of AM, voice or music and CW or MCW code telegraph signals. Priced at \$89.50; model SM-57 tuning meter priced at \$14.95. National Co., Inc., Malden, Mass.—RADIO & TELEVISION RETAILING

FM & TV SWEEP GENERATOR

Model A-300 covers frequency range from 2 to 227 MC. Sweep width 500 KC to 10 MC, maximum output 500,000 U/V. Vernier tuning control with 10 to 1 ratio. Cathode follower output. Approved Electronic Instrument Corp., 840 Clarkson Ave., Brooklyn 3, N. Y.—RADIO & TELEVISION RETAILING

DYNAMIC MICROPHONE

Velvet Voice Dynamic Microphone, frequency range 50 to 10,000 cycles, output—50 db below 1 volt per bar, four optional impedances 50, 200, 500, and 5 meg. Detachable base. Astatic Corporation, Conneaut, Ohio.—RADIO & TELEVISION RETAILING

De Wald TV Receiver

The new model B.T. 100 De Wald television set has 27 tubes, plus 3 rectifiers; a ten-inch direct-view tube, and 13 channels. Featuring high definition,

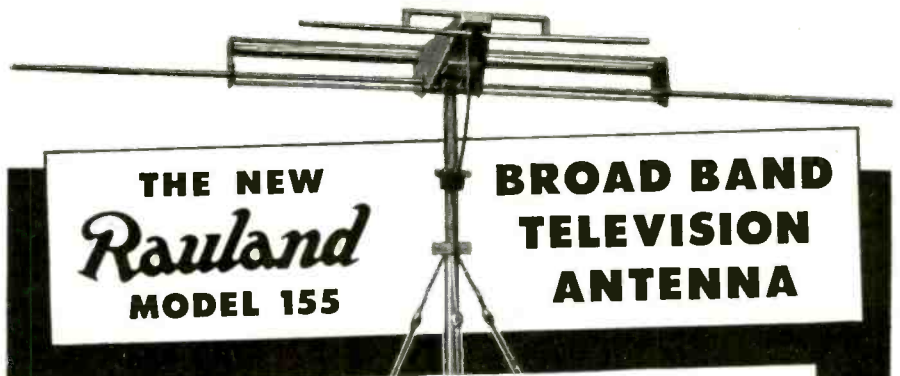


the receiver is housed in a hand-rubbed walnut cabinet. It is manufactured by DeWald Radio Mfg. Corp., 35-17 37th Ave., Long Island City 1, New York.

New TV Light Filter

A newcomer product in the rapidly advancing television equipment and accessory field is the "Video Neutral Density Light Filter," introduced and manufactured by Video Filter Co., 41 Buena Vista Ave., Yonkers 2, N. Y.

This easily installed, easily-removable light filter is a device made up of a transparent plastic frame and a supporting cord. The frame which hangs over the television screen and filters the image is fitted with a highly-polished amber Celanese Lumarith cellulose acetate transparent sheet material. This method of framing provides a permanent, solid support for the lens and assures the filter unit a long and useful life.



THE NEW
Rauland
MODEL 155

**BROAD BAND
TELEVISION
ANTENNA**

CHECK THESE
SUPERIOR
FEATURES!

- High Sensitivity on All Channels
- Low Standing Wave Ratio
- Ingenious Dual-Section Design
- All-Aluminum Construction

For Clear, Brilliant Reception on All Channels

Here's a *better* Television Antenna, engineered and built in the famous RAULAND quality tradition! The Model 155 demonstrates exceptional coverage and high efficiency on *all* channels. Features dual-section design: low band section covers Channel 2 through Channel 6 and FM band; high band section covers Channels 7 through 13.

The polar characteristics of the low band and FM section of the antenna are bi-directional. The high band portion has a uni-directional character since the low band section is used as a reflector. An unusually low standing wave ratio is maintained throughout all channels and a highly efficient built-in coupling network contributes to maximum efficiency on all bands.

The Model 155 Antenna is of light-weight aluminum construction throughout, yet so rugged in design that it will withstand an 80-mile wind, with ½-inch of sleet or ice on all the elements. Lucite low-loss insulators prevent any loss in efficiency resulting from smoke and dirt. The antenna is equipped with threaded flange for direct coupling to 1" pipe; ring for guy wires is provided. Can be permanently grounded for protection against lightning. Designed to match standard 300 ohm input. Special MT-500 heavy steel base is available optional; adjustable from horizontal to vertical (90°) in steps of 1°. This superior RAULAND Model 155 Antenna will boost your Television selling opportunities. You can recommend and sell it with complete confidence in its performing advantages!

SEE YOUR AUTHORIZED RAULAND DISTRIBUTOR for full information on the new RAULAND Model 155 Television Receiving Antenna. Protect your position in the Television market with this superior Antenna!

Electron engineering is our business

SOUND
TELEVISION

Rauland

INTER-
COMMUNICATION

THE RAULAND CORP. • 4247 N. KNOX AVE. • CHICAGO 41, ILL.

TELEVISION DISTRIBUTORS

Well-rated manufacturer of a full line of television receivers, comprising 10-inch, 12-inch and 15-inch direct view models both table and console type with FM, is interested in receiving applications from substantial, established distributors. Quality merchandise, competitively priced. Territories available in all areas except Metropolitan New York and Northern New Jersey.

TELE KING TELEVISION CORP.
601 West 26th Street
New York 1, N. Y. WA 4-4600

The WAY to GREATER TELEVISION PROFITS

A TRYLON TOWER Like

This on Your
Store Advertisises
Your Business...
Insures Demon-
strations That
close the sale!

Why struggle with clumsy, unsightly pipe sections when you can install an attractive TRYLON TOWER that gets favorable attention from your prospects? Boost your profits and your list of satisfied customers. Sell TRYLON Combination Towers. They're sturdy, easy to erect and climb. Tower illustrated is 6 ft. spread "VEE" Base, 20 ft. high with 8 ft. tapered top and 12 ft., 1 1/2" O.D. mast (40 ft. overall). Add standard TRYLON 10 ft. sections with pre-fabricated guys for additional heights.

TELEVISION

DEALERS WANTED. Write for details of Trylon Tower dealership in your community. Get in on the "ground floor" of a profitable, fast-growing phase of the business!

WIND TURBINE COMPANY
Tower and Antenna Div. • West Chester, Pa.

**TRYLON
LADDER TOWERS**

New Booklets and Catalogs

Vaco Products Co., 317 East Ontario St., Chicago, has issued a new, and unique, catalog covering more than 50 stock sizes of screw drivers, nut drivers, and other small hand tools. Pictures and material cover a wide variety of kits, and unusual hand tools, as well as standard types. The catalog is available from the company.

Hexagon Electric Co., 195 W. Clay Ave., Roselle Park, N. J., lists a complete line of branding irons in catalog No. 300, available from the company free of charge. Instructions are included for the use of electrical branding irons, as well as a list of materials which can easily be branded.

Radolek Co., 601 W. Randolph St., Chicago, has just published a new 64 page catalog. Items listed include all standard radio and electronic parts and materials, including many types discontinued during the war.

Radio Corp. of America, commercial engineering, RCA Tube Department, Harrison, N. J., has released a new edition of "RCA Receiving Tubes for Television, FM, and Standard Broadcast." The booklet contains latest tube types and new data on kinescopes. Feature are convenient tube base diagrams on the same page as tube characteristics. Ask for form 1275-D, from RCA or distributor, price 10c.

Supreme Publications, 9 S. Kedzie Ave., Chicago 12, has made available free of charge a manual "The Inside Story of Stethoscope Servicing." A technique for the rapid finding of radio troubles is given, using "Stethoscope" signal tracing equipment, a product of Feiler Engineering Co., Chicago.

Allied Control Co., 2 East End Ave., New York 21, N. Y., has issued a "Relay Guide," obtainable by mail, free of charge. Illustrated is a com-

plete line of small, compact relays. A detailed table enumerates the specifications of each.

Altec Lansing Corp., 250 W. 57th St., New York 19, N. Y., will mail, free, a folder announcing "a new, basically improved line of general purpose speakers." Frequency response curves are given for each of the new models. Suitable cabinets for these speakers are also illustrated.

Clarostat Mfg. Co., 130 Clinton St., Brooklyn 2, N. Y., announces publication of the 7th edition of the "Clarostat Service Manual." The manual contains 127 pages packed with facts designed to speed up volume control replacements. All standard type radios in current use are covered. Price is 50c per copy through distributor.

John F. Rider Publisher, Inc., 404 4th Ave., New York 16, N. Y., has just printed "The Radio Amateur's Beam Pointer Guide." The amateur will find in it the proper beam orientation for DX to any part of the world. Price is \$1.00 per copy.

Mark Simpson Mfg. Co., Inc., 32-28 49th St., Long Island City, N. Y., has issued catalog 48. Special attention has been given in the catalog to Masco's new model MC-10, a compact, rugged, 10-watt mobile amplifier built expressly for operation in a moving vehicle. Since this is an election year it is sure to be much in demand. Another Masco item in the catalog is MS-24, a compact and versatile combined intercom and centralized control sound system. An invaluable aid to schools, stores and institutions, etc. Model TP-16A, a deluxe 16" transcription player with built-in 5-watt amplifier has been designed for realistic reproduction. It has wide-range frequency response, and through the use of separate bass and treble equalizers, accurate tonal settings can be made.

Valuable Prizes In Hytron's Contest

The Hytron Radio Servicemen's Contest, advance news of which appeared in this magazine early in the year, is under way.

Hytron Radio & Electronics Corp., of Salem, Massachusetts, has long recognized the fact that radio servicemen, as a class, are ingenious, resourceful, inventive. It feels sure that many of them have devised special shop tools which make their work easier, faster and more profitable. In the hope of bringing the best of these inventions to light and making them universally available, Hytron has organized a contest in which smart servicemen all over the country will enter their personal inventions in competition for prizes in the form of high grade electronic test equipment and other valuable awards.

Best of the prize-winning tools will be manufactured in quantity and made avail-

able to all servicemen, at cost, by Hytron and through its distributors.

This contest is on a monthly schedule. It started in May and runs through October inclusive. Prizes will be awarded for the three best ideas submitted in each month. In addition, there will be a grand prize for the tool considered by the judges to be the best of those winning the monthly first prizes.

Hytron believes that this contest will be of great interest, and its results of permanent value to radio servicemen. Many new and useful tools should benefit the whole craft as servicemen contribute their practical experience to this constructive contest.

New Arvin Display Space

Noblitt-Sparks Industries of Columbus, Indiana (Arvin radios, electrical appliances, metal furniture and car heaters) announce that they have taken permanent display space in 441-442 of the American Furniture Mart, Chicago.

