

MARCH 49

RADIO & TELEVISION RETAILING



Eyeway to More Sales . . . See Page 38

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

Featuring **VACUUM CLEANER SELLING**
..... *In Electrical Appliances Section*

March • 1949
CALDWELL-CLEMENTS, INC.



High Temperature is
Tough on LONG LIFE...

But
Mallory Capacitors
Can Take It!

Long life in a capacitor is one thing—long life in high temperature is quite another matter. That's why the record of Mallory Capacitors is so impressive. Tests prove that the characteristics of Mallory Capacitors are practically unchanged after 2000 hours at a temperature of 185° F.

It takes materials of the highest purity to withstand heat like that. But purity control is one of the big points in the manufacture of Mallory Capacitors. They are untouched by human hands; production workers wear rubber gloves. Specifications on the chloride content of the gauze are even more rigid than on hospital gauze. This gauze is the base on which aluminum is sprayed to create the anode plate.

That's not all! Mallory Capacitors have longer shelf life—longer life in an inactive set—lower RF impedance—ability to withstand higher ripple current.

Mallory Capacitors cost no more than ordinary capacitors—they're easy to install, and when they're installed they're *dependable* . . . and that means the kind of service that satisfies customers. Order from your Mallory distributor.

New Improvements in Mallory FP Capacitors

. . . Feature stronger anode tabs—withstand higher discharge currents—improved high surge separators—still greater heat resistance—extra heavy rubber seal—heavier cathode tab—special etched cathode.

Buy Mallory Assured Quality At Regular Price Levels

P. R. MALLORY & CO. Inc.
MALLORY

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

*Reg. U. S. Pat. Off.

APPROVED PRECISION PRODUCTS

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

RADIO & TELEVISION RETAILING

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

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Radio & Television Retailing*
March 1949, Vol. 49, No. 3, 35 cents a copy. Published monthly by Caldwell-Clements, Inc. Publication Office, 1309 Noble St., Philadelphia 23, Pa. Editorial, Advertising and Executive Offices, 480 Lexington Ave., New York 17, N. Y. Subscription rates United States and U. S. Possessions \$2.00 for one year, \$3.00 for two years, \$4.00 for three years. Canada \$3.00 for one year, \$4.00 for two years, \$5.00 for three years. Pan American Countries \$4.00 for one year, \$5.00 for two years, \$6.00 for three years. All other countries \$5.00 for one year, \$7.50 for two years, \$10.00 for three years. Printed in U.S.A. Entered as second class matter April 9, 1948 at the Post Office at New York, N. Y., under the act of March 3, 1879. Application pending transfer to the Philadelphia, Pa. Post Office. Member of Audit Bureau of Circulations.

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Publishers also of TELE-TECH

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MARCH, 1949



AM, FM, Television

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Member of
**AUDIT BUREAU
OF CIRCULATIONS**

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

IF YOU'RE INTERESTED IN BIG SALES

TELE-TONE'S

NOW...AT THE



Tele-tone PORTABLE TELEVISION... TV 208—Yes... a full-powered, full channel television set with easy-view 7" screen that goes EVERYWHERE, plays ANYWHERE. Finished in handsome tan leatherette. Weighs only 26 pounds. Super-powered to bring perfect reception from all channels.

With Built-in Aerial

\$149⁹⁵

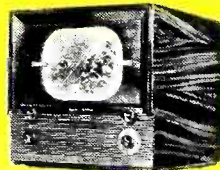


Tele-tone *Tele-scope* TELEVISION... Full 62 sq. inch round screen picture TV 209—Now... **MORE PICTURE AREA... MORE PICTURE PLEASURE** with Tele-tone's NEW *Tele-scope* television. There's PLUS value in this sensational set... more selling features than any set anywhere near the price. In handsome mahogany veneer cabinet.

\$219⁹⁵



TELE-TONE TV 149... the steady sales builder, traffic builder that made television history... still the feature-full sensation of the Tele-tone line. Full channel tuning, new **PICTURE-LOCK** insures perfect tuning. **\$169.95**



TELE-TONE TV 249... the **BIG SCREEN** table model that made Tele-tone the leader in television... and is keeping Tele-tone right at the top. All channels, plus new **PICTURE-LOCK** that insures perfect tuning. **\$249.95**

...BIG PROFITS...TIE IN WITH

GREATEST LINE

INDUSTRY'S LOWEST PRICES

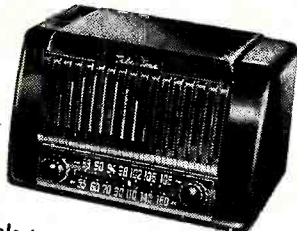


\$349⁹⁵

Tele-tone 12½ INCH TELEVISION TV 282—Here's a decorator beauty and large screen performance at a price that beats the market. Tele-tone's console features a full 12½" screen... in a splendid mahogany veneer cabinet. It's sure fire! A cinch to sell!

Tele-tone Table Model Radios

You never have enough of Tele-tone's power-performers in stock. Priced to beat the market and styled to out-sell competition, Tele-tone's table model radios have set new standards for sales-ability in leading stores from coast to coast.



Tele-tone Model #158. BOTH AM & FM BANDS. A new sensation from Tele-tone. Gives you both broadcast bands for the usual price of one. In plastic cabinet. **\$34.95**



Tele-tone Model #198. BOTH AM & FM BANDS. Brings in powerful reception on BOTH broadcast bands. Gives your customer DOUBLE listening pleasure and new styling beauty. In mahogany cabinet. **\$44.95**



Tele-tone Model #195. A 4 tube superheterodyne in gleaming ebony. The set that's set sales records, the set that's gained new customers for YOU and for Tele-tone. available in ivory **\$9.95**
\$11.95



Tele-tone Model #205. A 5 tube superheterodyne in walnut. Contains built in loop antenna for powerful reception. Model #215. Ivory sand and maroon models have built in handle. **\$12.95** in walnut, without handle. **\$14.95** in colors with handle.



Tele-tone Model #201. A 6 tube superheterodyne with built in loop antenna. The luxury leader of the table model field. Powerful, reception, handsome styling. available in rosewood **\$22.95**
available in ivory **\$24.95**

Tele-tone RADIO CORPORATION

540 WEST 58TH STREET • NEW YORK, 19, N.Y.

Prices slightly higher in southwest and far west

Terrific NEW Wire Recorder Value



NEW Record-O-Magic Controls

The new
**Webster-Chicago Model 180
Electronic Memory Wire Recorder**
now has everything . . . new pop-
ular features at *no advance in price!*

- ★ **Automatic Stops**—turn off the entire machine at the end of the wire in either direction.
- ★ **Elapsed Time Indicator**—tells time of recording or any portion of recording. Zero reset at any time.
- ★ **Expanded Frequency Range**—brings out fine tones of music or voice.
- ★ **Lock-fast Control Lever**—snaps into run-stop-rewind with ease. Holds until released with light finger pressure.
- ★ **Removable Take-up Drum** for—recordings longer than one hour without rewinding.

THIS popular portable wire recorder has been sold in thousands . . . *now*, with these smash new improvements, it is the best profit item in your line!

Contact your Webster-Chicago Distributor at once. Stock the Webster-Chicago Model 180 . . . the finest wire recorder buy anywhere today!

Ask your Webster-Chicago Distributor about your local advertising program. Make 1949 the profit year with *Electronic Memory Wire Recorders*.

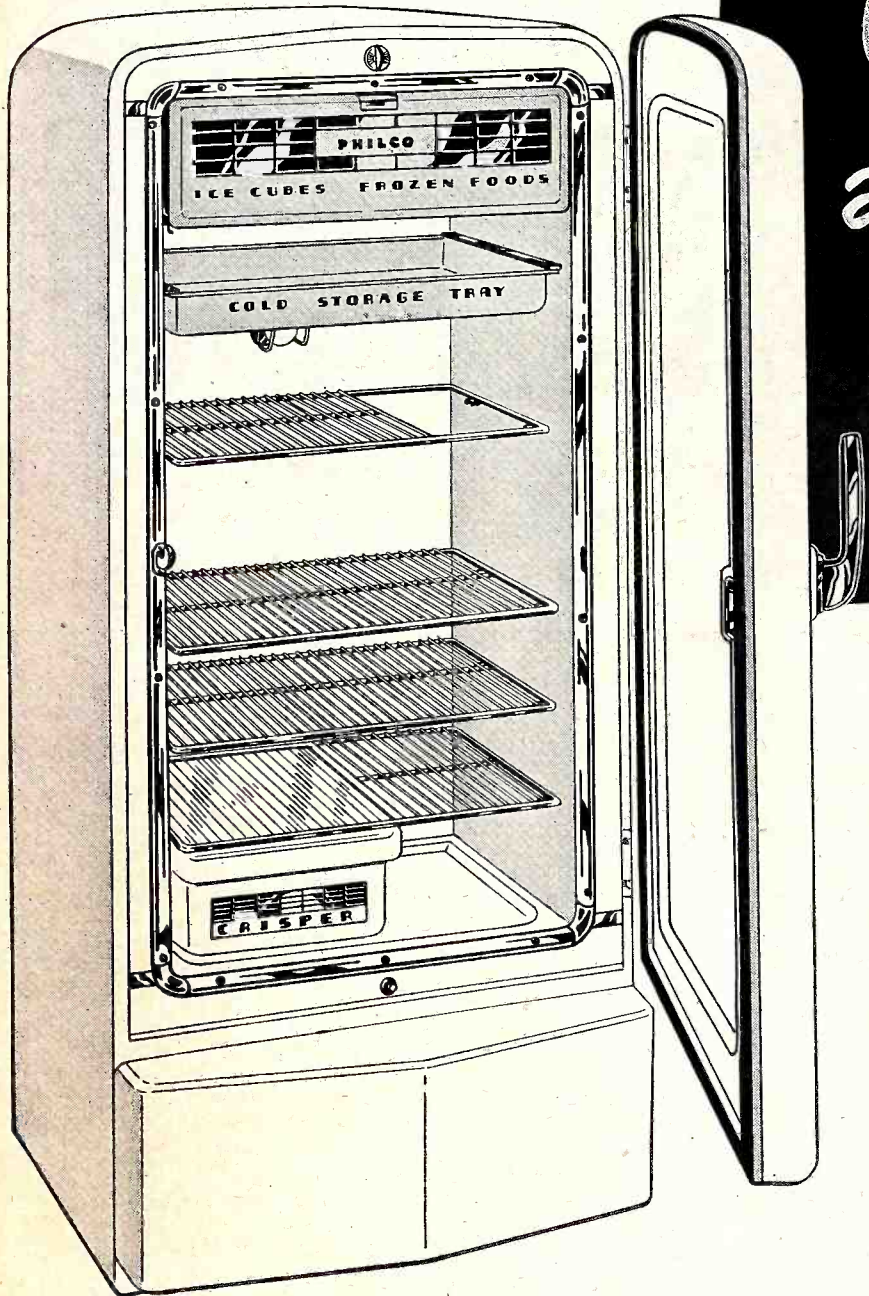
Model 180 Wire Recorder is approved by Underwriters Laboratories for your protection.



WEBSTER-CHICAGO

5610 W. BLOOMINGDALE AVENUE, CHICAGO 39, ILLINOIS

Here from
PHILCO...



PHILCO
MODEL 793

\$229⁵⁰
*IN ZONE 1



14 SQ. FT. OF SHELF CAPACITY...
7.2 CU. FT. FOR STORAGE OF FOOD
ALL IN THE FLOOR SPACE OF A "4"

A FULL WIDTH
FROZEN-FOOD
COMPARTMENT
at \$70 to \$100 less
than last year's
price!

**Yes... a Revolution in
Refrigerator Design
at the Lowest Price**

THE day of the "strip box" is gone! For the first time in refrigerator history Philco brings to the buying public **ADVANCED** features at the lowest price! The first refrigerator ever produced for the mass market with the greatest deluxe feature in the business today... a full width horizontal frozen food compartment! The biggest, *most usable* food storage capacity ever offered in its size and at its price! The most *different looking* low price refrigerator... unequalled in *wanted* features, in value, in promotional power. Nothing like this new Philco 793 has ever been seen... at *any* price. At \$229.50*, it's a revolutionary achievement of Philco leadership in refrigerator design, value and merchandising.

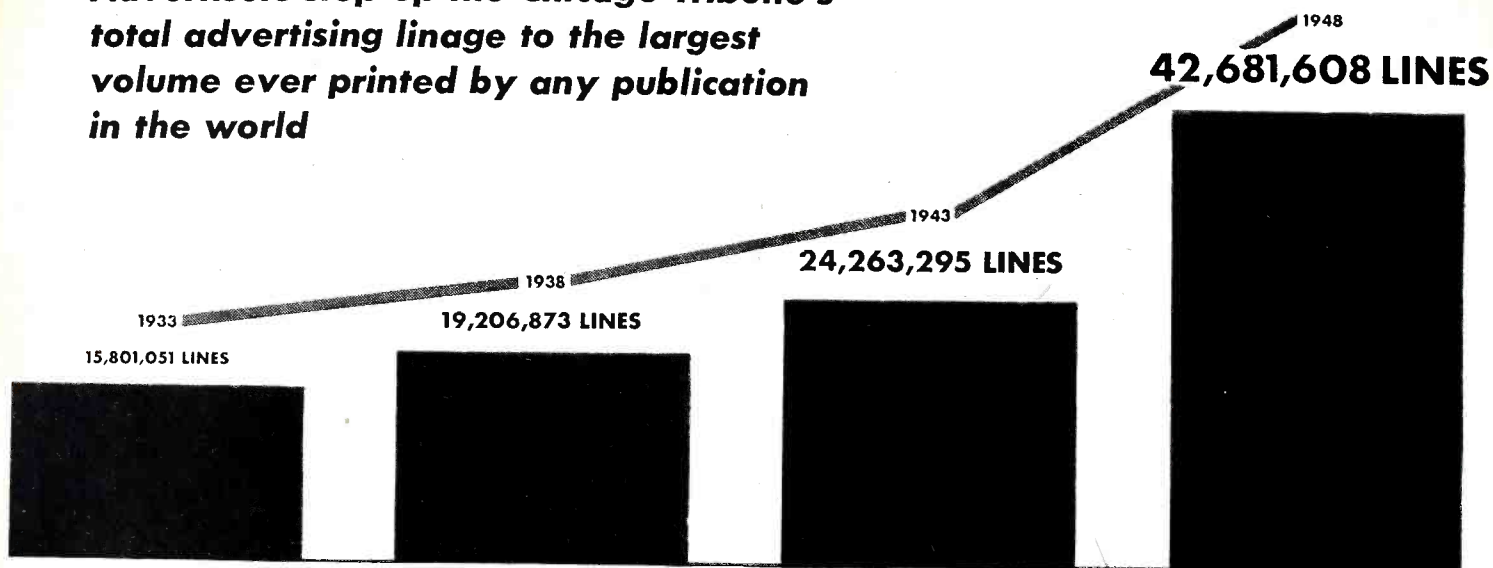
SEE IT NOW AT YOUR PHILCO DISTRIBUTOR

PHILCO

Famous for Quality the World Over

A TREND BUILT BY RESULTS—

Advertisers step up the Chicago Tribune's total advertising linage to the largest volume ever printed by any publication in the world



For the third year the Chicago Tribune carried more advertising linage than any other publication in the country—and received in 1948 more advertising income than any other advertising medium with the exception of 2 national magazines and 2 radio networks.

ADVERTISERS in 1948 placed in the Chicago Tribune 42,681,608 lines of advertising. This was the largest volume of advertising ever placed in a year in any newspaper—or any other publication—in the world.

It was 7,608,190 lines more—21.7% more—than any other newspaper in the United States printed in 1948.

It represented a gain of 5,135,971 lines, or 13.7%, over the Tribune's total in 1947 and a gain of 9,829,626, or 29.9%, over the Tribune's volume in 1946, in both of which years the Tribune also led all other newspapers in the world in advertising volume.

Consider the dollar volume, the millions of transactions, represented by the millions of dollars which advertisers spent for the 42,681,608

How advertisers have appraised the Tribune's increasing ability to help them get their full share of the sales growing out of Chicago's wider distribution of spendable income is shown below.

	TRIBUNE LEAD OVER NEXT CHICAGO PAPER	TRIBUNE % OF LEAD
Total advertising	23,236,738 lines lead	119.5% more
Retail advertising	11,164,160 lines lead	103.5% more
General advertising	3,310,598 lines lead	87.7% more
Classified advertising	8,228,629 lines lead	200.0% more

lines of advertising they placed last year in the Chicago Tribune.

Then consider: Is your Chicago Tribune schedule an adequate one? Are you taking full advantage of your opportunities in Chicago?—the market which during each of the past three years has attracted to the Chicago Tribune the largest volume of advertising printed in any publication in the world.

Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

Average net paid total circulation for the year 1948: Daily, Over 975,000—Sunday, Over 1,625,000

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

IN RADIO AND TELEVISION TUBE SALES



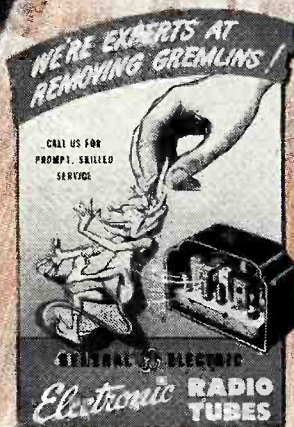
Electronic TUBES

1949 IS A G-E YEAR!

A big campaign of selling aids paves your path to profits. Something new—and hot—every 60 days!



You can't beat this shop-garment offer. It proves the point when we say G-E dealer helps are "hot." You make no investment! Shirts, trousers, jackets, coats—in attractive powder blue, with the G-E pocket emblem in orange and dark blue—come to you each week freshly laundered. You rent, not buy! And the low rent is roughly equal to what you might pay for cleaning only.



Amusing—and great little business-builders! Two of the cleverest new counter cards the trade has seen! Cut-outs feature the gremlin in one case, the "sour notes" in another. They give a lifelike three-dimension effect. The cards come in full colors, varnished for brilliancy, with built-in easel mounts.



THIS is the year you'll shake hands with yourself because you're retailing G-E tubes. If you haven't any on your shelves, it will be smart to put your order in . . . fast!

G-E tubes are a fast-moving, profitable item because General Electric works with you to widen your customer list. This page shows a few of the aids-to-sales furnished you for promotion. There are plenty of others—and brand-new items will join the parade at frequent intervals.

Better tubes aren't built! G-E quality

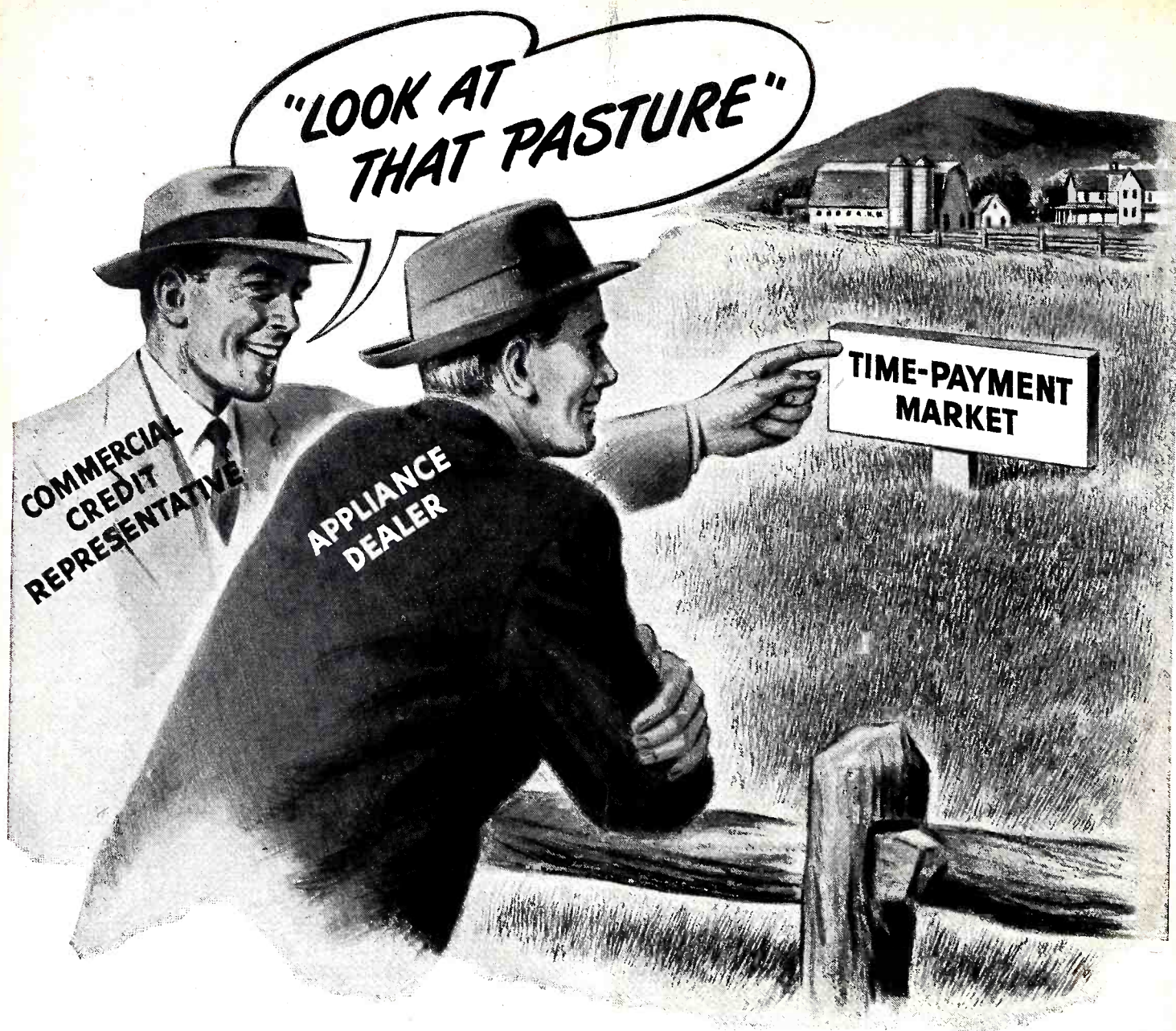
backs up your promotion, makes friends of tube buyers. When you install a General Electric tube, you're selling others later on—to the same satisfied customer, or to persons he refers to you for tubes, parts, or radio-TV service.

Get aboard the tube-profits train! Your nearby General Electric tube distributor will be glad to show you how. Phone or write him today. Or address *Electronics Department, General Electric Company, Schenectady 5, New York.*

You can put your confidence in—

GENERAL ELECTRIC

101-HA3-8850



The green fields of the cash-buying market have been pretty well grazed over . . . cropped to the roots. Competition now gets keener and tougher.

But there's a lush field all around you that has scarcely been touched. There are scores, hundreds maybe thousands of families who would like to buy appliances from you, but who cannot pay cash.

Why not make *this* business your 1949 target?

Your local Commercial Credit representative can help you with valuable information on selling and handling the time-payment buyers. Give him a chance. Call him in, *now*.

COMMERCIAL CREDIT CORPORATION

A Subsidiary of
Commercial Credit Company, Baltimore • Capital and Surplus \$95,000,000

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

for '49

Wilcox-Gay has the profit line!

Here are four sensational Wilcox-Gay models—all profit-makers—and all available for immediate delivery.

There is a demand right now for every one of these units. Get yours in stock—to make sure of getting your share of the profits. Call or write your Wilcox-Gay distributor today!



**Weights
Only
18 Pounds!**

MODEL 8J10

RECORDETTÉ—Recording radio-phonograph, ideal for business or pleasure. Records from microphone or radio. Plays all records up to 12 inches. Complete with airplane luggage type carrying case.

**NEW—
ANOTHER FIRST**



MODEL 9G10

**AM-FM
Dual-Speed
Portable!**

DUAL-SPEED DISC RECORDER—Newest addition to the famous Wilcox-Gay line! Makes recordings from microphone or radio at either 78 or 33 $\frac{1}{3}$ RPM. Incorporates quiet FM in addition to standard AM reception. A compact and efficient instrument featuring ease of operation.



**Magnetic
Tape
Recorder!**

MODEL 8U12

MAGNETIC TAPE RECORDIO—A compact, precision-built instrument that can be carried anywhere. Makes full half-hour of continuous recording on one tape. Records from microphone or radio connection. Weighs only 25 pounds. Auxiliary speaker, for group listening, available as an accessory.

**Plays 45-Minute
Records!**



MODEL 8F30

WIRELESS RECORD PLAYER—Plays new long-playing records through any radio. CAN BE CONVERTED TO PLAY EITHER THE 78 OR 45 RPM. RECORDS. No connections of any kind are required. Featherweight pickup saves record wear, gives amazing high-fidelity response. Weighs less than six pounds!

by the makers of

Recordio

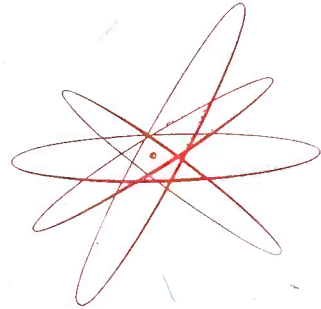
T. M. Reg. U.S. Pat. Off.

WILCOX-GAY CORPORATION • CHARLOTTE, MICH.

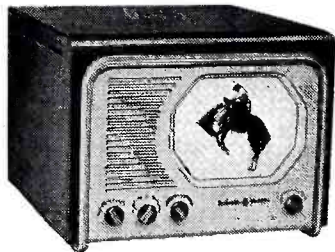
In Canada: Canadian Marconi Company

Electronics Park — world center

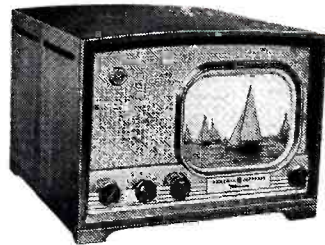
BRINGS YOU THE WORLD'S FINEST



TV Model 840



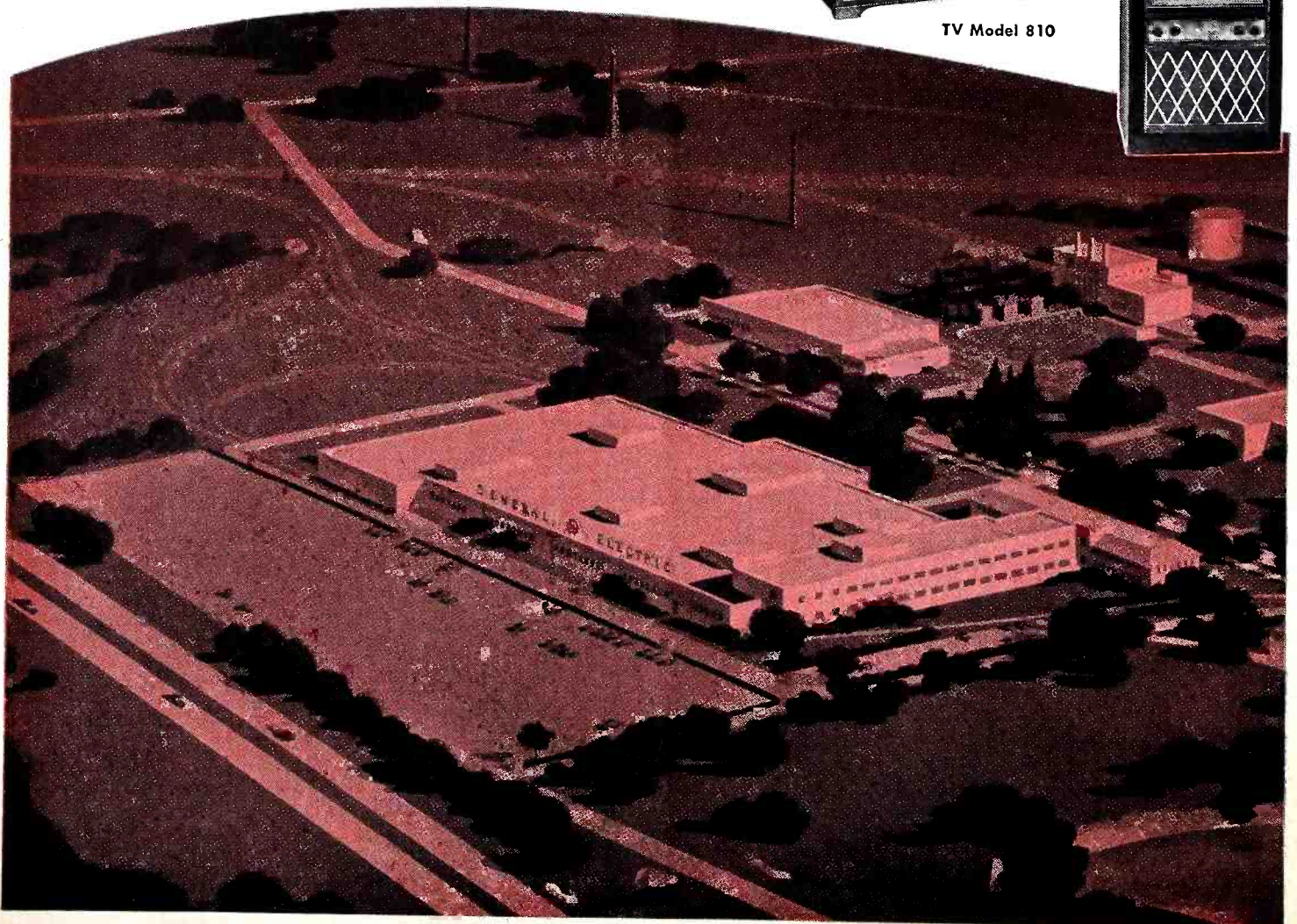
TV Model 814



TV Model 810



TV Model 811



of *Electronic Progress*

TELEVISION AND RADIO RECEIVERS

● Today's greatest selling features in television and radio come from Electronics Park. G-E DAYLIGHT TELEVISION . . . 80% brighter than ordinary television under the same conditions! Clearer by far! Your customers no longer have to sit in darkness. G-E ELECTRONIC REPRODUCER . . . the most beautiful record reproduction your customers ever heard. General Electric NATURAL COLOR TONE . . . amazing realism of tone on both radio and records that's easier to sell. And—the finest in FM reception by the pioneer in FM—General Electric.

Only Electronics Park, the world center of electronic progress, could bring you such an array of advancements and selling features. Electronics Park—with its unmatched facilities, its modern laboratories and production lines, its famous scientists, electronic engineers and highly skilled technicians. You can depend on radio and television receivers performance-engineered at Electronics Park!