Tube Inventory Analysis Guide

(Continued from page 92)

period by a distributor who sells a total of 50,000 tubes annually.

Column 3 to provide space to adjust figures in Column 2 to fit a larger or smaller estimated volume. For example, a distributor who sells 100,000 tubes each year would double the figures shown in Column 2 and place them in Column 3. A distributor who sells 75,000 tubes each year would increase Column 2 figures by 50 per cent, etc.

Column 4 to allow space to jot down the actual number of tubes in stock at any date. Types not shown can be added easily to the bottom of each sheet in the spaces provided for that purpose.

Column 5 and Column 6 to provide space to insert the number of tubes ordered but not yet placed in distributor's inventory.

Column 7 to indicate the total number of tubes on order and in stock. This is accomplished by adding the totals in Columns 4, 5, and 6.

Column 8 to present the number of tubes needed to balance stocks. Simply subtract amounts shown in Column 7 from amounts shown in Column 3 and write this figure down in Column 8. The number needed of the types for which no quantities are shown in Column 2, based on local demand, should also be placed in Column 8. This column will then show a complete picture of the current requirements.

For the Jobber

Columns 9 and 10 to provide space for use as the distributor sees fit. For example, they can be used to price and extend inventory, to record receipt of tubes ordered, to record tubes sold, etc.

For the distributor to derive the greatest benefit from the guide, it must be presented in person by a representative of the Company. The plan has been presented by the management to the entire field organization who, in turn, are contacting their Ken-Rad and GE distributors and presenting the guide and explaining how it can be used most effectively. Each distributor is supplied with one complete set of guides which should enable him to have a running record of a full years sales by type providing he takes inventory once a month; however, if inventory is taken more frequently, additional guides will be supplied on request. The longer these records are maintained by the distributor, the more accurate will be his picture of fluctuation of movement by every receiving type in his stock, thus contributing to a better control and, more important, increasing the turnover and profits.

**MASCO Leads the Parade of Value
with the Only Complete U. L. Approved
Line of Quality Sound Equipment**



MA-17N

A 17 watt amplifier. 2 mic. and 1 phono input. Bass and treble tone controls. List price, less tubes, \$64.75



MA-35N

A 35 watt amplifier. 3 mic. and 1 phono input. Bass and treble tone controls. List price, less tubes, \$112.50



MA-75N

A 75 watt amplifier. 4 mic. and 1 phono input. Bass and treble tone control. List price, less tubes, \$167.50

These and other items of the new Masco line are illustrated in our new catalog. Write for it.



MC-25PN

A mobile 25 watt amplifier. Self contained phono unit, 3 mic. and 1 phono input. Bass and treble tone controls. List price, less tubes, \$149.50



MS-24

A compact and versatile 24-room combined intercommunication and centralized control sound system. List price, \$169.50. Also available for fewer rooms.

West of Rockies add 5% to above list prices.

MASCO

MARK SIMPSON MANUFACTURING CO., Inc.
32-28 49th Street, Long Island City 3, N.Y.



SOUND SYSTEMS and Accessories

RAvenswood 8-5810-1-2-3-4

Rembrandt ...

*Reg. U. S. Pat. Off.

**TELEVISION-FM
CONSOLE RECEIVERS**

MODEL 80-78 SQ. IN.—DIRECT VIEW—LIST \$695
MODEL 130-128 SQ. IN.—DIRECT VIEW—LIST \$895

**FINEST
IN**

TELEVISION

Remington presents two masterpieces in design, performance and quick sales appeal.

DISTRIBUTORS and DEALERS — Write at once for full specifications and merchandising plan.

REMINGTON RADIO CORPORATION

WHITE PLAINS, N.Y.

Phone White Plains 9-7006

Announcing . . .

SOMETHING REALLY NEW IN TELEVISION!



It's been dreamed about—experimented with—intensively tested—and now it's here! Yes, a CORTLEY PROJECTION TELEVISION SET that throws a clear, sharp picture from several inches way up to 6 x 8 FEET on a screen—just like a home movie projector!

Your sales possibilities with the Cortley Set are truly unlimited. Bars, Restaurants, Homes, Schools, Clubs, Churches, Hospitals, Hotels, Resorts—these are but a FEW live prospects! They are clamoring for television that can be seen by several hundred people at one sitting—and now you can supply them.

Preliminary installations in New York have been tested and proven for almost two years. Yes, people demand television wherever they go—but they want to SEE IT!

Get in on this new, easy-to-sell market. Write, wire, phone for additional information and price!

CORTLEY
TELEVISION CORPORATION
15 WEST 27th STREET
NEW YORK 1, NEW YORK

Telephone MU 3-3624

New Appliance Products

Westinghouse FAN

Portable fan "Mobilaire" is mounted on wheels; capable of changing air in a five-room home every two minutes. Features: large-surface Micarta plastic blades; total air displacement of 3000 cu. ft. per minute; injector rings curved in direction of air flow through the fan, leaves rear of fan free for entrance of additional air; fan can be used as



an exhaust, blowing air out a window. Fan supported by two steel columns, which are mounted on a pair of rubber wheels. Unit weighs 35 lbs.; height can be varied so it can be used with windows of different types and heights. Steel mesh screens mounted in front of and behind blades. Fan is powered by two-speed capacitor type induction motor. Retail price is \$69.95. Westinghouse Electric Corp., East Springfield, O.—RADIO & TELEVISION RETAILING.

Kasson TURNTABLE

Electric display turntable, "model 712", revolves three times a minute, and features a



New Graybar Branch

C. H. McClean, district manager at Minneapolis announces that Graybar has opened for business in Aberdeen, South Dakota. This warehouse and sales office brings to 99, the number of Graybar distributing points throughout U. S. A.

D. G. Hubbard will be manager of the Aberdeen branch. He started with Graybar in 1936 in the Minneapolis district and was an appliance specialist; then a territory salesman.

Personnel Changes Made by Frigidaire

Changes in the organizational structure of Frigidaire's appliance sales department and the appointment of two new section sales managers have been announced by H. M. Kelley, appliance sales manager.

C. H. Glennly formerly major dealer division manager, has been named manager of a newly created quantity sales division. Replacing Glennly as manager of the major dealer division is J. M. Rush-ton, formerly head of public utility sales which will not operate as a part of the new division.

George Plumly, formerly with kitchen cabinet sales, has been transferred to the

two-way receptacle for all kinds of direct lighting effects. It will allow the rotary motion of electric appliances in actual operation. Unit can be employed with the use of colored spotlights placed on the revolving turntable, "blinker" lights, electric signs, etc. Unit is steel, and supports an 18-inch diameter table. Allover height is 7 inches; built to carry up to 200 lbs. balanced load. AC only. General Die & Stamping Co., 262-272 Mott St., New York 12, N. Y.—RADIO & TELEVISION RETAILING

GE WASHER, WALL HEATER

All-automatic washer features: single control panel; changes in water connection permitting operation 1-inch from wall; adjustable wash cycle; 7-minute drying cycle.

Built-in wall heater delivers 4507 BTU per hour. Removable steel guard. Overall dimensions: 17 inches high, 13 inches wide, 4 3/4 inches deep. Hammer-tone grey finish; polished aluminum reflector. General Electric Co., Appliance Div., Bridgeport 2, Conn.—RADIO & TELEVISION RETAILING

Temprite WATER COOLER

Bottled water cooler, for cup service in any location where water consumption is light or where plumbing facilities are not available. Cabinet finished in baked metal base-enamel.



Capacity is 3 gallons per hour cooler drinking water. Obtainable with either hermetic or open-type condensing units. Dimensions: 16 1/4 inches square x 42 inches high without bottle. Temprite Products Corp., 25 Piquette Ave., Detroit 2, Mich.—RADIO & TELEVISION RETAILING

special markets division to supervise home freezer sales, replacing D. C. McCoy, recognized as one of the foremost authorities in the country on low temperature refrigeration and freezing, who will work on special assignments out of the office of H. F. Lehman, assistant general sales manager.

Appointed as assistant to the appliance sales manager, a new position, is W. R. Miller, who formerly supervised quantity sales. W. H. Smith, has been transferred from the tax & insurance section of the comptrollers division to quantity sales to assist Glennly.

C. E. Quigley, special markets sales manager; C. J. Prashaw, range & water heater sales manager; F. M. Mitchell, laundry equipment sales manager, and D. W. Horton, kitchen cabinet sales manager, will continue to head their respective divisions under Kelley.

Easy Washer Appointment

Frank A. Armstrong of New York City, formerly assistant advertising manager for Philco International Corporation, has been appointed assistant advertising manager for the Easy Washing Machine Corporation of Syracuse, it was announced by Richard E. Weiss, advertising manager.

J.F.D. Holds Forums for TV Servicemen

The J.F.D. Manufacturing Co., Inc., of Brooklyn, N. Y., in an effort to render greater assistance to the television serviceman—is inaugurating a nationwide series of forums on the installation and servicing of television antennas. The purpose of these symposiums is to assist all servicemen in specific antenna installation problems relating to location and selection of arrays.

The first of these forum discussions, all of which will be conducted by Albert J. Friedman, JFD chief antenna development engineer, was held on Monday, May 3, at the Hotel Sheraton of Newark, N. J.

Among the various subjects to be discussed by Mr. Friedman are the following:

Choosing location, broadside tuning, routing lead-in, noise, excessive signal, weak signal, use of lighting arrestors; and ghost images.

Single Unit TV Projector

The T-100 "Telejector" is a single unit television projector, designed for commercial applications. It is made by Telejector Co., 2150 Aqueduct Ave., East, New York 53. Pictures of exceptional clarity and realism can be projected on to screens up to 8 x 10 feet in area, according to the manufacturers.

Disc Recorders

(Continued from page 86)

when it has developed a smooth hard surface.

The lead screw should be cleaned of its old grease every so often and re-greased. Even the best grease gets hard with age. The finger that rides in the lead screw should be checked for wear. The less side play without binding, the better. If worn the bottom edge may be ground down until a new working edge is provided.

A motor with defective field coils will sometimes cause distortion. It may have sufficient power to run the play back satisfactorily, but not sufficient power to maintain a constant speed against the varying drag of the cutter. Manipulation and physical distortion of the field coils while the motor is running should not affect its speed. If it does, the field coil is defective. The speech amplifier may be checked with a scope or a speaker across its output.

A crystal cutter may be trusted to reproduce faithfully whatever signal is fed into it, provided it is not broken. A magnetic cutter, however, is subject to all the ills of a magnetic pickup.

Hardening of the damping rollers, off center armature, weak magnet, dirt in the air gap, and open or shorted coil are the most frequent. It may be serviced like a pickup, however.