Call your G-E television and radio distributor for complete information or write *General Electric Co., Receiver Division, Electronics Park, Syracuse, New York.*

You can put your confidence in—

GENERAL  ELECTRIC

Radio-Phonograph
Model 324



FM Table Model 210



Personal Portable
Model 145



Clock-Radio
Model 65



Table Model 115



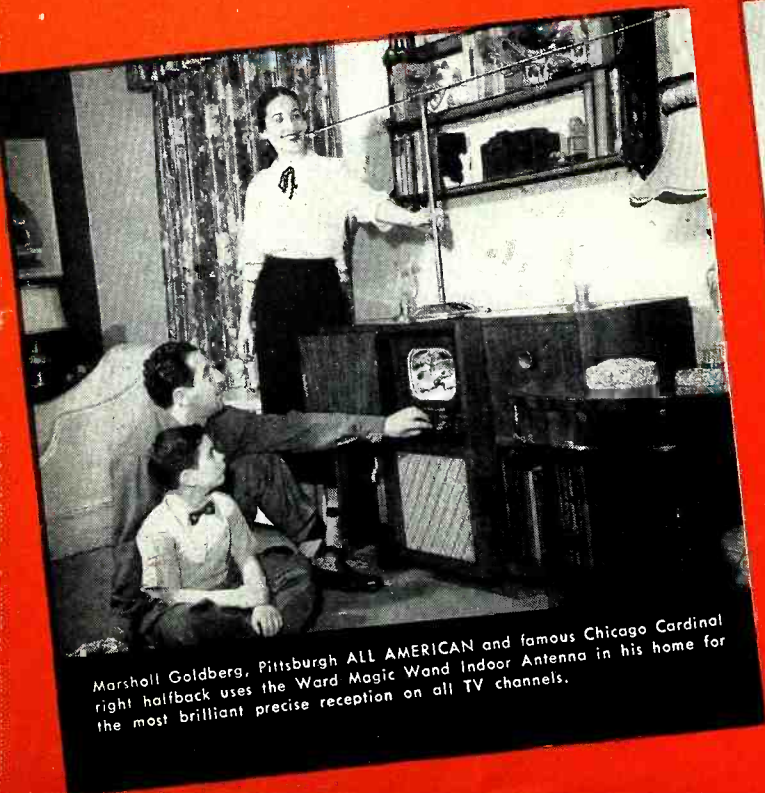
Announcing 2 SENSATIONAL

Only the very best indoor antenna is sufficient for excellent reception. WARD'S new TVI-43 and TVI-49 are the **FINEST INDOOR ANTENNAS AVAILABLE TODAY FOR METROPOLITAN MULTI-STATION AREAS.**

Ward is the largest exclusive manufacturer of the finest and fastest selling antennas in the world. Behind the Ward name and symbol stands a company, known and respected for a quarter of a century for exceptional quality. These antennas are creative masterpieces, superb in their performance, into which Ward has poured a host of new design and construction features.

WARD'S NEW TVI-43

The TVI-43 is the finest indoor antenna that modern skill and technology can produce—far superior, by any standard, than anything else on the market. It brings in all channels precisely and brilliantly. Most attractive—polished aluminum dipoles, satin beige brown finish—blends perfectly with the most exacting interior. List \$17.95



Marshall Goldberg, Pittsburgh ALL AMERICAN and famous Chicago Cardinal right halfback uses the Ward Magic Wand Indoor Antenna in his home for the most brilliant precise reception on all TV channels.



Col. Thomas R. Warner, Chief Engineer of the joint Greyhound Corporation—National Bus Communications, Inc., two-way radio communications project. "We have found the Ward Indoor Antenna most suitable to our needs in monitoring transmissions on TV channels because it is easily adjustable for maximum gain on any channel!"

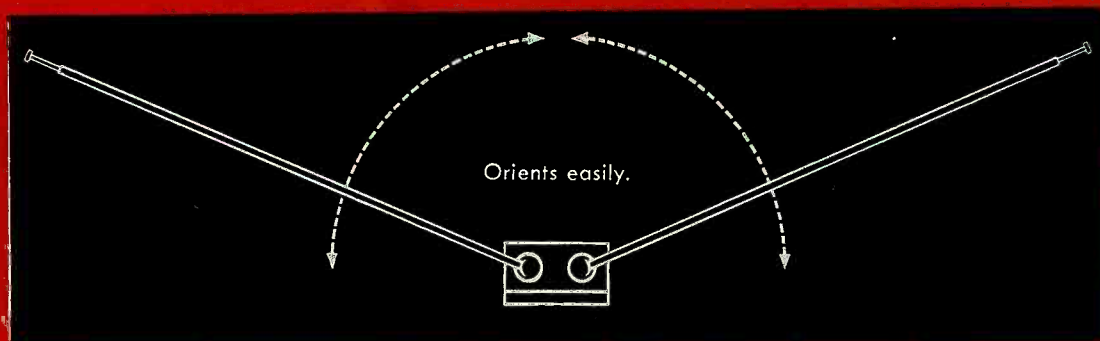
NEW INDOOR ANTENNAS

By **WARD**

WARD'S NEW TVI 49

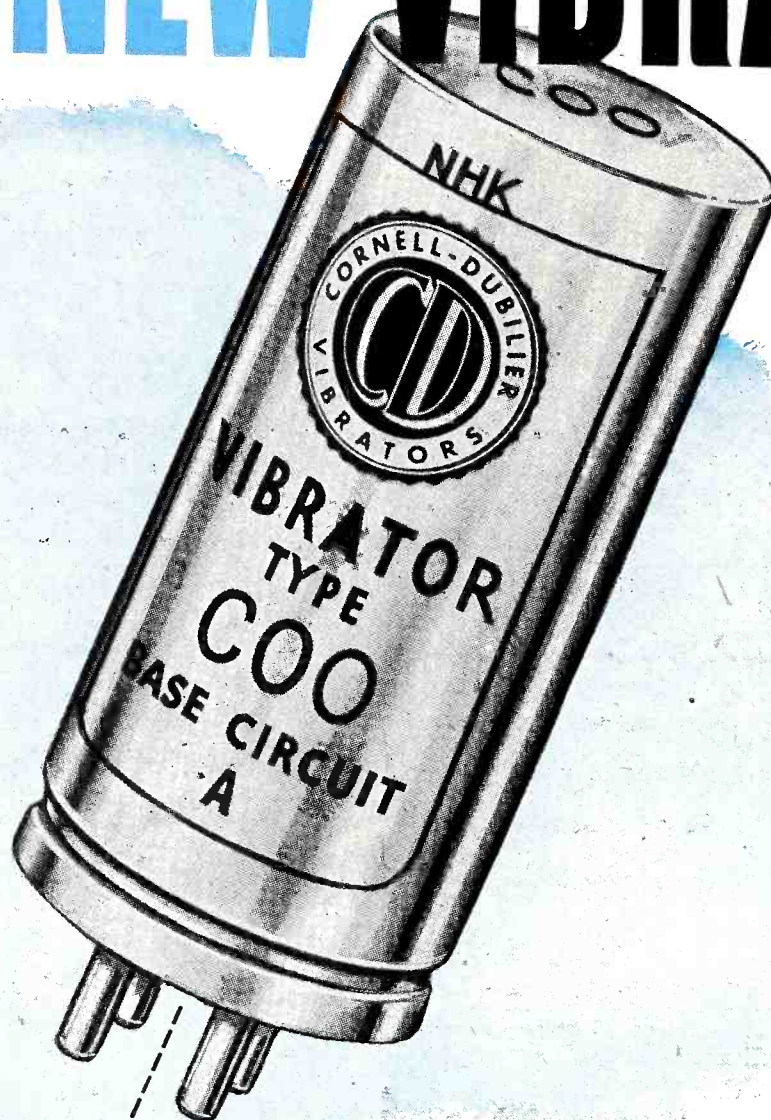
And here is Ward's portable TVI-49. It will give excellent reception on all channels—orients easily in all directions. Polished aluminum telescopic dipoles. The TVI-49 is sturdily constructed and weighted perfectly—it will not tip over—designed to harmonize beautifully with living room decor. List \$7.50.

Manufactured by Ward, a company that stresses utmost perfection. You owe it to yourself and your customers to see and inspect Ward's unique indoor antennas. See any leading parts distributors or write for catalog today.



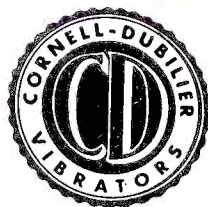
WARD PRODUCTS CORPORATION
1523 E. 45TH ST., CLEVELAND 3, OHIO
DIVISION OF THE GABRIEL CO.

C-D'S NEW VIBRATOR



- years ahead in simplicity of construction
- embodies latest developments plus C-D's famous built-in standard of quality
- designed by the nation's foremost vibrator engineers
- a complete line of replacements available

For your local C-D distributor, consult your Classified Telephone Directory . . . or write direct for further details. Cornell-Dubilier Electric Corporation, South Plainfield, New Jersey. Other plants in New Bedford, Brookline, and Worcester, Mass.; Providence, R. I. and Indianapolis, Indiana.



1910

1949

CORNELL-DUBILIER

world's leading manufacturer of

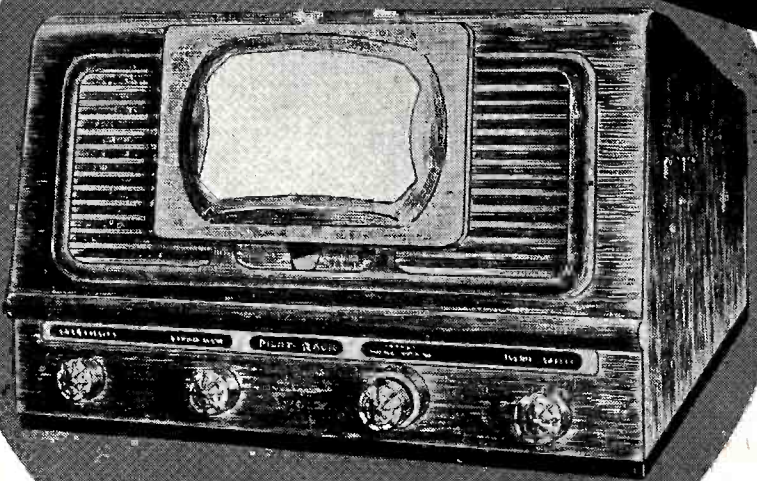
**VIBRATORS
CAPACITORS • CONVERTERS**



TRAFFIC!

the most sensational store traffic builder since Television began!

PILOT *Candid* TV



to retail at

99⁵⁰

Plus \$1.55 Fed. Tax

with Extra Sensitivity for Fine Reception Even in Hard-To-Get Fringe Areas

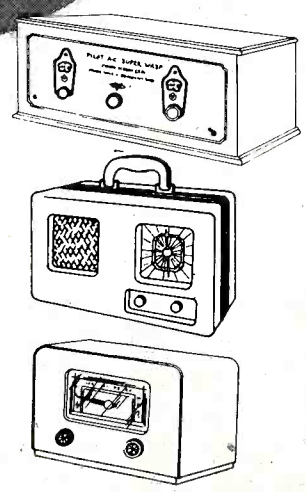
WANT MORE BUSINESS? GET more business with the most amazing drawing-card in television history—PILOT CANDID T-V! A nation-wide runaway seller... the ONLY SUPERB T-V set under \$100! A fine portable precision instrument with powerful 17-tube chassis (plus 3 rectifiers and personal-sized 3" cathode ray tube). PILOT CANDID T-V is a sure winner... cash in on this great seller NOW!

Remember these other *Great* PILOT TRAFFIC BUILDERS ?

1927
the first short-wave home receiver

1937
the first truly portable battery set

1947
the first popular-priced FM tuner (Pilotuner)



MAIL COUPON FOR DETAILS TODAY!

Pilot Radio Corp.
37-06 36th Street, Long Island City, N. Y.

Please send me full details about the amazing new PILOT CANDID T-V:

Name.....
Address.....
City..... Zone..... State.....

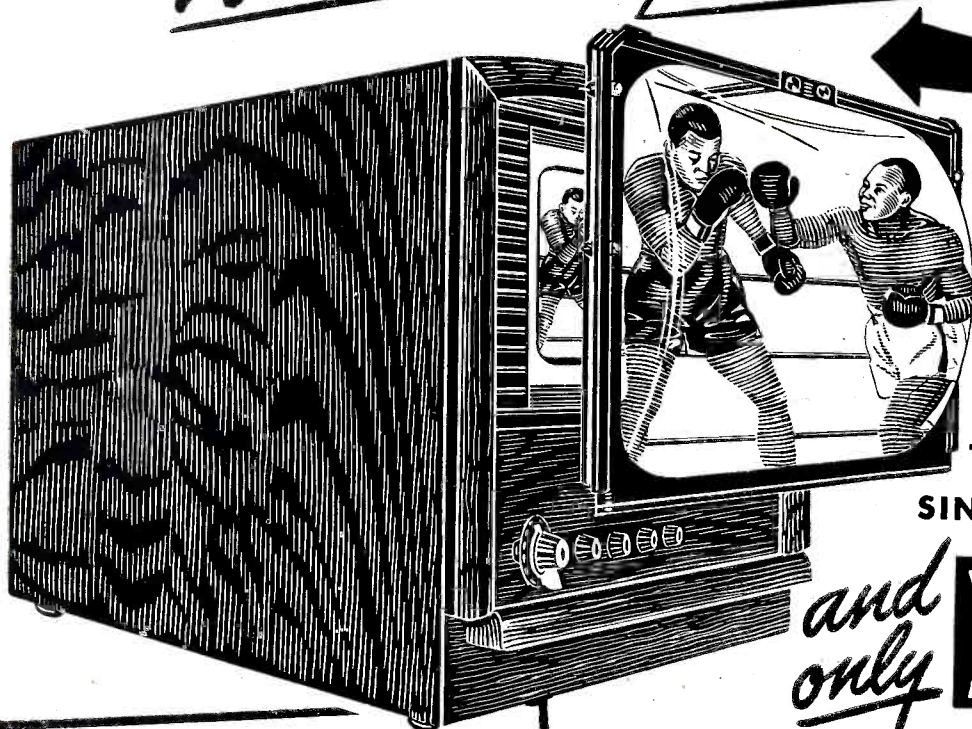
PILOT RADIO CORPORATION, 37-06 36th STREET, LONG ISLAND CITY, N. Y.
Other fine Pilot Television Sets from \$99.50 to \$1195

YOUR CUSTOMERS WANT

This **NEW Sensational**

VUE-SCOPE

MAGIC MOUNT



THE NEWEST THING
SINCE TELEVISION ITSELF

*and
only*

VUE-SCOPE
TELEVISION
MAGNIFYING LENS

*has
it!*

Look at These Amazing **ADVANTAGES**

1. Fits any table or console model!
2. No unsightly legs or braces!
3. Perfect 3-way adjustment in
SECONDS!
4. Self-leveling, cannot sway or
change position!
5. Fits even "rounded-top" sets!
6. Blends so beautifully you can
hardly see it!
7. Cannot interfere with tuning dials!
8. Eliminates lop-sided focusing!
9. Assures perfect focus on all sets —
even those with slanted screens!
10. Already a proven success with
other Vue-Scope dealers!

This exciting, patented "Magic-Mount" makes selling Vue-Scope Lenses even easier! It's the hottest item since Vesuvius—and moves a lot faster! One practically invisible bar does everything, held by two small screws **BEHIND** the set.

Vue-Scope's "MAGIC-MOUNT" bracket is the last word in television luxury. Your customers will see its countless advantages instantly—which means more and bigger Vue-Scope sales for YOU! **DON'T BE SATISFIED WITH LESS THAN THE VERY BEST—YOUR CUSTOMERS KNOW THE DIFFERENCE!**

Dealers and Distributors, write to:

CELOMAT CORPORATION

521 WEST 23rd STREET
NEW YORK 11, N. Y.

NEW A-1001

air  *king*

has everything!

Introducing

TV Console A-1001

Television that's unsurpassed...

and priced to move, fast!

EVERYTHING for your Customer!

Feature Air King TV... the finest television today, and for years to come! Air King A-1001... Spotlight-Brite direct view 10" Tube, 30-tube chassis (including rectifiers), all-channel coverage, hi-fidelity FM Sound with a full 10" Alnico V P.M. speaker, Electromagnetic Focus and Deflection, Horizontal A.F.C., High Sensitivity for finest reception in fringe areas, FM Image Wave Trap, 4 Video IF Stages, 3 tube video amplifier, RF Amplifier! In A-1001, Air King offers the kind of set TV engineers build for themselves... in a modern hardwood mahogany or blonde cabinet that's a decorator's dream!

EVERYTHING for You!

Every dealer a King with Air King! A world beating set that really turns over, at a hefty margin! New national advertising, generous co-op plan, new promotion ideas and dealer helps all are "in the works"! Plus a really sound service policy! What are you waiting for? ... get in touch with Air King today!

AIR KING PRODUCTS CO., INC. • 170-53rd Street, Brooklyn 32, New York

CONSOLE AND TABLE TV ★ FM-AM ★ PHONO-RADIOS ★ PORTABLES ★ WIRE RECORDERS

RADIO & TELEVISION RETAILING • March, 1949

LIST PRICE
\$399.50
*(Slightly higher
West of the Rockies)*



NOW...

air  *king*

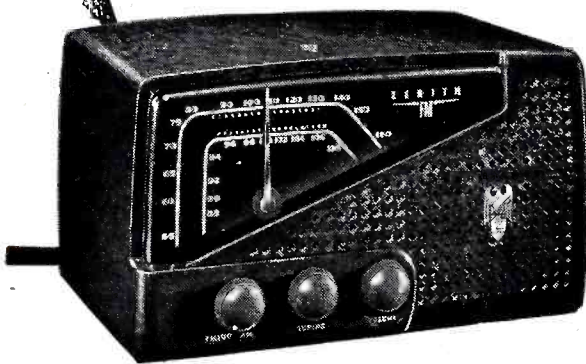
HAS EVERYTHING!

ZENITH brings you The Tops in FM-AM at Popular Prices

The FM-AM
Table Sets that
are breaking
all records for
performance
and sales!

The instant they appear in your store, they make you the leader in FM-AM with customer appeal! There has never been anything in table sets with the terrific tonal beauty, performance, and all-around quality of these new Zeniths† with Genuine Zenith-Armstrong FM. Their every feature offers a sure-shot demonstration that helps clinch the sale! So climb on the Zenith FM-AM bandwagon—get your share of the big profits these sets are making for stores from coast-to-coast.

SEE YOUR ZENITH DISTRIBUTOR
ZENITH RADIO CORPORATION
6001 Dickens Ave., Chicago 39, Illinois

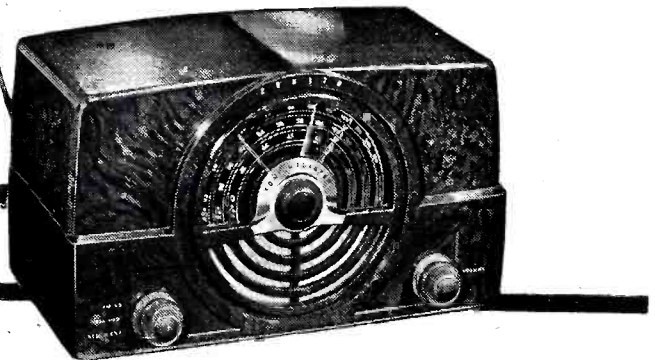


THE "TRIUMPH"

Radio sensation of the year. No imitation, but genuine Zenith-Armstrong FM even at this low price. Glorious-toned, static-free FM with exclusive patented "Power Line" Antenna—just plug in and play. Long-Range AM reception, improved Wavemagnet.† Zenith-built Alnico "5" speaker. New "Cut-Away" Dial—so easy to see and tune. Swirl walnut, or black plastic cabinet. Plays on AC, DC.

\$59⁹⁵*

White Plastic
\$62.95*



THE "SYMPHONY"

Widely used by FM stations for demonstrations and monitoring broadcasts, the Zenith "Symphony" is famous for its rich, big console tone... tone that will make sales for you. Powerful 7½-inch speaker is made possible by Zenith's patented DialSpeaker design. New type Tone Control provides greater fidelity. Genuine Zenith-Armstrong FM with Zenith's patented "Power Line" Antenna gives glorious, static-free reception. Improved Wavemagnet. Rich swirl plastic cabinet. Plays on AC or DC.

\$79⁹⁵*

White Plastic
\$82.50*



*Suggested retail price.
West Coast prices slightly higher.
Prices subject to change without notice.
†®



**MORE
HOURS
OF
SERVICE
•
MICROPHONE
CABLES**

Every Type for Every Service

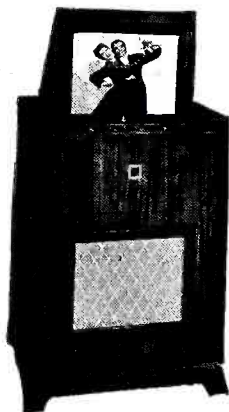
Belden
Radio WIRE

Broadens Your Television Sales Horizons!

Emerson L-O-N-G D-I-S-T-A-N-C-E Television

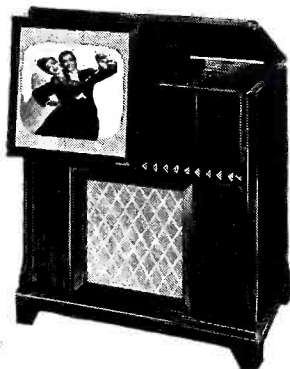
Greater sensitivity means better reception beyond ordinary television range — broader sales horizons — more prospects for you — more profits!

The tremendous enthusiasm of Emerson dealers for the 1949 line is understandable. It has EVERYTHING! From top to bottom, values that are truly sensational. Performance beyond compare. Prices and models designed to meet every demand—every income level. Longer discounts . . . power-plus advertising and promotion . . . liberal cooperative advertising plan.



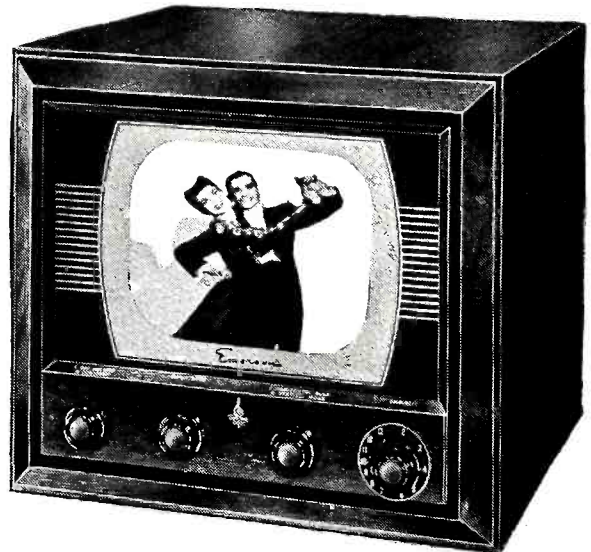
Emerson 192 Sq. In. Projection Model 609

\$59950 12" x 16" Foldaway screen — "eye-ease" clarity — extra-sensitive circuit for increased signal strength. Beautiful cabinet of mahogany veneers.



Emerson 132 Sq. In. Direct View Model 608

Superbly engineered for clarity of picture and sound. Tops in big-screen performance. "Tilt-Out" tube. **\$59950**



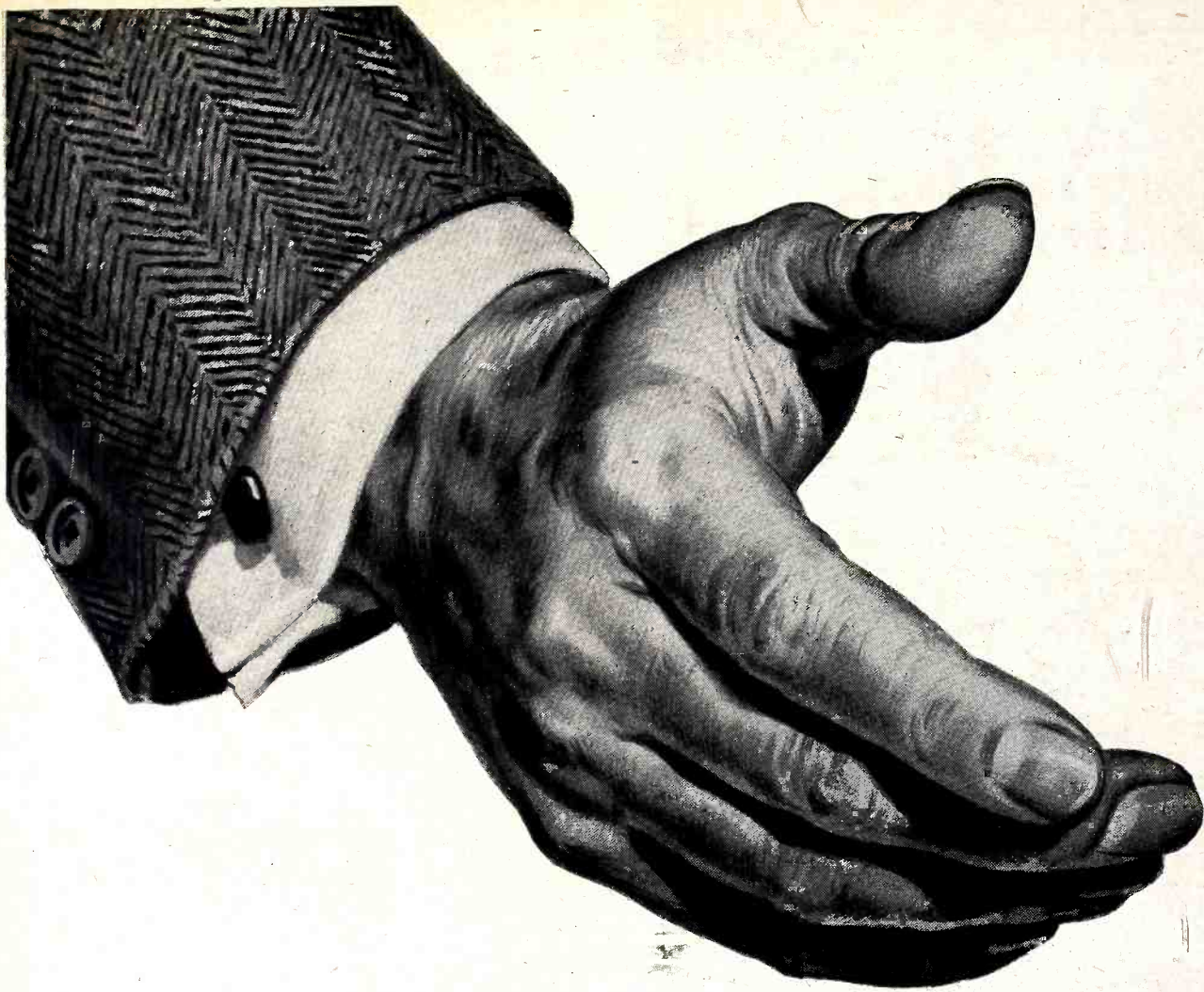
Emerson Sensationally Performing Table Model 611

The outstanding television value in America today. Sensitive, super-powered long distance circuit — noise-free FM. Compact, handsome mahogany veneer cabinet. **\$26950**

See Your Emerson Distributor NOW

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





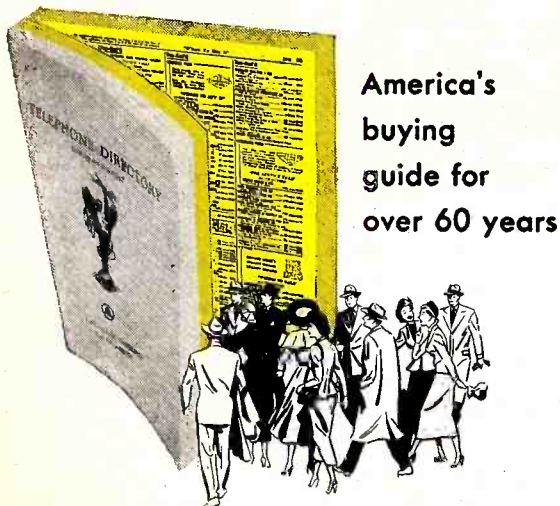
A good man to know

YOUR Classified Telephone Directory representative is a good man to know better . . . because he can show how you can boost business.

He'll show you how the 'yellow pages' (Classified section) of the telephone directory can help build business by directing more shoppers to *your door*. He'll advise you on the best type of promotion for you to use in the Classified section . . . and he'll give you *all the information* on this valuable buying guide for your town.

Remember, he's in contact with many types of businesses . . . as a result he has many business-building ideas . . . and he wants to help you!

Maybe instead of *waiting* for his call, you'll want to call him *now*. Just ring your local telephone business office. We think you'll be glad you did.



America's
buying
guide for
over 60 years



The Radio
and
Television
of to-morrow
TO-DAY!

It's FADA! You can't miss
with values like these!

FADA
Television
AT ITS BEST

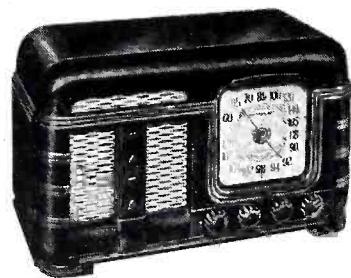


Pioneers
in Radio
and Electronics
Since 1920



MODEL TV-30 . . . Large 10 inch tube . . .
52 square inch screen . . . 30 tubes including
4 Rectifiers and Kinescope tube . . . full channel
coverage. Luxurious hand rubbed Cabinets in
Mahogany, Walnut or Genuine Bleached Blonde
Mahogany veneer. Matching tables available.

In Fada's wide range of models com-
petitively priced, you not only get
quality but superb styling too. Fada
means more customers, quicker sales
and greater profits. Join the band-
wagon of progressive, profit-making
Fada dealers



MODEL 790 . . . AM-FM . . . eight
tubes plus ballast. Choice of Walnut
or genuine ivory plastic cabinets.
"Gem-Loid" illuminated dial . . .
List in Walnut plastic . . . \$59.95.



MODEL 802 . . . Console com-
bination . . . AC Superhetero-
dyne radio and Automatic
Record Changer. Mahogany
veneer console cabinet . . .
List \$109.95.