Magnetic heads run between 4 and 8 ohms, and five hundred ohms. Crystals, 5000 ohms.

Shure Names Berman Vice-President of Firm

Shure Brothers, Inc., announces the appointment of Jack A. Berman as vice-president in charge of sales. Mr. Berman has been associated with Shure Brothers for nearly 14 years. He became sales manager in 1939. Since that time he has directed the sales and merchandising efforts for the company's various lines of microphones, phonograph pickups, and other acoustic devices.

Free Radio Battery Guide

In time for this summer's portable radio season, Burgess Battery Company is announcing the 1948 Replacement Guide to Battery Operated Radios. This new guide contains up-to-the-minute replacement battery information, listing over 1600 sets

made by 100 radio manufacturers, and the correct batteries for each set. Free copies of this new replacement guide may be had by writing Burgess Battery Company, Freeport, Ill.

New Triplett Meter

Operational simplicity, broad test facilities and new engineering developments are embodied in Triplett's new electronic volt-ohm-milliammeter model 2451.

Embodying many new developments assuring simplified operation, it speeds up servicing yet gives everything needed for the job.

Model 2451 eliminates the cumbersome operation of switching back and forth from range to range to balance the circuit. With Triplett's exclusive new approach just zero the meter on the range to be used and proceed with the test.

Now there are Two



Now you can offer your customers *two* types of Spencer Recording Wire. For those who want the finest possible reproduction in their recordings, Spencer High Fidelity—*Blue Stripe* is unsurpassed in quality. Where easy erasure combined with normal reproduction quality is a must, Spencer now offers its new Standard—*Red Stripe* Recording Wire.

Order your supply of the new Standard—*Red Stripe* today. Your customers will want one or both of these two fast-selling recording wires. Spools are R.M.A. standard size and fit all standard wire recorders. Plastic leaders supplied if desired.

Available in $\frac{1}{4}$ hour, $\frac{1}{2}$ hour, and 1 hour spools

SPENCER WIRE COMPANY

WEST BROOKFIELD, MASSACHUSETTS

MAKERS OF PRECISION STEEL & ALLOY WIRE

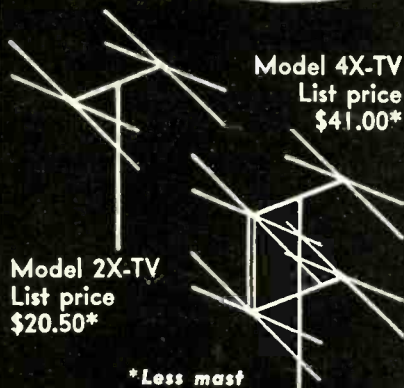
Telrex CONICAL ANTENNAS

The
ultimate television
and FM antenna
for
gain and resolution

TELREX CONICAL FEATURES

- High gain and band width.
- Reception—13 channels and FM.
- Anti-noise—anti-interference.
- Good looking; rugged.

Many types of antennas have been replaced with Telrex Conicals with superior results.



PERFORMANCE SPECIFICATIONS

MODEL 2XTV

4 DB gain over an extended dipole with reflector.

MODEL 4XTV

8 DB gain over an extended dipole with reflector.

MODEL 8DXTV

12 DB gain over an extended dipole with reflector.

Results equivalent to a good rhombic. (Note: for commercial and long distance reception only.)

MANUFACTURERS—Eliminate your antenna problem. Write for quotation.

DISTRIBUTORS—Write for proposition.

TELREX, Inc.

Antenna Specialists

26 Neptune Highway, Asbury Park, N. J.
Phone: Asbury Park 1-0119

New Raytheon Tube

The radio receiving tube division of Raytheon Mfg. Co., Newtown, Mass., has announced the introduction of the new Raytheon Bantal tubes, featuring advanced type of construction and greatly improved performance.

Name Ray L. Hoefler

Ray L. Hoefler, former district sales manager, has been appointed manager of distribution for Zenith Radio Corporation, H. C. Bonfig, vice-president and director of sales, has announced.

Hoefler joined Zenith in 1941 as a member of the factory field sales organization, and in 1944 was appointed general manager of Zenith Radio Distributing Corporation in Chicago. He was named district sales manager for the eastern seaboard in 1945.

Garod New Display Room

Garod Electronics Corporation has announced the opening of a Midwest display room and warehouse in Chicago at 743 North La Salle Street at the corner of Chicago Avenue, just outside the Loop and within five minutes of most hotels and central travel points.

Spellman Meter

Spellman Television Co., Inc., 130 W. 24th St., New York 11, announces a new accurate high voltage meter. The meter is a precision-made instrument with range from 0 to 30 kv. It has a 4 inch scale and draws only 20 microamps. The bakelite meter panel is housed in a solid oak cabinet. Free technical information and details are available on request.

Television Assembly Plan

Television Assembly Co., 540 Bushwick Ave., Brooklyn 6, New York, has announced that in order to aid dealers in obtaining a reasonable profit in assembling and selling as a custom-built job the firm's Champion and Standard models, no list prices will be quoted in consumer advertising.

In advertising to the public, the following message will be used: "For the best value for your money in television today, go to your nearest dealer and have him build you a really custom-built set. You will get a finished receiver you will be proud of, one to suit your fashion taste exactly, at a money-saving price for the superior quality." Under the plan, the dealer sets his own price for the set, as well as for the installation and maintenance.

Video Enlarging Lens

Television Accessories & Products, 6145 W. Century Blvd., Los Angeles, is featuring a television picture enlarging lens of solid plexiglas. Model 10-A lens weighs 10 lbs., is in bronze satin finish, and has an adjustable arm, facilitating attachment. It is adaptable to both table and console models. Manufacturers point out that unit permits wide angle view performance in excess of 39 degrees without distortion.

Million \$ Business

(Continued from page 65)

It is a policy that has paid off in shooting sales records, a bigger store, more customers. The new store does eighty per cent of its business among the Czech, Polish and Bohemian people of Cicero and surrounding suburban towns. One of the three store entrances opens directly into a television "lounge" where customers may sit and watch the operation of any set they choose to see. Fried's displays one sample of every model stocked, ready to demonstrate on the floor.

The Cicero store has an estimated floor area of 4,000 sq. ft., facing two busy streets on a corner location. It is divided into two separate rooms. The first is devoted to complete kitchen planning, and features complete kitchens in two major lines, as well as a complete set of kitchen appliances, both gas and electric. Fried says electric ranges are now outselling gas.

The second room emphasizes laundry equipment, water heaters, etc., with complete laundry in operation in the rear. All major lines of appliances are carried by this store—GE, Kelvinator, Norge, Bendix, Hotpoint, Crosley, Philco, Admiral, Thor, Conlon, Magic Chef, Maytag.

Fried's takes trade-ins only at a nominal sum, to expedite some sales. Wherever the customer owns an old appliance which is still in demand, he is advised to sell it through want ads.

Established ten years ago, the Cicero store was closed during the war and re-opened when it ended. The rapid growth of the store in the last few years is attributed largely to radio and newspaper advertising. Not only is Fried's advertising placed in all foreign-language papers in and around west Chicago and suburbs, but all other Chicago and Cicero papers were included in an advertising budget which amounted to \$40,000 in 1941.

Big Store Pays

(Continued from page 66)

means that a close check needs to be made on accounts to insure prompt payments.

The Walter Johnson Company has quite an effective system in this respect. A special installment notice is sent to everyone who is due to make a payment on this basis. Thus no dates go unnoticed.

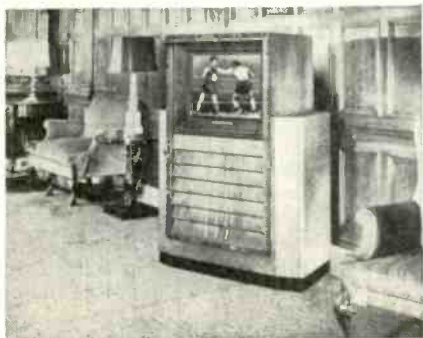
When an account becomes delinquent, a series of special mailings are sent out containing collection messages. Stickers containing collection messages, as well as small labels that can be pasted on letters, are also employed in an effort to bring in the cash from slow-payers.

"By close attention to our accounts, we manage to have a good record on payments," states Mr. Johnson.

New Radio Products

RCA Victor TELEVISION SET

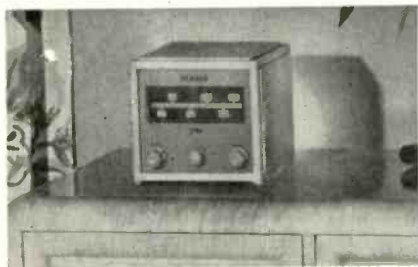
Model 741PCS big-screen projection television receiver designed especially for clubs and public places. Presents picture 15 inches x 20 inches. Features: panel pulls down from under



the top of the cabinet when screen is covered; tamper-proof panel; styled in mahogany, rosewood and leather. Suggested retail price is \$1250 plus Federal Excise Tax and RCA Victor owner contract fee. RCA Victor Div., Radio Corporation of America, Camden, N. J.—RADIO & TELEVISION RETAILING

Howard FM CONVERTER

Model "482" can be added to radio equipment to convert set to receive FM stations on the 88 to 108 MC band. Features: high sensitivity; perfect stability; volume control; easy to read slide rule dial; full audio range of FM; built-in antenna. Unit can be installed



inside the record compartment on console combinations, or placed on top of cabinet. Has 7 tubes including rectifier. Priced at \$49.95 in mahogany; \$51.95 in the blonde cabinet. Howard Radio Co., Chicago, Ill.—RADIO & TELEVISION RETAILING.

Lipan PORTABLE COMBO

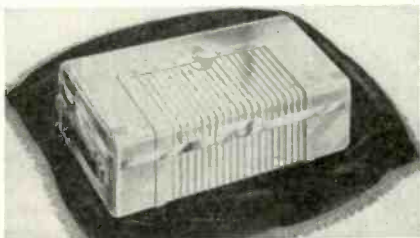
Tiny Miite model portable phonograph and radio weighs 12 pounds. Set features: 5-tube superhet circuit; built-in loop antenna; automatic volume control; tone control; plays 10 and 12-inch records. Cabinet of plywood



covered with simulated leather. Size: 13½ inches long, 11½ inches wide, 6¼ inches high. Retail price approximately \$34.50. Lipan Radio & Television Co., 2430 Atlantic Ave., Brooklyn, N. Y.—RADIO & TELEVISION RETAILING

Olympic PORTABLE

Model 8-451, "Olympic Gem," personal radio features streamlined, polystyrene cabinet in 3 colors; gold dial face; automatic shut-off. Set weighs slightly over 2 lbs., and measures



8 11/16 inches by 4 5/16 inches. Set has four tubes, built-in antenna. Retail for \$24.95. Olympic Radio & Television, Inc., 34-01 Thirty Eighth Ave., Long Island City 1, N. Y.—RADIO & TELEVISION RETAILING

Jewel PORTABLE

"Trixie" model three-way personal portable, model 801, uses four tubes plus rectifier. Designed to sell for \$29.95. Simulated natural leather coverings, trimmed with stitching, used for exterior. Interior has an ivory plastic loop cover and dial panel. Size: 7¾ inches



long, 4¾ inches wide, 4¾ inches deep. Weighs 4½ lbs. with batteries. Jewel Radio Corp., 583 Avenue of the Americas, New York 11, N. Y.—RADIO & TELEVISION RETAILING

Emerson Combo Correction

Model 573, console radio-phono of period design, utilizes seven tubes plus rectifier. The number of tubes contained in the set was stated incorrectly in the May issue of RTR. Other features include: de luxe automatic record changer; storage space; fine mahogany veneer finish. Size: 33½ inches wide, 16½ inches deep, 24 inches high. Emerson Radio & Phonograph Corp., 111 Eighth Ave., New York City—RADIO & TELEVISION RETAILING

Birch RECORD CHANGER

Portable automatic record changer, Model RC 52, plays ten 12-inch records or twelve 10-inch records with the lid closed. Styled as



a luggage piece, the unit is covered with DuPont Fabricoid in alligator or cordoba finish. Size: 16½ inches x 13 inches x 8¾ inches. Boetsch Bros., 221 E. 144 St., New York, N. Y.—RADIO & TELEVISION RETAILING



**"NOT ON MY PAYROLL...
BUT WORKING FOR ME!"**

Railway Express is part of everyone's business, always ready to go to work for you just where and when you need it, whether you use its nationwide shipping facilities daily or only occasionally.

Now available to Railway Express—and to your business—are 500 new, high-speed, passenger train-equipped cars. New motor vehicles, too, are part of the constructive Railway Express effort to offer you better service.

These and other improvements take time—and money. Add to them today's higher maintenance and operating costs and you will see the necessity for adequate rates which are helping to make Railway Express America's high standard shipping service.

RAILWAY EXPRESS



...Maintains 23,000 offices (there's one near your factory, office or home)... Uses 10,000 passenger trains daily... Has 18,000 motor vehicles in its pick-up and delivery services... Offers extra-fast Air Express with direct service to 1,078 cities and towns.



NATION-WIDE RAIL-AIR SERVICE

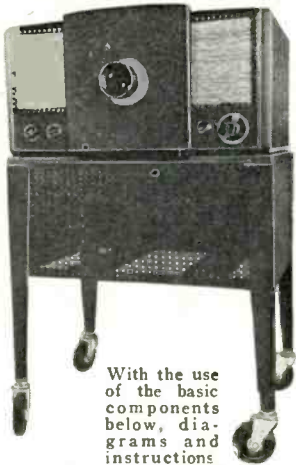
PROJECTION TELEVISION!

Convert your RCA 630 or Crosley 307 to this

Outstanding Television Conversion of 1948!

The gigantic picture this set is capable of projecting must be seen to be believed! One set converted by a Los Angeles company, was demonstrated at the Shriner's Temple in Los Angeles, during the Rose Bowl game. It was viewed by 4800 people at one sitting!

A 12 x 16-foot rear projection plastic screen of our type was used.



With the use of the basic components below, diagrams and instructions which are provided for the RCA 630 and Crosley 307, practically any 10" set can be converted to Projection Television.

F 1.9 Television Projection Lens

Dimension—Length 7", Diameter 4 1/4". F 1.9 EF. 5 in. (127 mm). This lens incorporates in barrel a corrective lens for use with a 5TP4 projection tube. It is easily removable for use with flat type tubes. Lens can be utilized to project picture sizes from several inches to 7x9 ft. Made by Bausch & Lomb Optical Co.



Dealers' Price \$125.00
Mounting ring available for above lens. Price \$2.50

30 KV RF Power Supply

Dimensions — Length 14", Width 11", Height 11 1/4".

This unit has a low voltage supply separate from high voltage pack. Low voltage DC supply has control which enables you to vary voltage from approximately 12 KV to 40 KV. Unit has focus control built in for use with 5TP4 projection tube.



Dealers' Price, complete \$99.50

Stand for Projection Television Sets

Dimensions — 23" High, 25" Wide, 18 1/2" Depth. For use with RCA 630 chassis or Crosley table model sets. Unit mounted on ball bearing soft tired wheels. Depth is designed to accommodate RF Power Supply. Open grill allows free circulation of air. This stand a natural for mounting scopes and other lab. equipment for easy mobility. Specify whether for Television use or shop. Stand as shown in top photo.

Dealers' Price \$31.50

Rear Projection Television Screens

The screen surface consists of a conglomerate arrangement of microscopic plastic crystals that "Pin Point" the projected image providing unexcelled angular viewing with a minimum loss of projected light. It is estimated that there is a loss of approximately 10% of light viewing the image at 45 degrees off center.

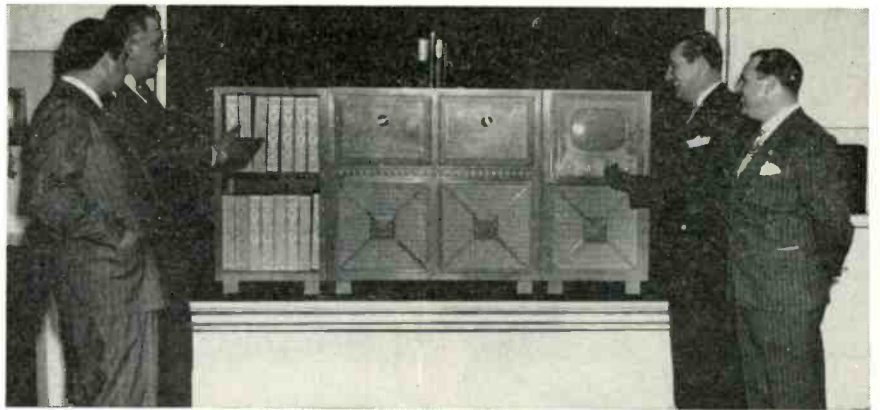
Light transmission percentages are controlled to obtain the maximum efficiency of the television optical projection system.

The percentage of 80% of transmission has been determined as that providing maximum efficiency. Stock sheets are available from 3x4 feet down. Specify inside dimensions of screen desired. If larger sizes are required, they can be made to order. Frames can be had on request, small sizes \$5.00—large sizes \$10.00.

Dealers' Price of screen, per sq. foot..... \$4.50
Include 25% Deposit With Order, Balance C.O.D.

Pioneers in Projection Television
SPELLMAN TELEVISION, INC.
130 WEST 24th STREET • NEW YORK 11, N. Y.

Admiral Television Makes Bow to Boston Over Video



A demonstration of Admiral's "Television Optional" sets was given with WNBT, New York sending a complete TV program from New York through Boston's WBZ video station. United Distributors, Inc., were the hosts. Left to right: Joseph Mass, president United; Gus J. Paponschek, president, Appliance Distributors, Portland, Maine; T. J. Hodges, sales manager, United Distributors, and M. K. Blake, sales promotion manager, United.

Stickle Sees Radio, Phonos Here to Stay

The idea that television will make all other forms of mass entertainment obsolete is "nonsense," according to J. H. Stickle, advertising and sales promotion manager of the Westinghouse Home Radio Division, Sunbury, Pa.

In a recent speech before the Rochester Sales Executive Club, Rochester, N. Y., Mr. Stickle said:

"The radio dealer is sitting in the corner with the shakes when he should be up celebrating the birth of a son. Instead, he thinks he sees a great, colorful industry being knocked out of the ring by a powerful newcomer."

Though welcoming television as another billion dollar business of the future, Mr. Stickle pointed out that both radio and the reproduction of recorded entertainment are "solid, well-rooted forms of entertainment."

He said: "Radio has a definite, deep-rooted place in the American way of life. Neither television, moving pictures or anything else can disturb it as a great and universal form of entertainment, and a necessary advertising and merchandising force."

"Records have found a 300-million dollar notch in the business and now television adds sight. Actually the only thing the three have in common is that the same distributors and dealers sell equipment and reproduce all three."

Electronic Labs Show New Converters, Vibrators

A new line of converters, as well as a re-designed and re-packaged line of vibrators, was shown at the Radio Parts and Electronic Equipment Show, Stevens Hotel, May 11 through 14 by Electronic Laboratories, Inc., Indianapolis, Ind.

Millions of persons in direct current metropolitan areas may now have television receivers in their homes and offices thanks to the new converters.

The converters, model 110R15, for table

model television receivers, and model 110R3, for console models, have been thoroughly tested in metropolitan New York and Chicago.

No special wiring is required for the converters, which operate with a new-type automatic remote starting system. The unit for table models weighs 15 pounds, while the console converters weigh 55 pounds. Either converter may also be used for wire recorders, juke boxes, radio-phonograph combinations, and office dictating machinery.

Electronic Laboratories' new line of vibrators now comprise only 12 types where formerly there were 138 different models.

New Farnsworth Changer

Introduction of a new and revolutionary automatic record changer, described as the easiest-to-operate drop-type changer yet designed, has been announced by the Farnsworth Television & Radio Corp. The new changer will automatically play twelve 10 and 12 inch records separately or intermixed with any manual adjustments.

New RCA Victor Jobbers

The Main Line Distributors, a newly formed sales and distributing organization of Toledo, Ohio, has been franchised by the RCA Victor Division of Radio Corporation of America to handle distribution of the company's radio, Victrola radio-phonograph and television home instruments in 27 Midwest counties, it was announced by Frank M. Folsom, executive vice-president in charge of the division. Main Line Distributors, headed by Joseph Cohan, president, and William Shipley, vice-president, well-known figures in the radio distribution field, will service RCA Victor radio and television dealers in 14 counties in Ohio, including the Toledo, Findlay, Lima, and Defiance trading areas; nine counties in Indiana, including the Fort Wayne and Huntington trading areas; and four counties in Michigan.

Sprague Official on TV Installation and Service

Excellent advice on how dealers can participate actively and profitably in television servicing, comes from Harry Kalker, president Sprague Products, North Adams, Mass. Highlights from an article prepared by Mr. Kalker, follow:

"In addition to television 'know-how' you will probably need more test equipment, too. However, the increased cost of a satisfactory television receiver means that you, too, can collect better than your



Harry Kalker, Sprague executive, has a message for radiomen on the television installation and maintenance business.

usual hourly rate for service, thus justifying the cost of added equipment. When you are in television servicing you are in a bigger business . . . a business that will pay you increased profits for your investment in shop equipment and your very real investment in 'know-how.'