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

Today's big News in Television

FADA

PROJECTION TELEVISION
CONSOLE MODEL 880

192 Square Inch Picture!

★
Incomparable
Picture Definition
high contrast
and clarity

★
16" x 12" image
completely
distortion free

★
True black
and white
tone pictures

★
Absolutely
no discoloration

★



★
No glare or
eye-strain.

★
Normal viewing
from less than
5 feet and
upwards

★
Superior picture
quality with
wide-angle
visibility

★
Console cabinets of
Genuine Mahogany
or Bleached Blonde
Mahogany Veneers

★

This amazing receiver produces a giant 192 square inch picture . . . Screen size 16 inches by 12 inches. Dealers everywhere are receiving Model 880 big screen television with salvos of enthusiasm. It's a big hit because of out of the ordinary screen brilliance, clarity and velvety eye ease. 36 tubes including Kinescope and 6 Rectifiers. Fada Model 880 is a must in every dealers showroom.

The Television of To-morrow . . . TO-DAY! . . . "Pioneers in Radio and Electronics Since 1920"

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

Olympic

PRESENTS TELEVISION'S GREATEST VALUE
"THE CRUZAIR"

BIG 52 SQUARE INCH SCREEN

RETAIL
\$229⁹⁵
East of the Rockies

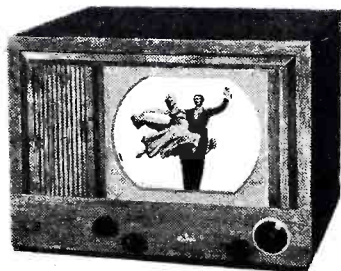


Delivery... NOW!

The Cruzair Model TV 104

A Quality Set... Made By A Manufacturer Famous For Quality

- 10 inch Picture Tube
- All 12 channels
- F.M. sound... clear... static-free
- Olympic "Frame Lock Image Control" holds picture steady and clear
- New improved tuner provides excellent performance even in "fringe" areas
- Beautifully proportioned mahogany cabinet



"The Beverly" Model TV 944 Table-top receiver...
12½" picture tube... 90 sq. in. "wide screen"...
straight A.C. . . . Automatic Gain Control . . . all
channels . . . all new features . . . magnificent mahog-
any or blonde oak cabinet.

SENSATIONALLY PRICED!

"The Plaza" Model TV 945 Console
receiver . . . 12½" picture tube . . .
90 sq. in. "wide screen" . . . straight
A.C. . . . Automatic Gain Control . . .
all channels . . . all new features . . .
Contemporary design mahogany or
blonde oak cabinet, hand rubbed to
a furniture finish.

SENSATIONALLY PRICED!



Wire or write air mail for full details
OLYMPIC RADIO AND TELEVISION, INC., 34-01 38th Ave., Long Island City 1, N. Y.

Everybody wants tape recorders!



MUSICIANS WANT 'EM—Tape reproduces a greater range of tones with higher fidelity than any other recording medium. Performances on tape give singers and instrumentalists an absolutely lifelike reproduction of their efforts.



EDUCATORS WANT 'EM—Speech and language classes, drama and music classes all benefit from this new recording medium. Recorded performances by individuals and groups mean faster learning, easier criticism.



DOCTORS WANT 'EM—Recordings made on tape during examinations give doctors an invaluable reference file, make it easy to chart the patient's progress. Professional people find tape ideal for rehearsing speeches, sermons, lectures.



PARENTS WANT 'EM—Junior's first words, cute sayings, birthday speeches make up a priceless album of recordings on tape. Annual recordings of voices, instrumental renditions, school recitations are invaluable in later years.

Here are some of the features tape recording offers your customers:

1. Uninterrupted half-hour or hour-long concerts
2. Matchless fidelity of tone
3. Low-cost operation . . . reels of tape can be erased and re-used indefinitely
4. Freedom from needle scratch, distortion, crosstalk, snarls and backlashes

5. Unlimited playbacks with no loss of tone

Now's the time to make your store headquarters for tape recording. For complete details about what tape recording can do for your business, write today to Dept. RT39, Minnesota Mining & Mfg. Co., St. Paul 6, Minn.

ANOTHER **3M** COMPANY PRODUCT

MINNESOTA MINING & MFG. CO., St. Paul 6, Minn.

Makers of "SCOTCH" Brand pressure-sensitive tapes, "3M" abrasives, adhesives, and a wide variety of other products for home and industry.

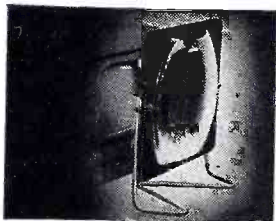
General Export: DUREX ABRASIVES CORP., New Rochelle, N. Y.
In Canada: CANADIAN DUREX ABRASIVES LTD., Brantford, Ontario



It's sure fire



stock and display! *sales* come naturally!



MODEL 712 list price **\$12.95**
For 3" and 7" tubes.



MODEL 1029 list price **\$29.95**
For 7" and 10" tubes.



MODEL 719 list price **\$19.95**
For 7" tubes.



MODEL 1059 list price **\$59.95**
For 10" and 12" sets.

†Prices slightly higher West of the Mississippi

Your customers want the Walco TELE-VUE-LENS® — the world's finest T-V screen enlarger! They know it gives giant screen television pictures . . . big, clear, and brilliant pictures with no optical distortion from any viewing angle! Stock, display and demonstrate the scientifically engineered TELE-VUE-LENS line* — the most complete line of T-V screen enlargers made! YOU double your profits with TELE-VUE-LENS!

Note to Distributors: Some territories still open. Write for details today.

The Walco TELE-VUE-LENS

Manufactured and Distributed by E. L. COUNNAND AND CO., 3835 Ninth Avenue, New York City, N. Y.

WHAT'S IN IT FOR ME?

Everybody is interested in dollars and cents. So here friends is some sense that will make dollars for you!

With our TELE-VUE-LENS, the finest enlarger made, you get an opportunity to increase your profits, without selling too much or too hard.

First, we give you our own TELE-VUE-LENS Merchandiser — a point-of-purchase display with extraordinary sales appeal. It displays and demonstrates two of our lenses. With this Merchandiser in your store, every television set owner gets an opportunity to see for himself how the TELE-VUE-LENS gives him giant-size pictures.

Your customers see how they get three to four times magnification on even the smallest set. They see how they get big, clear, and brilliant pictures with no optical distortion from any viewing angle.

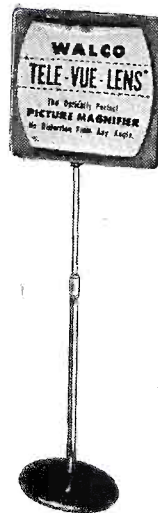
You just wrap the lens up, and take the money in! No special installation or servicing ever needed.

With over 50,000 TELE-VUE-LENS sold in '48, you shouldn't overlook the profitable item that TELE-VUE-LENS means to your store. You double your television profits with the TELE-VUE-LENS!

We push the customer into your store with our television network shows. We furnish you with terrific consumer literature, with a "pull-in" window streamer, and a business producing sales-promotion program.

So friend, write me today — TELEVISION MIKE, E. L. Cournand & Company, 3835 Ninth Avenue, New York City, New York, and I'll send the information to you immediately. This is your year to make a fast dollar with the TELE-VUE-LENS!

Television Mike



STAND MODEL 1040 list price **\$39.95**
For the 7" and 10" tubes.

STAND MODEL 1050 list price **\$49.95**
For the 10" and 12" tubes.

STAND MODEL 1075 list price **\$59.95**
For the 10" and 12" tubes.

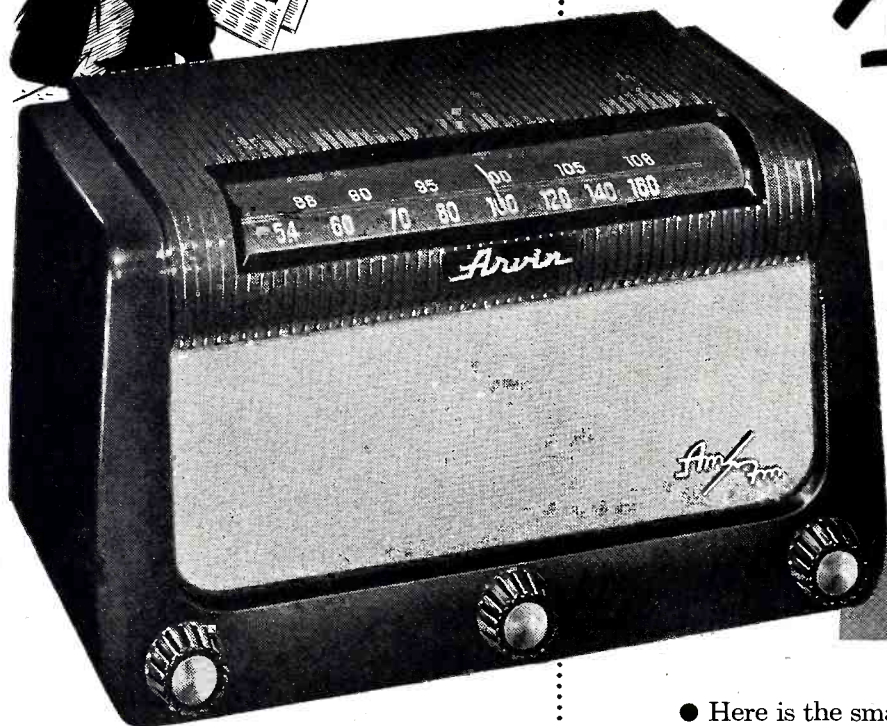
ARVIN FLASH!

New FM-AM!

OUTSTANDING
PERFORMANCE

at \$49⁹⁵
only

Another Arvin Scoop!
MODEL 3-60TFM



- ✓ 6 tubes + selenium rectifier
- ✓ 14 tuned circuits
- ✓ 4-gang variable condenser
- ✓ Performance equals 8-tube set
- ✓ Heavy duty Alnico V speaker
- ✓ Bass compensation in amplifier circuit

● Here is the smartest-looking, best-performing, biggest-value FM/AM receiver ever to be offered at less than \$60. Actually, it equals the listening quality of many console FM sets! Dreamlined plastic cabinet has 3 control knobs of brass-inlaid plastic, gold medallion on grill-cloth, built-in loop for AM side, special Arvin antenna input system adjusted for maximum efficiency.

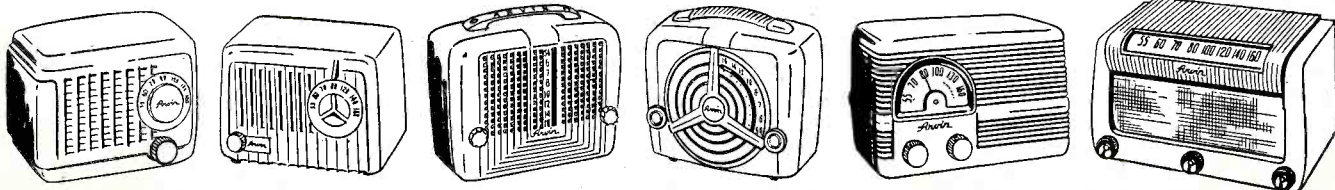
Outstanding feature is "bass compensation" built into amplifier circuit to give that satisfying depth of tone and bass reproduction—a feature usually found only in highest-priced sets. Two dual-purpose tubes and one triple-purpose tube bring total performance into the 8-tube class. I. F. coils are of iron core type for high gain and greater stability. FM wave band 88 to 108 MC; AM wave band, 540 to 1620 KC.

Get this brand new Arvin value-triumph into your display now and watch it walk out of the store while dollars bounce into your till. Full dealer discount insures your profit! Phone your Arvin distributor!

Radio & Television Division
NOBLITT-SPARKS INDUSTRIES, INC., COLUMBUS, INDIANA



ARVIN — PERFORMANCE TESTED RADIOS... TABLE MODELS AND PORTABLES... \$14.95 UP



TOP VALUES *for "choosy" customers* who want **TOP PERFORMANCE**

THE LANCHESTER

Television-Radio-Phonograph

TV-12-PM in selected mahogany veneers \$879.50*
Plus installation, \$7.56 excise tax

FOR YOUR BEST PROSPECTS—who want superlative performance in television as in radio—there is nothing finer than the Stromberg-Carlson LANCHESTER.

- Extraordinarily clear and sharply defined direct-view picture on 72 square inch tube.
- Famous Stromberg-Carlson tonal fidelity for all services, with shock-mounted 12" speaker.
- FM-AM Stromberg-Carlson radio and single tone-arm player for both long-playing and standard records. Automatic jam-proof changer. Intermix feature. Automatic stop.

SHOW THE DECORATOR-DESIGNED LANCHESTER TO ANY WOMAN and she'll longingly see its classic beauty in her living room! Demonstrate its performance and you'll close a highly profitable sale!



PROFIT LEADERS



THE HEPPLEWHITE

FM-AM Radio-Phonograph

1409-PGM in satin-finish,
hand-rubbed mahogany veneers \$459.50*

FOR CUSTOMERS WHO WANT THE ULTIMATE QUALITY in radio-phonograph performance and custom-styling of furniture, the Stromberg-Carlson HEPPLEWHITE has incomparable and proved appeal. With the new #1409 chassis, it features:

- New single tone-arm player that automatically changes both long-playing and standard records, 10" and 12" intermixed, with automatic stop.
- Famous Stromberg-Carlson tonal quality, with shock-mounted 12" speaker, large baffle area and exclusive Chromatic Tone Selector.
- Three-gang tuning for FM and AM, with tuning eye and signal maximizer.

The HEPPLEWHITE has traditional beauty that fulfills the desire for authentic 18th century decorator design, in matched swirl mahogany veneers. It's a steady seller everywhere!

* Slightly higher in South and West. Subject to change without notice.

STOP! LOOK! LISTEN! *There is nothing finer than a*

STROMBERG-CARLSON

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

RADIO & TELEVISION RETAILING

Including Radio and Television Today

O. H. CALDWELL, Editorial Director



M. CLEMENTS, Publisher

A Store Is Known by the Customers IT KEEPS!

It's just as important to *keep* an old customer as it is to *get a new one*.

And nowadays, when consumers are "switching" from one store to another at a greatly accelerated rate, wise retailers are not going to fall into the easy-to-acquire habit of taking any customer's patronage "for granted."

For some reason or other, most of the dealer's *best customers* are also those who have always been considerate, understanding and courteous in their relationships with the store personnel. Therefore, because Mrs. Blank has a ten-year-old record of dealing with the firm without having uttered a single squawk, the thoughtless dealer may make her wait for some needed service or installation in favor of a brand-new customer. This practice is certainly all wet. It's like cutting away from an old friend the moment one acquires a new one.

The best advertisement any business can have is the recommendation by a customer of long standing. "I have dealt with the _____ store for ten years," is a *selling* statement by a "customer-salesperson" who works for the merchant for free.

"I *used* to deal with _____, but—," is the kind of advertising no retailer wants.

In operating a store, one cannot hope to continue doing business with only the old customers. New names must be added to the roster, but the old ones must be retained as well.

It is necessary to go on an all-out basis for the new customer in order to keep him coming back, but it's poor business to neglect the old friends of the firm in so doing.

A store is known by the customers it *keeps*. Keeping them is not only a merchandising art, but a necessity.

What's Ahead!—in Radio,

NUMBERS OF DEALERS WHO have been selling customers on open accounts are switching to financing agencies. For the first time since the war's end there's been a very definite collection problem the past few months.