"The television replacement market will be bigger than it ever was in radio. Realizing this, many manufacturers are developing a special line of television replacement parts right now. At Sprague, for instance, we are developing capacitors to satisfy the requirements of many television circuits calling for units which will perform satisfactorily under high-voltage, high-temperature conditions completely unknown in the average radio set.

"These special requirements serve to accent another point in which I have always believed. Any service technician who is seriously trying to build a successful business should guard his reputation just as jealously as a doctor or a dentist. A good reputation—a list of satisfied customers—is the best possible advertisement any service shop can have. This being the case it follows logically that every service technician should use only the best of reliable replacement parts. A reputation is too valuable to risk for the few pennies that might be 'saved' by buying bargain or inferior merchandise. After all, most radio parts *look* about the same. You can't tell by looking at a resistor, a tube, a transformer, or a capacitor how long it will last in the circuit.

There are, however, some things you *can* bank on. First of all, deal only with reputable distributors whom you know

handle dependable merchandise. Next, buy only those parts which are made by manufacturers who have wide experience in the field and have established a reputation for quality. If you follow these two simple rules, you'll be building a reputation for quality work, and a more profitable business at the same time!

"Television can play an important part in a more profitable business for you—if you decide that it should and then follow through to make your plan come true."

RCA New Plant to Speed TV Tube Production

Award of a contract for construction of a new building as part of a million-dollar expansion program at the Lancaster plant of the RCA Tube Department for stepping up the production of cathode-ray television picture tubes, has been announced by Frank M. Folsom, executive vice-president of the Radio Corp. of America in charge of the RCA Victor Division.

Contract for the new building, which will provide an additional 40,000 square feet of space was awarded to John McShain, Inc., Philadelphia. Work is already underway on the new building, which is expected to be completed by midsummer.

An all-masonry, one-story extension of the main factory building, the new structure is designed to carry out the modern decor and efficient one-level manufacturing plan of the Lancaster plant. Outside dimensions of the new building, which will directly adjoin and extend the frontage of the main plant is 250 by 165 feet.

Manufacture of the intricate cathode-ray picture tubes, already on a mass-production basis at the plant, is expected to be almost doubled by the new expansion program. In addition to actual increase of physical space, it was pointed out that the new building will clear the deck for installation of additional units of the unique automatic machinery which is already turning out cathode-ray tubes at the rate of more than one a minute.

Bright Star Display

"The right display at the right spot brings in the business!"

Bright Star Battery Company not only gives voice to this slogan but suits the action to the word with a complete new line of colorful, fast-selling displays for flashlight batteries and seven different styles of flashlights for home and general use.

A full-color mailing piece on the new array of "silent salesmen" has gone to dealers. This bulletin shows the entire line of merchandise and its new displays, presents ideas for display set-ups at strategic points, and tells the dealer what is ahead in Bright Star's national advertising.

One of the advantages of the new displays is that each also is designed as a package for the convenience of the dealer. All the flashlight display-packages show three flashlights, except the Penlight unit, which is a display for one dozen. The batteries are packaged two dozen to a carton.

Here it is! JUST PUBLISHED

*The Practical Aspect
of the Future of Radio*

TELEVISION & F-M RECEIVER SERVICING

by

MILTON S. KIVER

Registered Professional Engineer

As every radio man knows, the limitless possibilities of radio in the fields of F-M and television broadcasting are no longer "just talk"—the future of radio has arrived! With more and more F-M and television sets on the market and in operation, no student or service man can afford to be without the wealth of up-to-the-minute information in this great new book.

Written by the author of *U.H.F. Simplified*, *F-M Simplified* and *Television Simplified*, this simple, well-organized text makes crystal clear all types of servicing problems. There are specific directions for installing television receivers, and for diagnosing, locating and repairing the common troubles of F-M or television receivers. In addition, complete alignment and servicing instructions are given at each point of a logical step-by-step procedure. These are summarized in separate chapters (one for television, one for F-M) so that explanations and instructions are fully coordinated.

The student or service man familiar with present-day A-M receivers easily understands every page of this book. Mathematics is kept to a minimum—just enough to enable the service man to compute properly the lengths of transmission lines and antennas. The book is profusely illustrated with photographs and schematic diagrams.

CONTENTS The Antenna System, Operation and Installation; Television Receiver Installation; Television Test Equipment; The Television Receiver, Operation and Servicing (4 Chapters); Television Receiver Alignment; Trouble Shooting Television Receivers; F-M Fundamentals; Commercial F-M Receiver Circuits; F-M Receiver Alignment; F-M Receiver Servicing.

EXAMINE

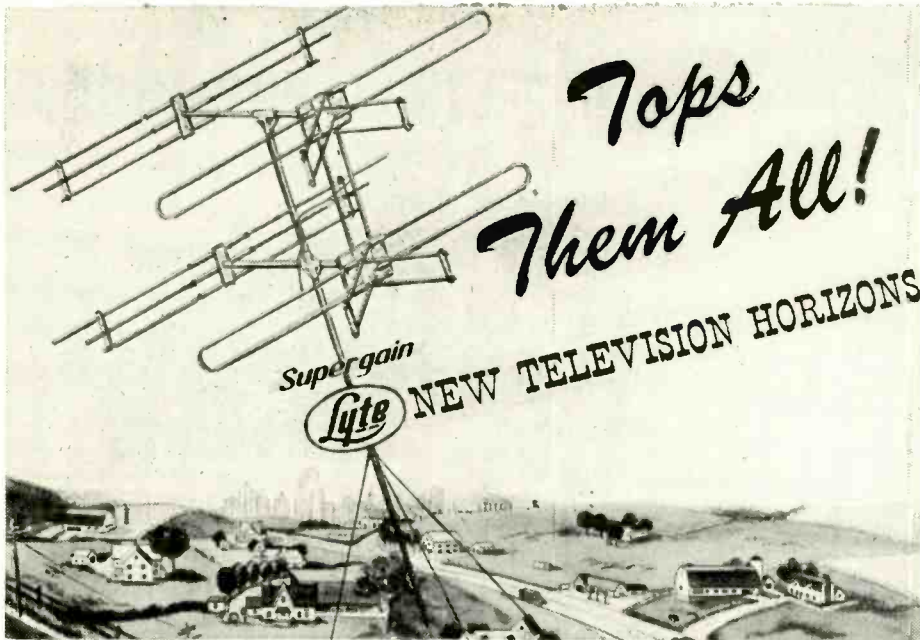
**THIS BRAND-NEW
BOOK FREE!**

MAIL THIS COUPON

D. Van Nostrand Company, Inc.
250 Fourth Avenue, New York 3, N. Y.

Please send me a copy of **TELEVISION and F-M RECEIVER SERVICING** for examination. Within 10 days I will return the book to you or send you \$2.95 plus a few cents postage.

Name _____
Address _____
City _____ State _____
RTR-June 1948



TOPS IN QUALITY—TOPS IN PERFORMANCE

The new, proven LYTE Supergain Antenna System for FM and TV receivers gives amazing reception over longer distances than heretofore made possible with outstanding results, under all conditions of interference or location. Designed for 72-ohm service, the LYTE Antenna covers all 13 television channels and all FM bands. Available in three lengths 5' - 18' and 35' including Telescoping Masts - insures maximum operating efficiency for the entire antenna system.

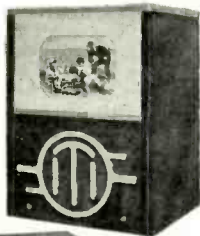
DEALERS—Even the finest Television Set is only as good as its Antenna. Install the new LYTE for 100% Brighter, 100% Sharper, clearer images with minimum interference. Satisfied customers mean more PROFITS for YOU! Specify LYTE—the best by every test.



LYTE PARTS CO

11 Washington Ave. • Plainfield, N. J.

Industrial Teleceivers



For Public Viewing in
TAVERNS - HOTELS
HOSPITALS - SCHOOLS
INSTITUTIONS - CLUBS

Featuring
SIMPLIFIED
CENTRAL CONTROL
with any number of
viewing screens

INDUSTRIAL TELEVISION, INC.

359 LEXINGTON AVE., CLIFTON, N. J. • GREGORY 3-0900

Annual TRADE DIRECTORY

of

**RADIO & TELEVISION
RETAILING**

AUGUST 1948

Including

**RADIO • TELEVISION
APPLIANCES • RECORDS
SERVICE • SOUND**

Advertise
your product
in this year-round
"Where-to-Buy"

CALDWELL-CLEMENTS, INC.

480 Lexington Avenue
New York 17, N. Y.

DuMont Voids Franchises of Price-Cutting Dealers

"Three dealers have been disenfranchised by the DuMont sales organization because of evidence of price-cutting and transshipment," Ernet A. Marx, general manager of the television receiver division of Allen B. DuMont Laboratories, Inc., has announced.

"It is DuMont's policy to adhere strictly to Fair Trade practices," stated Marx, "and it will continue to exercise this prerogative whenever necessary in maintaining a dealer organization that adheres to the price structure.

"Whenever evidence of transshipment or price-cutting is observed the DuMont receiver sales organization will summarily disenfranchise the dealer. In general the majority of DuMont dealers have adhered closely to the Fair Trade agreement, and it is expected that they will continue to do so. The policy of the DuMont organization is specifically designed to protect its dealers against such price-cutting practices.

Harm Selves and Trade

"The strangest part of the situation," continued Marx, "is the fact that these malpractices have occurred when the demand for telesests have been greater than the supply.

"Perhaps the reasons for this are deeply imbedded in the psychology of some radio dealers who have engaged in such practices for years past, but it is still a most difficult attitude to understand, and one that can do only harm to themselves and the trade."

Crosley Regional Manager

Appointment of Frank D. O'Sullivan, Jr., as southeastern regional manager, has been announced by C. W. Kirby, Domestic Sales Manager, Crosley Division, Avco Manufacturing Corporation. O'Sullivan will cover distribution outlets in Atlanta and Savannah, Georgia, New Orleans, Charlotte, N. C., Memphis, Tenn., Jackson, Miss., Birmingham, Alabama, and Jacksonville, Tampa, Orlando, and Miami, Florida.

New General Mills Products

The home appliances department of General Mills plans the manufacture of a toaster, food mixer and coffee-maker as future items in the Betty Crocker sponsored line.

The tip-off was contained in a letter to distributors from Roscoe Imhoff, head of the home appliance marketing operation, and answered questions as to merchandise plans for the future.

New Taco Antenna

To provide proper reception of all 13 television channels, the Taco 465 high and low band TV antenna is announced by Technical Appliance Corp., Sherburne, N. Y.

Sitting Pretty!



Four new Hypex projectors (just like the one this pretty miss is sitting on) have been announced as addition to the already complete line of sound equipment manufactured by Jensen Manufacturing Co., Chicago. The new projectors range from 9 to 24 inches.

Farnsworth Revises Capehart Distribution

Plans for the marketing of the complete line of Capehart phonograph-radios and television receivers through a nationwide distributing organization were announced by president E. A. Nicholas of the Farnsworth Television & Radio Corp., Ft. Wayne, Ind. The announcement was made at the company's annual distributor convention, at which the complete line of new Capehart and Farnsworth television receivers, phonograph-radios and radios were unveiled.

Mr. Nicholas revealed that distributors across the nation, are being appointed to handle the Capehart line, and that additional distributors would be selected in areas not now served by the company's present organization.

TV-Radio Production Up

A total of 118,027 television sets were made by RMA members during the first quarter of this year, a report from the Radio Manufacturers Association discloses. Radio receiver production totalled 437,829, or two and a half times the number made in the first quarter of '47.

On Music Committee

The Industry Music Committee, organized some months ago to deal with public relations problems growing out of Petrillo's ban on recorded music, has appointed Millard C. "Tex" Faught of the Manhattan firm of Young & Faught, Inc., as public relations counsel to conduct a program of operation.

Ellison Leaves Sylvania

Paul S. Ellison has resigned as public relations director of Sylvania Electric Products. For the time being he will devote himself to Control Systems for Management, 350 Fifth Ave., New York, in which he has been interested for some time.

New GE Appliance Ad Plan is Announced

All General Electric major appliances, including complete electric kitchens and laundries, are covered by a new cooperative advertising plan, according to George E. Simons, major appliance advertising manager for the company.

Under the plan, the retailer will pay 50 per cent and General Electric and the distributor the remaining 50 per cent of the costs of approved advertising of General Electric refrigerators, home freezers, ranges, water heaters, conventional and automatic home laundry equipment, dishwashers, Disposalls and electric kitchens and laundries. A percentage will be paid on all composite advertising.

The new plan, which will run through Dec. 31, 1948, supersedes and cancels previously announced cooperative advertising plans on General Electric water heaters, Disposalls and dishwashers.

Becker is Regional Manager

Appointment of E. W. Becker as regional manager of the unit air conditioner division of the Fedders-Quigan Corporation, Buffalo, N. Y., is announced by E. A. Bonneville, sales manager.

Mr. Becker is covering the eastern seaboard territory with resident headquarters in Freeport, N. Y. In extending the distribution of Fedders ½ and ¾ HP room air conditioners, Mr. Becker has had long experience in major appliance merchandising involving establishing and cooperation with distributors and dealers.

Crosley Distributors

Appointment of J. Geo. Fischer & Sons, Inc., of Saginaw, Michigan, as distributor for all Crosley products was announced by Corley W. Kirby, domestic sales manager, Crosley Division, Avco Manufacturing Corporation.

The J. Geo. Fischer & Sons, Inc., located at 1019 East Genesee Ave., will cover Alcona, Alpena, Arenac, Bay, Cheboygan, Clare, Crawford, Gladwin, Gratiot, Huron, Iosco, Isabella, Midland, Montmorency, Ogemaw, Oscoda, Otsego, Presque Isle, Roscommon, Saginaw, Sanilac, and Tuscola Counties, in Michigan, Kirby said.

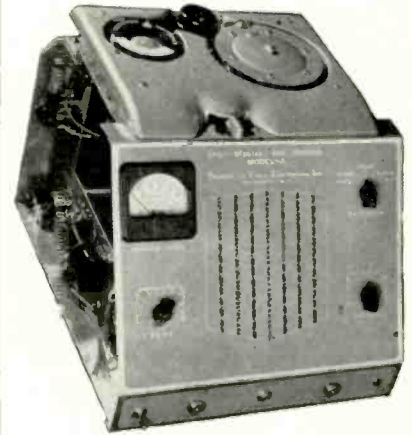
Sales Promotion Manager



Lester G. Barrow, above, has been appointed to the newly-created position of sales promotion manager of the DeJur Amsco Corp., Long Island City, N. Y., makers of photographic, radio and electrical equipment. The announcement was made by Robert C. Berner, vice-president and general manager.

COMING SOON

EAGLE WIRE RECORDER KIT



WITH THESE FEATURES

- Simple PICT-O-GRAPH Instructions
- High Fidelity Recording
- Wireless Oscillator Incorporated
- Webster-Chicago Recording Mechanism
- Up to One Hour Recordings
- Visual and Aural Monitoring
- 4 Watts with Inverse Feed Back
- Two Channel Mixing

The EAGLE-WEBSTER Wire Recorder Kit incorporates every feature necessary to build the most complete and versatile wire recording unit on the market today.

Perfect recordings can be made by anyone—due to the meter type visual indicator, plainly marked **record level** and **overload level**.

All recordings can be instantaneously played back through either the public address type amplifier incorporated in this kit, or be broadcast to any remote receiver, through the built in wireless oscillator.

The recorder kit is furnished complete with a WEBSTER-CHICAGO 79 recording mechanism. Complete set of tubes, all necessary components, including cut and drilled chassis, a 15 minute spool of wire and PICT-O-GRAPH instructions.

Send for Complete Catalog of
PICT-O-GRAPH Kits Today

EAGLE ELECTRONICS

INC.

IRVINGTON, NEW YORK

30,000 SUCCESSFUL RADIO SERVICE- TECHNICIANS READ



EVERY MONTH

RADIO MAINTENANCE today fills a breach that has existed in the radio field for a long time. Already 30,000 technicians read RADIO MAINTENANCE every month because it is devoted entirely to the radio serviceman.

The RADIO MAINTENANCE staff specializes in the preparation of articles on every phase of Radio Maintenance in series form which may be filed and used for reference. The leading articles cover everything for the radio serviceman on Television, FM and AM; Test Equipment; Electronic Appliances; Tools; Antennas; Alignment; Troubleshooting; Repair; Construction; Pick-Ups and Sound Amplification and Reproduction Equipment. Also, in RADIO MAINTENANCE each month there are departments on hints and kinks, the latest news of the trade, review of trade literature, radiomen's opinions, new products and news from the organizations. All articles are presented in a step-by-step precision style, clearly illustrated with schematics, accurate photographs, specially prepared drawings, white on black charts, color diagrams, isometric projections and exploded views.

Binders in beautiful green simulated leather are now available for your RADIO MAINTENANCE magazines. See the current issue for details.

RADIO MAINTENANCE
MAGAZINE

RTR
6

460 Bloomfield Avenue,
Montclair 6, N. J.

Please send me RADIO MAINTENANCE for
 1 year, \$3 2 years, \$5
 Payment enclosed Bill me later

Name.....

Address.....

City—State.....

Occupation.....

Title.....

Employed by.....

• Independent Serviceman—Dealer Serviceman
 —Service Manager—Dealer—Distributor—Jobber

BOLAND & BOYCE INC., PUBLISHERS

Transvision Layout Offered Distributors



The photograph, above, shows a suggested layout for a television jobber featuring products made by Transvision, Inc., 385 North Ave., New Rochelle, N. Y. Full information on how to set up the display is available. The firm announces that it will supply authorized distributors with special cut-out wood letters, mounted on strips, made according to individual requirements.

Represents Alliance Co.

John Bentia, sales manager of the Alliance Manufacturing Company, announces the recent appointment of Jerome N. Golten to represent Alliance in a sales and field consulting capacity in the Chicago territory. Mr. Golten operates his own company known as The Jerry Golten Company, with offices at 1722 West Arcade Place, Chicago.

Golten was formerly in charge of sales for E. Singer & Associates. Mr. Edward Singer, formerly Alliance's Chicago representative, has retired from the motor sales field and is now devoting all of his time to the Victory Manufacturing Company—a plant which makes various types of plastics.

For more than twenty years, Mr. Golten was with the Stewart-Warner Corp. where he served successfully as experimental engineer, field engineer, sales engineer and general service manager.

New Winchester-Olin Battery



W. S. Allen, general manager of the Electrical Division of Olin Industries, Inc., with the new Winchester-Olin miniature 67½ volt "B" battery for portable radios and hearing aids. Of a radically new interlocking construction, the new dry battery is made up of tiny individual plastic cells which interlock automatically to make the electrical connection between cells. The new construction eliminates 91 per cent of the soldered connections required in conventional battery construction and increases battery life by approximately 20 per cent, Mr. Allen said.

GE Appointment

J. W. Rondel has been appointed merchandising manager in the General Electric Company's receiver division at Electronics Park, Syracuse, N. Y., it has been announced by Paul L. Chamberlain, manager of sales for the division.

Mr. Rondel was formerly district manager of radio and electronic sales for the GE Supply Corporation at Houston, Texas, and held that position since March of 1945.

The April FM Issue Made a Hit!

Editor, RADIO & TELEVISION
RETAILING:

Congratulations on an outstanding accomplishment which will contribute tremendously to the advancement of the FM broadcasting and receiver sales industry. We are very thrilled indeed.

Hudson Eldridge,
business manager,
Station WASH,
Washington, D. C.

* * *

Editor, RADIO & TELEVISION
RETAILING:

We have read with a great deal of interest the special issue of RADIO & TELEVISION RETAILING devoted to FM and all agree that it is one of the best coverages of the FM picture we have seen yet.

**Earl J. Kohn, director of
promotion & publicity,
Penn-Allen Broadcasting Co.,
(WFMZ), Allentown, Pa.**

* * *

Editor, RADIO & TELEVISION
RETAILING:

Congratulations on a masterful job of promoting FM. From a broadcaster's point of view, your April issue was a great thing for FM.

**Ben Strouse, general manager,
WWDC., Washington, C. C.**

* * *

Requesting extra copies, M. H. Bonebrake, general manager, KOCY-FM, Oklahoma City, writes: "We are opening a 70,000 watt FM station to replace our present interim operation and our salesmen would like to use your publication in soliciting appliance dealers."

* * *

Editor, RADIO & TELEVISION
RETAILING:

In regard to your April issue of RADIO & TELEVISION RETAILING, which featured a special FM section, I should like to go on record as commending your publication for a job well done. I have never seen such full and complete coverage of the FM picture in any publication. It fully outshines the FM section last year . . . many thanks again for a job well done . . .

**E. J. Hodel, manager,
WFCC, Beckley, West Va.**

CORNISH

Cords and Cord Sets...

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

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SET AERIAL DIRECTION QUICKLY

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In a few minutes, with a quite workmanlike conversation between the set and aerial location, you can set the direction "on the beam" . . .

No yelling out of window or inside the customers house. . . . Best of all there are no batteries to lug around. . . .