BIGGER AND BETTER THAN EVER BEFORE, the Radio Parts & Electronic Equipment Show will be held in the Hotel Stevens, Chicago, May 17 to 20. Sponsors are: Radio Manufacturers Association, Association of Electronic Parts & Equipment Manufacturers, Sales Managers Club (Eastern division), West Coast Electronic Manufacturers Association, and the National Electronic Distributors Association.

TV FORCING AUTO PRICES DOWN? Car agencies showing concern over public tendency to put money into TV sets for immediate delivery rather than make deposits on new cars for delivery at uncertain dates. This trend reported by N.Y. car dealer who says that while orders already on his books are not greatly affected, the auto demand from new customers is tapering off, and cars should be cheaper soon. Several makes now being offered at "factory-suggested" prices. Looks as though popularity of TV is important factor in breaking auto black market.

RADIO'S OLD TIMERS WILL HOLD their annual cocktail party and get-together in the south ballroom at the Hotel Stevens, Chicago, Monday evening, May 16. Anyone who has been in radio commercially for over 20 years is eligible for membership. Contact John O. Olsen, president, 1456 Waterbury Road, Cleveland 7, Ohio.

"WITH TV SETS IN GREAT DEMAND, and with the greatest potential market of any other product of its kind, we see with amazement the phenomena of price-cutting among dealers. It would be less surprising if TV sets were sold at long discounts. . . . We think that something should be done about it. . . ."

—From bulletin issued by The Harry Alter Co., Chicago distributors.

TELEVISION DEALERS SAY SERVICING IS NO PROBLEM. According to a survey of several hundred dealers by Sylvania Electric, TV set servicing has not proved to be the problem they thought it would be. 58% said that sets were performing extremely well, 27% reported only occasional service, while 7% reported continual trouble. The same survey revealed that 10 inch sets had been the best selling size in 1948, but that there would be some shift to larger sizes in 1949. 91% of the dealers reported that they either could not get enough sets, or supply was just about even with the demand.

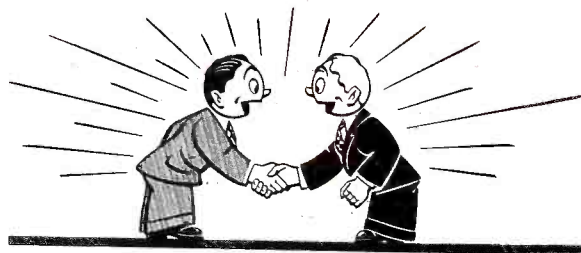
1949—RMA's 25th YEAR . . . TELEVISION's 10th YEAR . . . CALDWELL-CLEMENTS' 28th YEAR IN RADIO-TV PUBLISHING!

IT IS ESTIMATED THAT ABOUT 60 per cent of all TV sets are now being sold on time in big cities. More than half of all the purchasers of television receivers are believed to be in the lower income brackets.

THE CHICAGO PARTS SHOW, RMA'S 25th BIRTHDAY, and Caldwell-Clements' 28th anniversary in radio and TV publishing will be celebrated in a great big special issue next May. In other issues there will be features on merchandising projection television, FM, portable radios, "special" type electric light bulbs and electric fans.

FROM AN ADVERTISEMENT in a Westchester County, N.Y., newspaper: "Price talks on the subject of television . . . Yes we do give discounts . . . We meet all competition and do even better. . . ."

THE MAGIC RADIO SPAN OF A QUARTER CENTURY, from the cat-whisker crystal and earphone receiver of 1924 to today's TV and radar, will be featured at an all-industry 25th anniversary celebration of the Radio Manufacturers Association in Chicago next May. Founded in 1924, RMA and affiliated industry groups will observe the quarter century of progress, May 16-20, at the Hotel Stevens, Chicago.



ARE YOU ONE OF OUR OLD SUBSCRIBERS? The editors of **RADIO & TELEVISION RETAILING** would like to hear from those who have been reading this publication for a long time. Drop us a line, old-timers, as we want to include your name and your comments in some very interesting material which will appear in a forthcoming issue.

COIN-OPERATED TV SETS for bars and public places are now on the market, possibly to combat inroads that TV has made on juke box business in such places. Sets will be rented by operators in the same manner as the jukeboxes.

Appliances, Records and Television

DEALERS WHO GET ON THE PORTABLE radio band-wagon will be rewarded this year. The carry-about set volume promises to be greater in '49 than in any other year. Active sales promotion is bound to get results.

The NEW NEMA MOVIE GUIDE lists sales and service training films in wide variety available on both free loan and paid rental bases. Subjects covered include servicing refrigeration products, motors, etc., as well as numerous titles on consumer use of products. Address: National Electrical Manufacturers Assn., 155 E. 44 St., New York 17, N.Y.C.

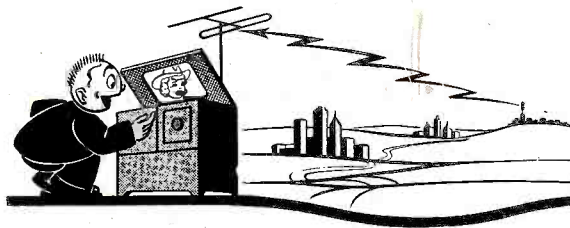
MASS PRODUCTION OF RECORDED MUSIC ON TAPE is possible with a machine which has been perfected by Minnesota Mining and Manufacturing Co., makers of "Scotch" tape, and magnetic recording tapes. The new machine can simultaneously reproduce 48, hour-long recording from a master transcription. These pre-recorded reels of tape will be designed to compete with disc records for use in the home, broadcasting, in schools and theatres.

STRATOVISION READY FOR COMMERCIAL USE now that technical problems have been solved, declared Walter Evans, Westinghouse vice-president, speaking for Westinghouse and the Glenn L. Martin Co., co-developers of Stratovision. Commercial development of the system will depend on application by the radio industry and clarification of channel facilities available. In commenting on the system, Wayne Coy, FCC chairman, pointed out that 20 transport planes, carrying transmitters would circle five miles up, and properly spaced, could broadcast television to the entire nation.

HOW TO SELL MORE VACUUM CLEANERS is the subject of a worthwhile editorial feature in this issue of RADIO & TELEVISION RETAILING. The article describes most effective methods of door-to-door and in-store selling, advertising, demonstrating, window displays, etc.

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

EXTRAORDINARILY POWERFUL FLASH TUBES, using xenon or a similar rare atmospheric gas, now make possible the use of large indoor sets, or contribute to repetitive signals, according to Samuel G. Hibben, of the Westinghouse Lamp Division.



LONG RANGE RECEPTION REPORTS FROM READERS are coming in after having died out some years ago, after the development of networks and the passing of the fad for short wave. Newest "DX" fans are TV set dealers and servicers, who report reception from stations as far away as 190 miles. Readers are invited to send in reports, including special equipment and techniques used, if any, as well as hours of best reception, and total usable hours per week.

ONE OF THE FIRST PURCHASERS OF A Bendix TV set since Atlantic Aviation Corp. opened its Teterboro, N. J., Airport showroom was an elderly lady who is stone deaf. Her only concern in buying the video receiver was to purchase one with an image clear enough to enable her to read the lips of the performers.

ABOUT A BILLION DOLLARS WORTH of merchandise was sold through vending machines last year according to the Coin Machine Institute. 80 per cent of the nation's coin machine factories are located in Chicago, where about 100,000 families derive their livelihood from this industry.

FUTURE EVENTS OF INTEREST TO READERS

MAR. 2-6: Exposition of Electrical Progress, Municipal Auditorium, Kansas City, Mo.

MAR. 7-10: 1949 Convention of the Institute of Radio Engineers, Hotel Commodore & Grand Central Palace, New York City

MAR. 13-18: National Electrical Manufacturers Assn., Winter Convention, Edgewater Beach Hotel, Chicago

MAR. 14-15: Central States, N.A.M.M. Regional Conference, Cincinnati

MAR. 21-22: Southern States, N.A.M.M. Regional Conference, Atlanta, Ga.

MAR. 28-APR. 1: Third International Lighting Exposition, Hotel Stevens, Chicago

APR. 4-5: West Central States, N.A.M.M. Regional Conference, Minneapolis

APR. 5-7: Edison Electric Institute, 15th Annual Sales Conference, Edgewater Beach Hotel, Chicago

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

MAY 1-7: National Music Week
MAY 7: Eastern Electrical Wholesalers Assn., Dinner & Dance, Hotel Astor, New York City

MAY 15: Radio Manufacturers Assn., 25th Silver Anniversary Banquet, Stevens Hotel, Chicago

MAY 17-20: Annual Radio Parts Manufacturers Industry Trade Show, Stevens Hotel, Chicago

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

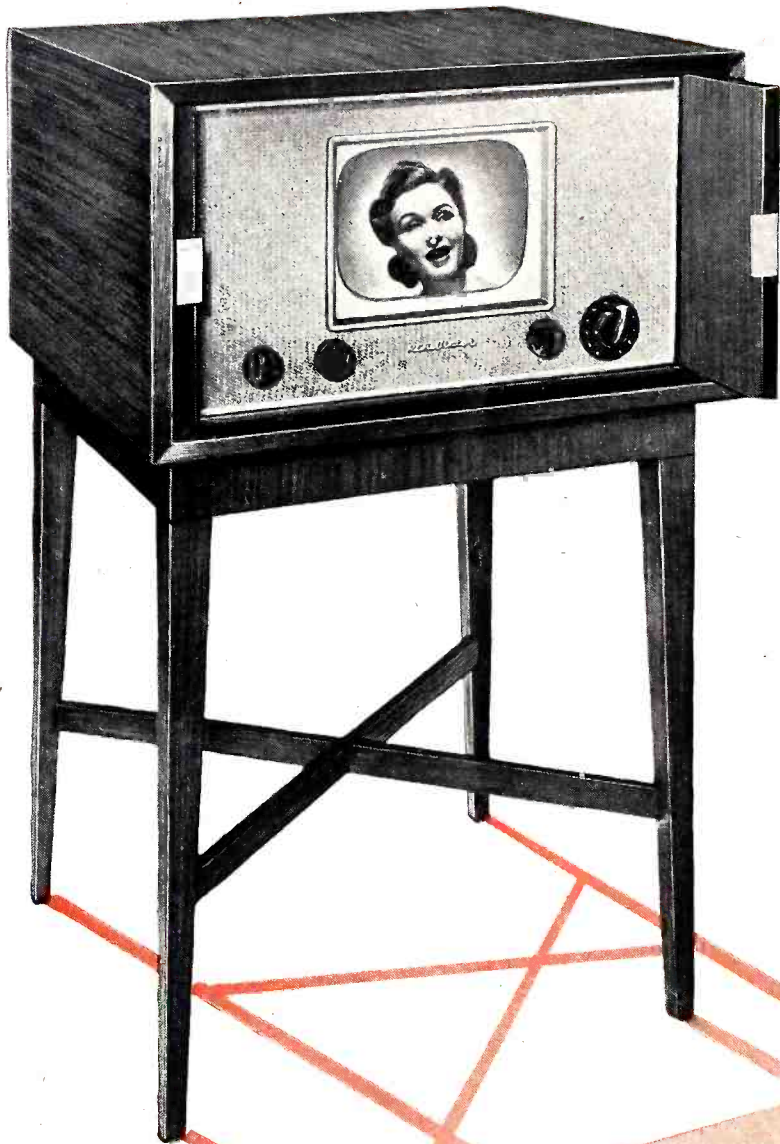
JUNE 20-25: Store Modernization Show, Grand Central Palace, N. Y.

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

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

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

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



ONLY RCA VICTOR
HAS THE
"GOLDEN THROAT"

The 8T244... "The Sightseer"
—another exceptional "Eye
Witness" television value...
with handsome matching table.

The 8T244, like all RCA
Victor instruments, has faster
turnover. Your customers want
highest possible quality at a
fair price... they get just
that with RCA Victor.

ONLY RCA VICTOR MAKES THE VICTROLA

"Victrola"—T. M. Reg. U. S. Pat. Off.

RCA VICTOR



DIVISION OF RADIO CORPORATION OF AMERICA

RADIO & TELEVISION RETAILING • March, 1949

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

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

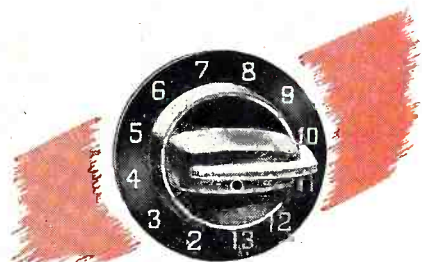
LOOK at these 5 talking points on "The Sightseer"—8T244



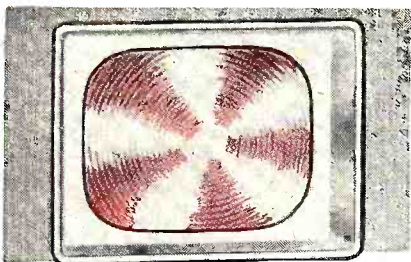
Thrilling Value . . . a top-quality RCA Victor instrument, in a "fine furniture" cabinet with matching stand, makes the 8T244 a *BUY* for your customers.



Steady, Clear Pictures, Increased Sensitivity. Improved RCA Victor Eye Witness Picture Synchronizer *locks* pictures in tune with sending station.



Easy, Sure Tuning . . . RCA Victor Multi-Channel Station Selector makes program selection effortless, completely automatic. Brings stations in clear and strong.



Foolproof Warning . . . A "Power On" Circuit makes face of picture tube glow white when television transmitter has gone off the air and set has been left "on."



Stunning Cabinet . . . A charming piece of fine furniture, with doors which may be closed when set is not in use. Walnut, mahogany or blond finish.

"The Sightseer" is easy to demonstrate . . . easier to sell. The 52 square inch picture, the outstanding quality and value make this instrument a fast seller.

Consistent, dynamic RCA Victor advertising builds up a powerful demand. You turn this demand into profits when you display, advertise and demonstrate RCA Victor instruments.

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

How to Charge for

The First of a Series of Articles Designed to Give the Dealer

Specific, Workable Answers to a Ticklish Business Problem

"How much should I charge for service in order to cover expenses and return a fair profit?" The dealer who answers this question for himself is faced on the one hand by the public, many of whom feel that he charges too much, and by trade surveys on the other hand which point out that he charges too little.

The way out of this dilemma was partially outlined in the article in the December 1948 issue of *RADIO & TELEVISION RETAILING* entitled "Sell Servicing Know-How." In that issue we pointed out that the dealer should have a definite, uniform service policy based on logical principles which anyone might inspect. Also, that this policy should be founded on the idea that servicing is selling know-how, not parts; and that this policy should be prominently displayed and advertised to reassure the customers that they will get a square deal.

In this present series of articles we propose to outline a *specific formula for pricing service work*. In addition, such subjects as *estimating, guarantees, free testing, minimum charges and home service charges, collecting for service work, and building service business* will be covered.

This first installment will be concerned with establishing a formula for service work.

Servicing, whether conducted as a department in a radio-appliance dealer's store or in a radio repair shop, should be conducted at a profit. Work rendered under the RMA guarantee on new products should be kept separately on books and, if not reimbursed by the

manufacturer, should be charged as a selling expense deducted from the gross on the sales.

In order that any operation be conducted at a profit, the merchant must know what all his expenses are and how much profit he wants to make. Then he must plan his activities so that they average out to cover his expenses and return the profit he needs. The word "average" is advisedly used, since all businesses include some activities which are more profitable than others, and some time spent which produces no profit at all.

Need for Uniform Policy

Every servicer has had the experience of spending hours locating an intermittent in a low-priced set which wound up by replacing a 25 cent by-pass cap. Not feeling that he could satisfactorily explain to the customer a charge of several dollars, he took a loss on the job. On the other hand, a customer brings a set in and a defective tube is found and replaced while he is there. The conscientiously honest servicer will charge only list for the tube. A collection of jobs like these two will find a man who would rather work on radios than eat *doing just that!*

Or if the above instance took place in the service department of a dealer, the department would show a loss and drag down the rest of the store. There is no necessity for a situation like this if a uniform policy is adopted, and each service job is considered as part of the policy rather than as an isolated instance.

The first step in analyzing service charges is to separate service revenue from other sales of the store, if any. This would include listing as "sales" the sale of tubes and parts over the counter, where they are treated like any other kind of merchandise.

The next step is to analyze all expenses of the business to see what it costs to operate, both in dollars and in per cent. The common practice is to figure these as a per cent of sales.

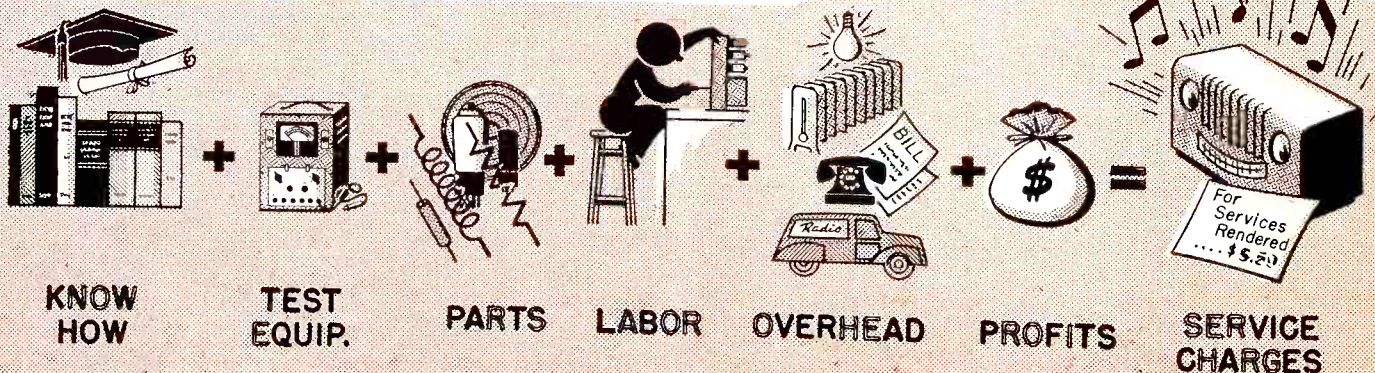
Rough national averages place total expense at about 28% of sales, with profit about 5%. Of the 28% which is expenses, about 10% is "salaries of owners or officers." In dollars and cents this means that a business taking in \$25,000. in a year would cost about \$7000. to operate, and return a \$1250. profit. The other \$16,750. would represent the cost of the merchandise sold. If the owner ran his own store, he would get 10% (\$2500.) as a salary, in addition to the \$1250. profit.

From these rough estimates (the dealer would have to supply more accurate figures from his own books), we find that, based on the sale price, 67% represents cost and 33% represents expenses plus profit.

Now let us translate that into service work. Here the cost is the part or tube, if any, plus the labor. Labor, as a cost, is the hourly wage of the employe who does the work. If the proprietor himself renders the service, he should figure it at the going price for such labor in his neighborhood.

Having determined the ratio of expenses-plus-profit to sales which will be suitable for him, the dealer must

What Goes Into Service Charges



Profitable Servicing

next determine how much to add to the cost in order to maintain this ratio. In the case where cost is 67% and expenses-plus-profit is 33%, we find that the latter is 49% of the former. That is, $\frac{33}{67}$ is 49%. Therefore if we add 49% to the cost, the ratio will be maintained.

In a typical instance, the cost is: tube, \$1.15 (net), labor, 75 cents (employee's wage pro-rated according to time spent on job); total cost \$1.90. Add 49% to that (93 cents) and we arrive at the customer's price of \$2.83.

Taking \$2.83 as the "sale" price, we find that (in round numbers) the cost is 67% of sales, and expenses-plus-profit 33%, which was the condition we were aiming at.

A dealer who prices all his service work in this way will be sure to keep the department in the black as long as there is no undue waste in the operation of it. In addition, he can explain and defend his service policy to anyone concerned, as he makes no undue de-

mands for profit on servicing—his net profit is actually quite small.

There will be some difficulties, however, in maintaining this idea in special cases, so that the "formula" requires a little more exposition than has been possible in this first installment.

Minimum Charge

One of the factors to be covered in expanding the idea is that of a minimum charge. It seems quite obvious that there must be a minimum charge, since the "labor" charge for five minutes spent replacing a tube does not take into consideration the know-how involved in finding the bad tube and putting in the proper replacement in the proper way.

However, the example of the replaced tube points up the inadvisability of making "quick" repairs of any kind. If something goes wrong tomorrow, the customer feels either that he has been gypped, or that the servicer doesn't know his business. We could say that

the customer was charged only for the work done, and if something different goes wrong next time the repairer is not liable. The customer, however, will never learn to view the matter this way as he doesn't understand enough about the subject. He brings in his radio to be fixed, not to have some particular part fixed, and he expects it (the radio) to stay that way.

The subject of applying the "formula" to particular jobs, and of the practice of maintaining minimum prices and granting warranties will be covered in the next installment of this series.

S=Sale price=100%

C=Gross margin=Expenses plus profit

C=Cost=Merchandise or Parts plus Labor

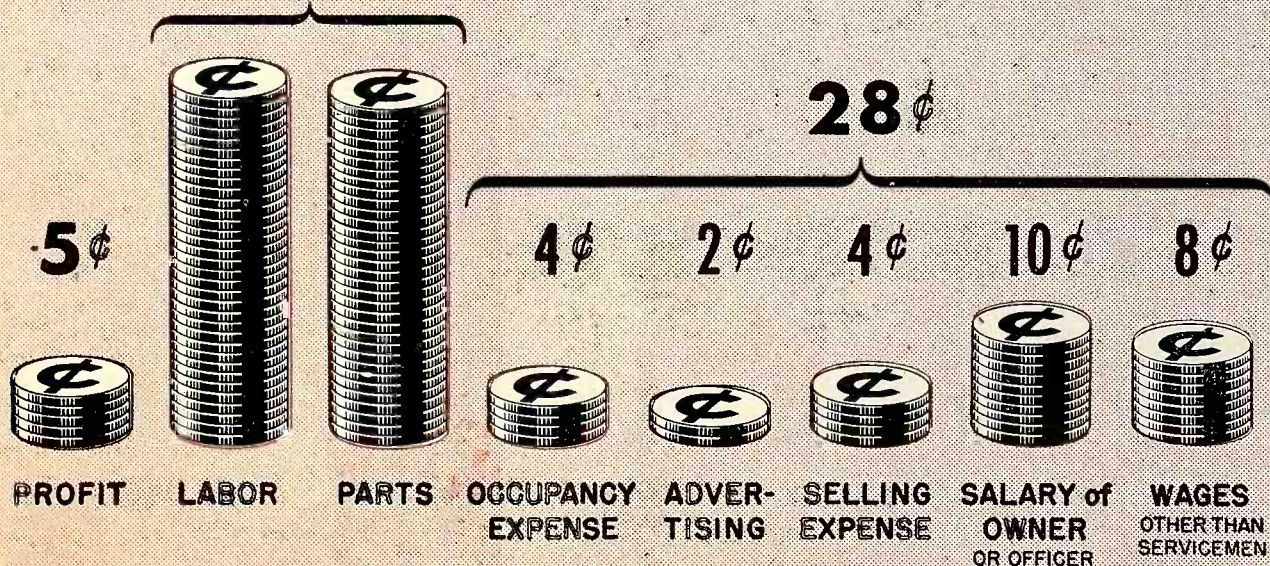
S=G + C

G/C—Markup in % . . . When this amount is added to the cost, the result will be the selling price which must be charged in order to maintain the desired profit.



67¢

The SERVICE CHARGE DOLLAR





ROSE



The new all-glass front covers area formerly filled by three stores, as shown in picture of the original store (inset).

TV Leads in 4-Way

Looking toward the record section in the rear; notice limits of original stores.



New York Merchant Builds Volume to Half-Million Dollars—How He Ups Sales of Radio, Records, Appliances and Service

• Twenty years of growth as a radio-appliance dealer—10 years as a TV merchant—is dramatically demonstrated in the accompanying illustration of the interior of the Rose store in Manhasset, N. Y. Each row of pillars in the new store marks the limits of one store in the original group of stores on this site when Charles Rose started fixing radios there in 1928. The new store was built in 1948, but up until October only 75% of it could be completed, as there was still a tenant operating in the last one of the original stores.

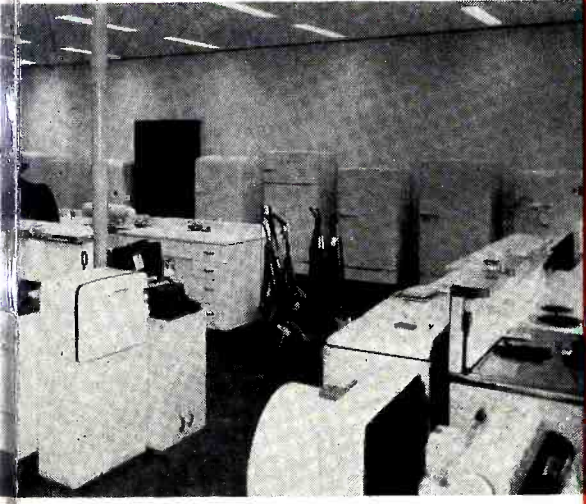
The now complete store is 60 feet wide by 75 feet deep, of which space about 92% is actually main floor selling space. The remainder is made up of a projection television demonstration room, two record-playing booths, offices, and wash-rooms. A "service window" is provided in the rear of the store where

(Continued on page 40)

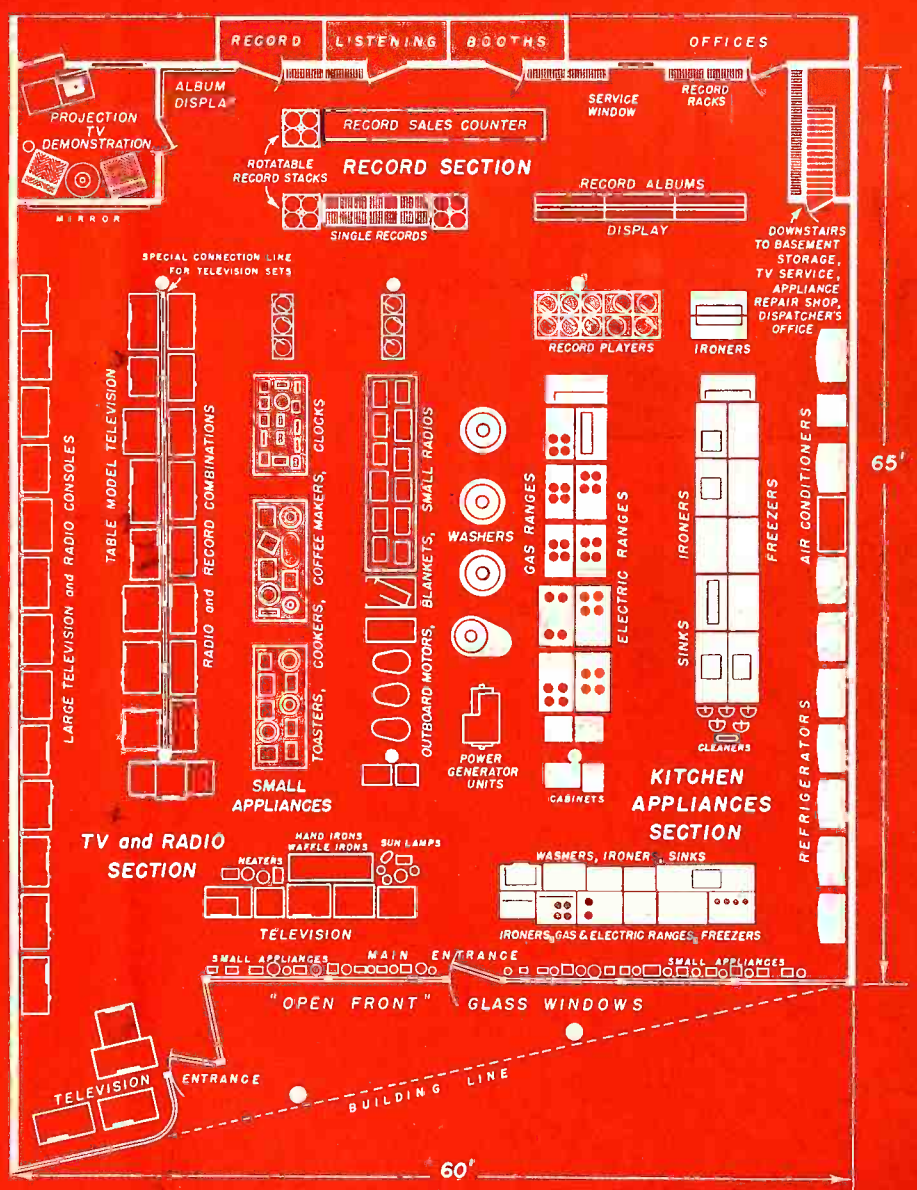
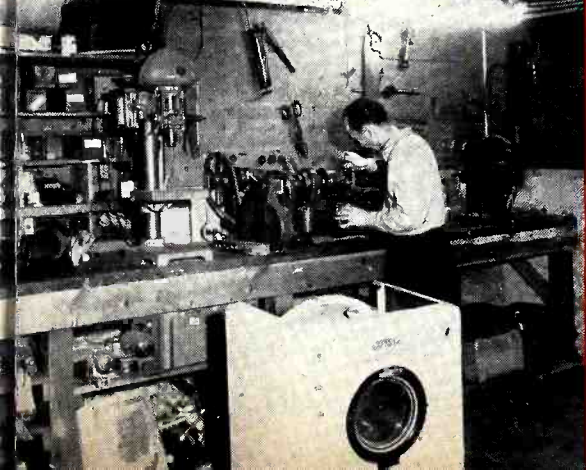


stocks and attractive displays feature record section.

Store



the white goods section, and below: the machine shop, capable of doing appliance repairs of any kind.



Floor-plan of the Rose store: note jog in store front which tends to lead passers-by into the store. Service departments in the basement occupy an area equal to selling space of store shown in the plan.

TV Leads in 4-Way Store

(Continued from page 39)

customers can place requests for service. A dumb-waiter by which the clerk can pass radios and small appliances down to the service department in the basement speeds handling.

The basement, which has the same area as the store, contains a machine shop, a repair shop for radios and appliances, a repair shop for television, a stock room for phonograph records, and storage space for goods in cartons. In addition, a garage in the rear of the store is used as a small warehouse.