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Screw and Nut Drivers



Top quality in tools has always been a "must" in radio. Only precision built driver equipment prevents burred screw slot edges . . . provides sureness in making delicate adjustments . . . draws metal or wood firmly together. Break-proof, shock-proof Vaco screw and nut drivers are your assurance of the right tool for the job. Write for descriptive catalog, today. Vaco Products Co., 317 E. Ontario Street, Chicago 11, Illinois.

Rig-Fast TV & FM Antennas

For clear, sharp signals—sell the Rig-Fast line. All aluminum, strong and easy to install. All models are interchangeable and are packed with complete accessories. Write for details!

OAK RIDGE ANTENNAS

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Dept. A.

173 TYPES AND SIZES



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NEW . . . Colored Spin-Hex Handle Caps

Developed by Vaco to end confusion of similar sizes, speed up production. Color of cap indicates size of driver.





TELE-BEAM
Long Range

high gain Television Antenna

- ▶ Highest possible forward gain
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- ▶ Exclusive 3 in 1 feature offers these following options:
 - ▶ One 4 stack array . . .
 - ▶ Two 2 stack arrays . . .
 - ▶ Four dipole reflector assemblies

Your Inquiry Invited

cole-worner corporation
11 west monument avenue
dayton 2, ohio

Philco TV Sales Head



Frederic D. Ogilby has been appointed to the newly created position of manager of television sales for the Philco Corp., announced John M. Otter, general sales manager.

Farnsworth Names Seven Regional Managers

The Farnsworth Television & Radio Corporation has announced the appointment of seven regional managers who will supervise field sales and service activities for both the Capehart and Farnsworth division.

The move was made to provide closer liaison between the company and its district sales managers and field service personnel and to improve service to Farnsworth distributors and Capehart dealers.

Appointment of the regional managers also will aid in the coordination of the company's expanding television sales program in areas where television stations already are in operation or preparing to begin regular programming. Farnsworth currently is marketing its new television receivers in all cities with video stations and is conducting sales-service clinics and training programs in areas which soon will have television available.

The new regional managers and the location of their home offices are:

Southwest region, George S. Jeffers, Dallas; eastern region, W. R. McAllister, New York; east central region, Lee V. Hadin, Indianapolis; southeast region, Frank H. Merritt, Atlanta; Los Angeles region, Charles R. Ward, Hollywood; San Francisco region, Eustace Vynne, San Francisco; Chicago region, Paul W. Palmgren, Chicago.

Edwards Appointee

Henry Klegerman, principal of the Edwards F-M Radio Corp., makers of the "Fidelotuner", FM tuner, announces the appointment of Harry Bittan, to handle West Coast sales. Mr. Bittan's headquarters are at 607 So. Hill St., Los Angeles.

In Raytheon Sales Post

Charles F. Adams, Jr., president of Raytheon Manufacturing Co., Waltham, Mass., announces the appointment of W. Hamilton Walter to the newly created position of coordinator of sales for the corporation. He will supervise Raytheon's marketing, advertising and public relations programs and will be a member of the president's advisory staff.

Westinghouse-Philco TV Center in Philly

Plans for establishment of a Westinghouse-Philco Radio and Television Center, to house all radio and television broadcasting activities of the two companies in the Philadelphia area, were revealed in a joint statement by Walter Evans, president of Westinghouse Radio Stations, Inc., and John Ballantyne, president of Philco Television Broadcasting Corporation.

The respective operations will occupy the present Westinghouse-KYW Building at 1619 Walnut St., which will be known as the Westinghouse-Philco Radio and Television Center. Alterations to the structure already are under way.

"As a part of the overall plans," the announcement points out, "Philco television station WPTZ, one of the pioneer telecasters of the country, leases the fifth and sixth floors of the Center. This arrangement will provide the additional studio space made necessary by Philco's rapidly expanding television broadcasting operations. Present studio quarters in the Architects Building will be vacated."

Salsbury WESCO President

Election of David M. Salsbury as president of the Westinghouse Electric Supply Company was announced recently.

Mr. Salsbury has been executive vice-president of WESCO, a wholly-owned subsidiary of the Westinghouse Electric Corporation, since 1946, and vice-president since 1944. He succeeds B. W. Clark, who has held the dual posts of president of WESCO and vice-president in charge of sales of the parent company. Mr. Clark will continue to have responsibility for all sales activities.

The Westinghouse Electric Supply Company is the wholesale marketing outlet for the Westinghouse Electric Corporation and many other manufacturers of home appliances, electric apparatus, and supplies. The company has branches in 104 cities in 42 states, and has 6,000 employees.

New Chicago Manager



J. David Cathcart, above, has been appointed manager of the newly created Chicago sales district of the Magnavox Company, Frank Freimann, executive vice-president, has announced. Formerly assistant to the executive vice-president of Magnavox, Mr. Cathcart has a background of 22 years of merchandising and sales promotion experience.

LAKE SPECIALS!

	Ea.	Per 10
Natl. Brand Phono Pickup.....	\$ 1.95	\$17.00
Natl. Brand Photo Motors.....	3.65	35.00
Gen. Ins. Record Changers 12"x11".....	13.95	130.00
Allfg. Port. Cab. for any changer		
17 1/2"x17 1/2"x10" Cutout for 6" Spkr.....	7.95	75.00

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3" 450 Ohm	1.49	14.00
4" 450 Ohm	1.49	14.00
5" 2750 Ohm or 450 Ohm	1.69	16.00
5" PM with 50L6 Transformer	1.39	13.00
6" PM	1.59	15.00
8" PM-1000 or 1800 Ohm field	3.50	32.00
5" Permatic Speaker-Special	.49	4.50
12" PM Heavy Duty Alnico-5	5.95	55.00
12" Dynamic 450 or 1000 Ohm	5.65	53.00

PARTS

500M Ohm Chgo. Tel. Vol. cont. & switch	.39	3.50
50x30 Mfd. 150 V Natl. Brand Cond.	.42	3.90
40x40 Mfd. 150 V Natl. Brand Cond.	.42	3.90
40x40 Mfd. 150 V 20 Mfd. 25 V-F.P.	.39	3.75
Universal AC DC Line Cords	.50	4.75
All other Sizes from 135-350 Ohms	.45	4.25
100' 7x26 Bare Aerial Wire	.22	1.95
70 Mil. Power Transf. 6 Volt	1.95	17.50
40 Mil. 2 1/2 V. Power Transf.	.85	8.00

AUTO AERIALS AND SUPPLIES

68" 3 Section Natl. Brand Aerial	1.75	16.50
96" 3 Section Natl. Brand Aerial	2.50	22.50
3 Section Univ. Mount	2.25	20.00
Spark Plug Suppressors	.10	.95
Distributor Suppressors	.10	.95
Generator Condensers 1/2 Mfd	.20	1.95
7" Auto 6 Volt Speaker	3.65	35.00
7" Auto PM Dyn. Spkr. Heavy Duty	3.65	33.00
4 Prong Std. Oak Vibrator	1.39	13.50

Sale on Tubes—For Limited Time Only—50-10% Discount on List Prices of National Brand Tubes!

Write for our new 1948 illustrated catalog!

Lake Radio Sales Co.
615 W. Randolph Street
Dept. B
Chicago 6, Ill.

Farnsworth Regional Managers Named



The Farnsworth Television & Radio Corporation has announced the appointment of seven regional managers who will supervise field sales and service activities for both the Capehart and Farnsworth Divisions. The new regional managers are, front row, (left to right): George S. Jeffers, Southwest region; Paul W. Palmgren, Chicago region, and Eustace Vynne, San Francisco region; back row (left to right): Frank H. Merritt, Southeast region; Charles R. Ward, Los Angeles region; Lee V. Hadin, east central region, and W. R. McAllister, Eastern region.

Appointments Announced by Philco Distributors

Appointments of J. J. Harris, with Philco for 16 years, to the position of general manager of the New York Branch of Philco Distributors, Inc., and of W. T. Donnelly as general sales manager, were announced today by H. R. Sheer, vice-president and general manager in charge of branches of Philco Distributors, Inc.

Harris joined Philco's New York Branch as a salesman in 1932. In 1941,

he was commissioned a Captain in the U. S. Army Ordnance Corps. Discharged from the Army in November, 1945, he returned to Philco—New York as sales manager, New York division. The following year, he was promoted to operations manager, and since last December he has been general sales manager of the New York branch, the company's largest wholesale distributor.

Donnelly joined Philco-New York in 1935 as a salesman, and continued to serve in that capacity until 1942 when he joined the U. S. Navy.

RMA Annual Convention Program is Announced

A preliminary program for the twenty-fourth annual RMA convention, June 14 to 17, inclusive, at the Stevens Hotel, Chicago, has been issued by the RMA convention committee, of which RMA treasurer and past president, Leslie F. Muter is chairman.

The four-day session of industry leaders, with president Max F. Balcom presiding, will include meetings of all RMA divisions and major committees, and an RMA membership luncheon, on Thursday, June 17, but the usual industry banquet will not be held. For the 1949 convention, the silver anniversary of the Association's founding, a gala industry conclave, banquet and many industry features are planned. The convention this year will conclude with the annual RMA golf tournament, at the Calumet Country Club.

Two meetings of the RMA board of directors and election of officers for 1948-49 are scheduled during the June convention.

Coincident with the RMA convention the annual convention and trade show of the National Association of Music Merchants will be held at the Palmer House. Exhibits, including those by RMA members, with possibly joint events between the RMA and NAMM sessions, are planned.

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Most convenient for all radio work

Make your radio repairs and trouble shooting simple — complete parts list and diagram blueprint for up-to-date

SIGNAL TRACER \$1.00

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MUSIC & RECORD STORES FOR SALE

One 25 miles east of Los Angeles in town of 9,000 population. All major franchises — no other competition. Other 15 miles east of Los Angeles in town of 15,000 — very wealthy community. Combined gross will exceed \$60,000 this year. Government service forcing sale.

P. O. BOX 323

AZUSA, CAL.

Television 'HOW IT WORKS'

Just out. Here is practical theory on the biggest development since the introduction of radio. Deals with transmission and reception of television signals, giving clear overall picture. Goes into frequency standards, antennas, and describes the various portions of a television receiver. Covers alignment and servicing. This book is part of Vol. 1 Rider Television Manual. If you order the Manual (\$15.00) you automatically get this book. Even if television is not yet in your area it will be soon. You need to know about it now.

• Manufacturers: Here is the textbook you can use in training your servicemen.
Over 200 pages
Illustrated ... \$2.70

UNDERSTANDING VECTORS AND PHASE

Provides easy understanding of vectorial presentations so you will get more benefit from radio articles and books.

160 Pages Cloth bound \$1.89
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BROADCAST OPERATORS' HANDBOOK

by H. E. Ennes, Station Engineer, WIRE
Tells how to operate a radio station and keep it in operation. Covers transmitter operation and maintenance, what to do and how to operate control room, master and remote controls.
288 Pgs.—Profusely Illus.—\$3.30

LEARN RIGHT WITH RIDER!

FM TRANSMISSION & RECEPTION

by John F. Rider and Seymour D. Uslan

Included among the "100 Best Technical Books of 1947 and early 1948" by the "Library Journal" this book has been adopted with equal enthusiasm by schools, colleges, engineers and radio servicemen.

Latest in theory, method of operation, high and low power, antennas, methods of alignment, solutions of servicing problems—everything needed.

416 Cloth Cover, \$2.70
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13 E. 40th Street, New York 16, N. Y.

Proctor National Window Display Contest



Key figures at dinner and reception to Edward Daugherty, display manager of Thalhimer Bros., Inc., Richmond, Va., and winner of second prize in contest sponsored by Proctor Electric Co., Philadelphia. Left to right, Oswald MacCarthy, Proctor eastern regional manager; A. R. Tiller, president, A. R. Tiller, Inc., Richmond appliance distributors; Mr. Daugherty, holding his award, a gold-plated toaster; Robert M. Oliver, vice-president, Proctor Electric, holding the second prize certificate awarded to Thalhimer's; Robert C. Harper, director of public relations, Richmond Chamber of Commerce, and Alfred P. Dodge, vice-president, A. R. Tiller, Inc., and the "better selling" man of Richmond.

Zenith District Manager

Irving H. Herriott, Jr., salesman for the Zenith Radio Distributing Corporation for ten years, has been appointed a district sales manager of Zenith Radio Corporation, according to H. C. Bonfig, vice-president and director of sales. He will serve the lower Michigan and most of Indiana territories.

Emerson Appointee

Abraham Rosen has been named controller by the Emerson Radio and Phonograph Corporation it has been announced today by Benjamin Abrams, president. Mr. Rosen joined Emerson in 1935 and until recently served as assistant controller to Victor C. Stephens, who resigned. Previous to joining Emerson, Rosen had his own accounting office.

Dates Ahead

Future Events of Interest to Readers

- May 30-June 4: National Housewares and Major Appliance Exhibition, Atlantic City, N. J.
- June 2-4: Annual Convention, Edison Electric Institute, Atlantic City, N. J.
- June 14-17: National Association of Music Merchants, Trade Show & Convention, Palmer House, Chicago
- June 14-17: Radio Manufacturers Association Convention, Stevens Hotel, Chicago.
- July 6-10: Store Modernization Show, Grand Central Palace, New York
- July 5-17: Home Furnishings Show, American Furniture Mart, Chicago
- July 19-24: World's Fair of Music, Grand Central Palace, New York City
- Aug. 2-7: Western Summer Market, Western Merchandise Mart, San Francisco
- Aug. 8-11: National Association of Visual Education Dealers, 1948 Trade Show & Convention, Hotel Sherman, Chicago
- Aug. 20-29: First Annual All-Electrical Exposition of the Southern California Radio & Electrical Appliance Association, Inc., Pan Pacific Auditorium, Los Angeles
- Sept. 30-Oct. 1-2: West Coast Electrical Mfrs., Assn. Pacific Electronic Exhibit, Los Angeles Biltmore

THIS IS IT!

another **NEW**
VISION item

The "ALL CHANNEL" TELE-BOOSTER

VISION RESEARCH LABORATORIES has developed a new highly efficient all channel booster circuit. Model TVX incorporates many of the features that made models TVL (Channel 1-6) and models TVH (Channel 7-15) so successful plus several new circuit features that provide for even greater effectiveness in boosting those weak television stations.

Design of Model TVX is the result of many months of actual field experience with television pre-amplifiers.

CHECK THESE FEATURES

- Uses two type 6AK5's in an extremely stable and efficient wide-band amplifier circuit.
- Self-contained power supply using selenium rectifier.
- Covers all television channels
- Just turn switch to position for channels 2-6 or to position for channels 7-13 and tune for best picture response.
- Eliminates need for outdoor antennas in many locations.
- Will actually make difference between "Flat" and very bright pictures on weak stations.
- Improves receiver immunity to off-channel interference. Can be tuned to boost weak station or turned off to provide normal reception.
- Simple to install and operate, requires only external connection to receiver.
- Furnished in attractive mahogany or walnut finish cabinet.
- Attractively priced.



Model TVX
Channels 2-13
Size
6" x 4 1/2" x 5"

\$37.50
LIST

Further Information furnished on request.

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The ONLY POWER SUPPLY

that gives these ratings*
without overheating.

Electro
ELECTRICAL AND RADIO EQUIPMENT

MODEL "A"

- ★ 6V at 15 amps in parallel
- MODEL "A"
- ★ 12V at 7 1/2 amps in series
- ★ 6V at 7 1/2 amps separately
- ★ 115 volts 60 cycles input

Operates auto radios with solenoid tuning and tone controls—also 12 volt marine and aircraft radios.



Height: 7 3/4"
Width: 7 3/4"
Length: 11 3/4"
Ship. wt.: 31 lbs.
DC OUTPUT

Oversize transformers, chokes and rectifiers insure against overheating. Large capacity condensers for wide-range voltage regulation. Instantaneous power for solenoid operation. Two separately filtered DC output sources.

Compact. Sturdy, 18-gauge steel construction. Handsome blue Hammerloid finish. Comes completely equipped including 6' rubber cord and plug. Vastly superior and costs no more than batteries for equal service.

Send for complete description of this up-to-the-minute power supply.

ELECTRO PRODUCTS LABORATORIES

Pioneer Manufacturers of Battery Eliminators
549 WEST RANDOLPH STREET CHICAGO 6, ILL.

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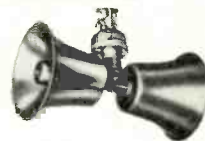
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New ATLAS SOUND ALNICO-V-PLUS

A great step forward . . . Atlas Alnico-V-Plus Super-efficient magnetic assembly. Energy per unit volume over three times as great as any used before. Traditional Atlas Quality and Fidelity to Precision are incorporated in all these new developments. Keep step with Sound Advancement with Atlas Sound.



PD-8V New Atlas streamlined Hi-Fidelity Alnico-V-Plus Driver Units.



TP15V New Atlas Alnico-V-Plus Dual Projector. Also in larger model TP24V.



HU-24V All Atlas Speakers have new unbreakable Alnico-V-Plus Driver Units.



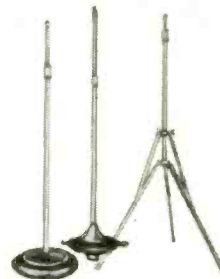
PD-5V All Atlas PD-V Driver Units are completely Magnetically Shielded . . . entirely Hermetically Sealed.



HU-15V Maximum efficiency as reproducer, utmost performance as microphone in talk-back.



PD-3V All Atlas PD-V Driver Units have full phenolic unbreakable diaphragms.



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MICROPHONE STANDS—Atlas is outstanding in Quality, completeness and variety of models produced.

MULTIPLE
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Atlas Sound's dual purpose value. Perfect for powerful outdoor (collapsible tripod model) or indoor (illustrated) array. Portable. Quick, convenient, practical.

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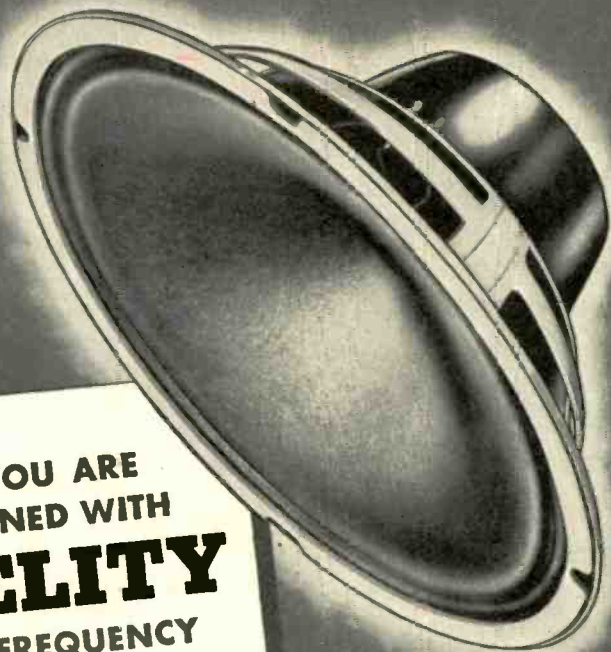
1447 — 39th STREET
BROOKLYN 18, N. Y.

Specify the



1201

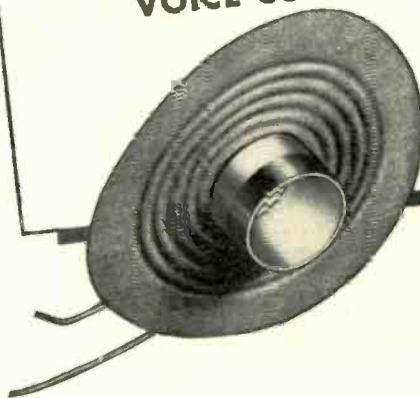
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LOUDSPEAKER**



WHEN YOUR
JOB DEMANDS
POWER
25 WATTS
POWER HANDLING
CAPACITY

WHEN YOU ARE
CONCERNED WITH
FIDELITY
BROAD FREQUENCY
CHARACTERISTIC
50-13,000 CYCLES

EQUIPPED WITH
THE FAMOUS
GENERAL ELECTRIC
ALUMINUM FOIL BASE
VOICE COIL



POWER, fidelity and a price that will amaze you for a speaker of this exceptionally high quality—it's the G-E 1201.

It's a wide range speaker with the frequency response stretched out at both ends of the curve to give intense realism, smooth, full lows and "high fidelity." A curvilinear cone is employed to provide this extended frequency response. Alnico 5, 14½ ounces of it, gives high sensitivity and smooth response.

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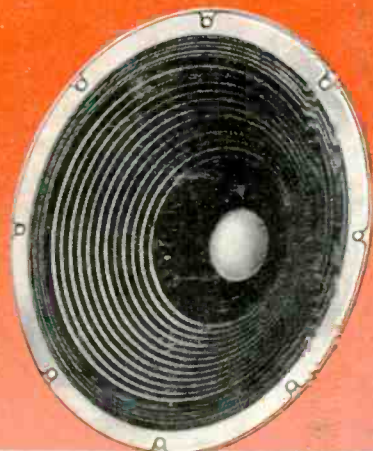
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