About one-quarter of the floor space is devoted to TV sets, one-fourth to white goods, a fourth to table radios and traffic appliances, and a fourth to records. With the emphasis on national brands, all items are displayed on the floor in great depth, assuring the customer a wide choice. Large appliances carried include refrigerators, water heaters, ironers, freezers, sinks, washers, electric and gas ranges, vacuum cleaners. In addition, Onan air-cooled, gasoline, emergency AC generators are stocked, and found to be

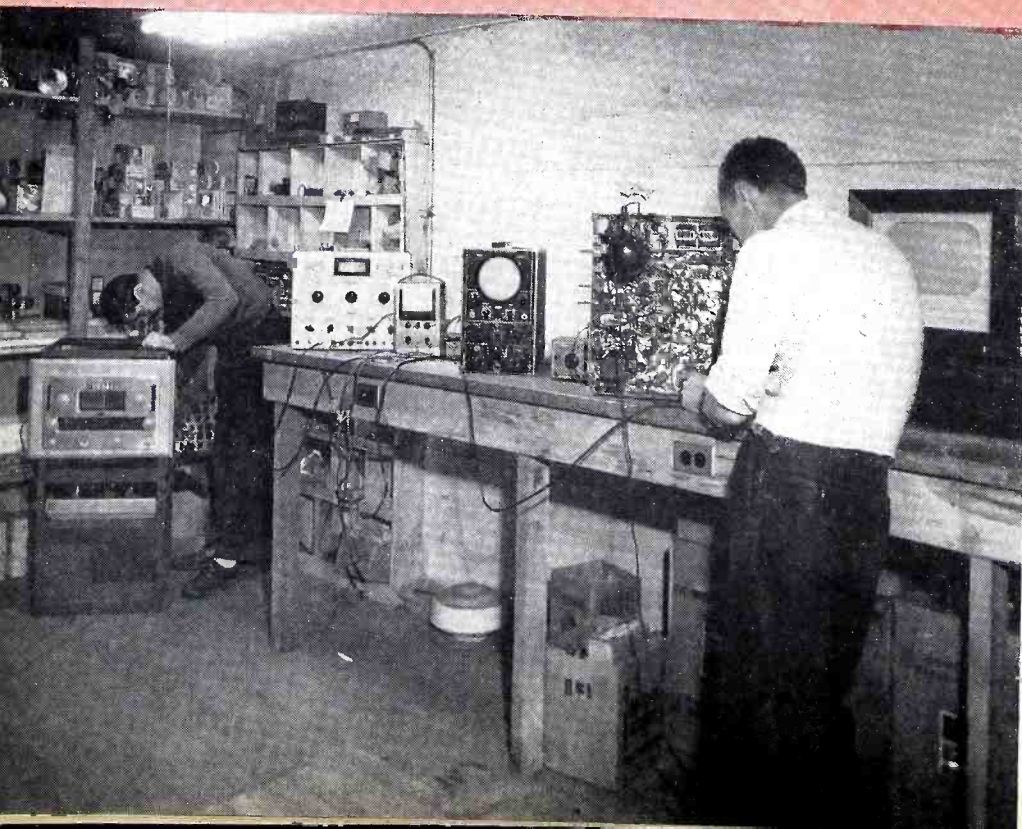


Uses Airplane for TV SALES and SERVICE

Charles Rose owns and operates his own 4-place Stinson Voyager airplane, utilizing it whenever possible for sales, installation and service in outlying districts. This is but one of the ways in which he employs the most modern equipment and methods to keep his business up to the minute.



Mr. Rose gives personal attention to a prospective television customer (above). Below: part of the well-equipped TV service department. Only a third of the length of the service bench is shown.



eminently salable to farmers and others who have large freezer lockers, where utility-supplied power failure might result in losses.

In addition to the usual small appliances (irons, broilers, juicers, mixers, heaters, clocks, electric blankets, grilles, sun lamps, etc.), Rose carries typewriters and outboard motors.

The well-stocked record department features all labels as well as sheet music and record players. Mr. Rose believes that a successful record department can do much to maintain traffic in the store, and that success is dependent on keeping a large stock, and sufficient help to handle it. Three employees man Rose's disc department, which enjoys a big play from the teen-agers as shown in the accompanying photograph.

A feature of the store's design is the fact that the whole store can be seen at once by a customer looking through the all-glass front, or entering the front door. To this end, tall items such as refrigerators, television consoles and record displays, have been put against walls, with low items on tables in between. In addition, the customer leaving the store sees new items displayed back-to-back with those which "look out" the front windows.

High illumination with an absence of glare and shadows is achieved throughout the store by liberally distributed, recessed, louvred fluorescents in the ceiling. These lights are left on all night so that the store is on display even when closed.

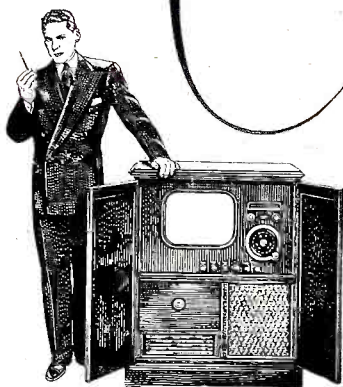
Air conditioning in the new store is not a new feature for Rose. This aid to summer selling has been employed by him for over 10 years, and is just one of the many ways in which he has demonstrated his advanced thinking in merchandising.

Located about 40 minutes by train from New York City, Manhasset is a town of about 15,000 population, of which many are above-average-income "commuters." Although he feels the impact of price-conscious city dealers, Mr. Rose underscores the fact that he tries to sell merchandise at a profit, not at a price. In order to combat these

(Continued on page 78)

HELP THEM
TO

Compare



Most television prospects want to look at several sets before they buy.

It's easy to build these prospects into good customers, profitable customers — customers who will send their friends into your store.

Just lead them over to a Du Mont and help them make these comparisons:

- compare** screen size. Remind them that Du Mont pioneered big-screen television and makes nothing smaller than 12-inch screens.
- compare** picture quality. This is best done with a side-by-side comparison . . . same program; same room light.
- compare** brightness, clarity, detail, freedom from flicker and distortion.
- compare** tone quality. Let them hear how much better it sounds on the rich voice of Du Mont's full-ranged speaker.
- compare** service. Point out that all Du Mont receivers have FM radio and a place to plug in a record player.
- compare** cabinet design. Point out the choice woods and fine construction of Du Mont cabinets — how the designs fit any decor.
- compare** reputation. Tell them how pleased your Du Mont customers are; and that Du Mont quality is based on the know-how from being in all phases of television
- compare** price. Show them how little more per week it will cost for a Du Mont receiver which they will be proud and happy to own.

Help your prospect make this point-by-point comparison and watch him convince himself that Du Mont is First with the Finest in Television.

DU MONT *first with the finest in television*

New TV, FM, AM Models

Tele-Tone TELEVISION SETS

The 1949 line includes three new TV sets: a 26 pound portable model with a 7-inch tube and built-in antenna to retail at \$149.95, a console with 12½-inch tube priced at \$349.95, and a 10-inch table model with a round screen providing a 63 square



inch picture for \$219.95. It was announced that all the new TV sets in the Teletone line feature a new tuner with sensitivity double that of former models, and "locked-in" frequency control, which prevents drifting of the image. Teletone Radio Corp., 540 W. 58th St., New York 19, N. Y.—RADIO & TELEVISION RETAILING.

General Electric TELEVISION CONSOLE

Model 820 console includes a 12½-inch aluminized picture tube, dual speed automatic phonograph, and AM-FM radio, and will list in the East for \$695. Record stor-



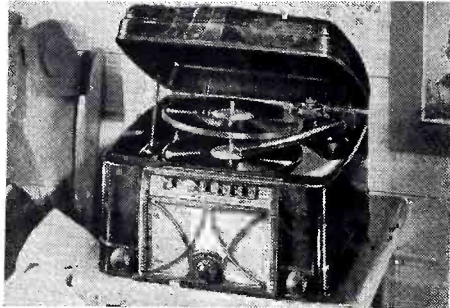
age space and a 12-inch loudspeaker are also provided, and full-length doors conceal the whole unit when not in use. General Electric Co., Electronics Park, Syracuse, N. Y.—RADIO & TELEVISION RETAILING.

Ansley CONSOLES

Three new models are available featuring 120 square inch direct view television, AM-FM radio, and duo-speed record changer. The Harvard is a modern console priced at \$945, the Georgian is a traditional cabinet style at \$945, and the Kensington is a period type at \$995. Ansley Radio & Television, Inc., 41 St. Joe's Ave., Trenton 9, New Jersey.—RADIO & TELEVISION RETAILING.

Admiral RADIO-PHONOGRAPH

The new five-tube table model features an automatic record changer for standard 10 and 12 inch discs, to retail at \$49.95.



Cabinet is of mahogany plastic. Admiral Corp., 3800 Cortland St., Chicago 47, Illinois.—RADIO & TELEVISION RETAILING.

Belmont TELEVISION RECEIVER

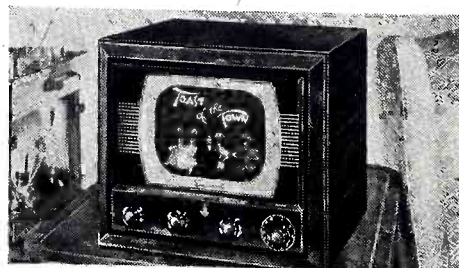
Model 10DX22, the "Observer," is a console with 10-inch picture tube and the new intercarrier sound system which lists at \$349.50. Feature of the set is operation on either AC or DC current without a converter. Cabinet size is 35½ inches high, 20 inches wide and 17½ inches deep. Belmont Radio Corp., 5921 W. Dickens, Chicago 39, Ill.—RADIO & TELEVISION RETAILING.

Hoffman TELEVISION RECEIVER

The Concord, model 802, is a console type of early American maple design available with either a 10- or 12-inch tube. Measuring 23½ in. wide, 21 deep and 34 high, the colonial design cabinet is designed to complement the Hoffman Concord radio-phonograph. Hoffman Radio Corp., 3761 S. Hill St., Los Angeles, Calif.—RADIO & TELEVISION RETAILING.

Emerson TELEVISION SET

Model 611 illustrated is a table model with 10-inch picture tube to retail at \$269.50. Automatic gain control and increased sensitivity are features of this set. Cabinet is



17½ in. wide, 19¾ in. deep, 15 in. high. Emerson Radio & Television, 111 8th Ave., New York, N. Y.—RADIO & TELEVISION RETAILING.

Philco TELEVISION COMBINATION

Model 1475 features 90 square inch screen, AM-FM radio, and dual speed phonograph, plus record storage compart-



ment. Retail price is \$699.50. Philco Corp., Tioga and "C" Sts., Phila. 34, Penna.—RADIO & TELEVISION RETAILING.

Andrea TELEVISION SETS

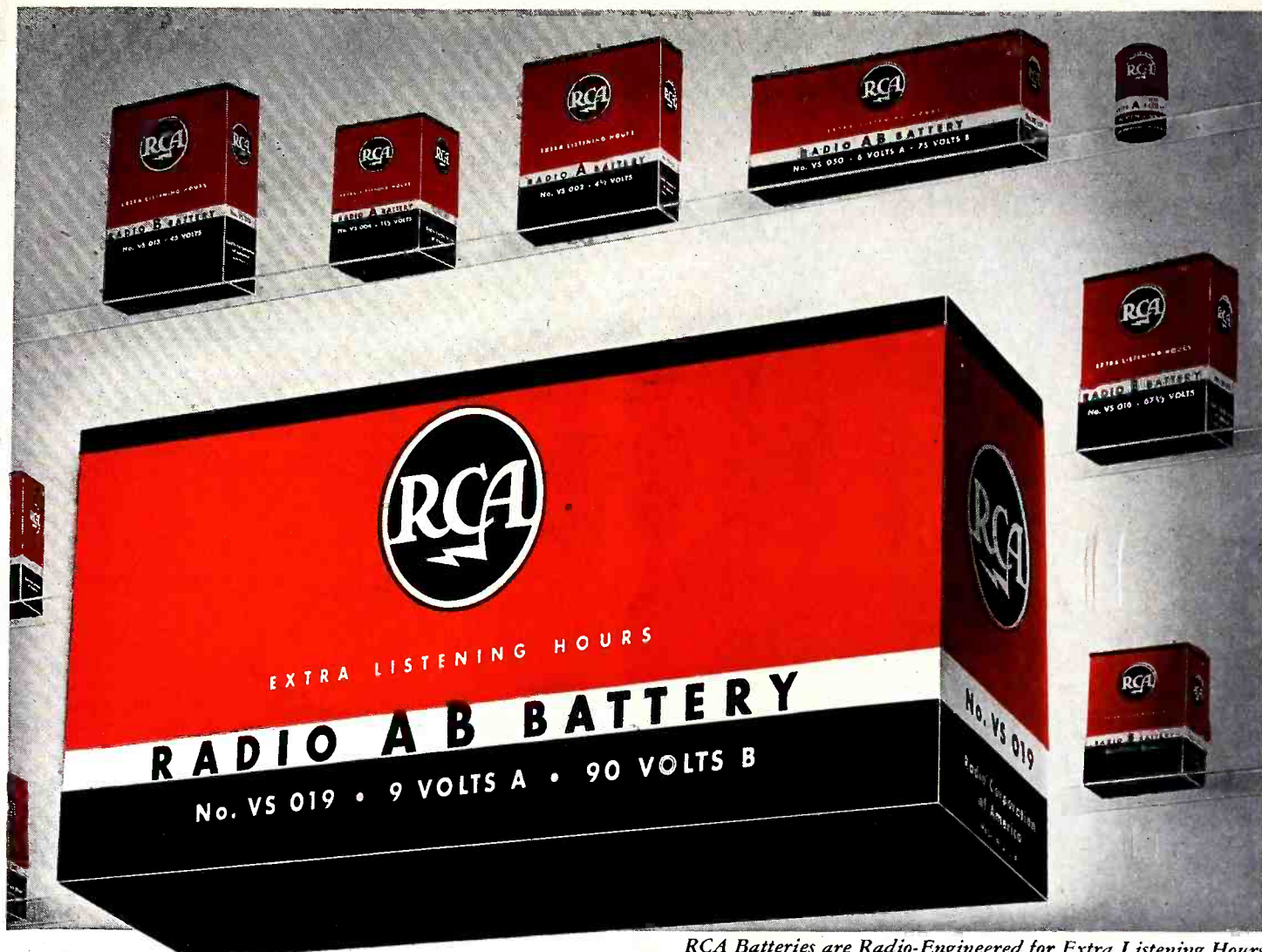
Model CO-VK124 is a console with 85 square inch picture, AM-FM radio, dual speed record changer, priced at \$745.



Features of model CO-VK15 are similar to the CO-VK124 except for a 15½-inch picture tube, and is priced at \$1095. Andrea Radio Corp., 27-01 Bridge Plaza N., Long Island City 1, N. Y.—RADIO & TELEVISION RETAILING.

Symphonic RADIO PHONOGRAPH

The armchair model is a step-table cabinet containing a 6-tube radio and a phonograph which plays either 10- or 12-inch records. Featuring a slide-rule dial and built-in antenna, the armchair model measures 28 inches high, 25 long and 17 wide, and will retail at \$79.00. Symphonic Radio and Electronic Corp., 292 Main St., Cambridge, Mass.—RADIO & TELEVISION RETAILING.



RCA Batteries are Radio-Engineered for Extra Listening Hours

Radio's Best Sellers...

and your best Profit Builders

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

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

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

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

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

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

... and the best in selling aids

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

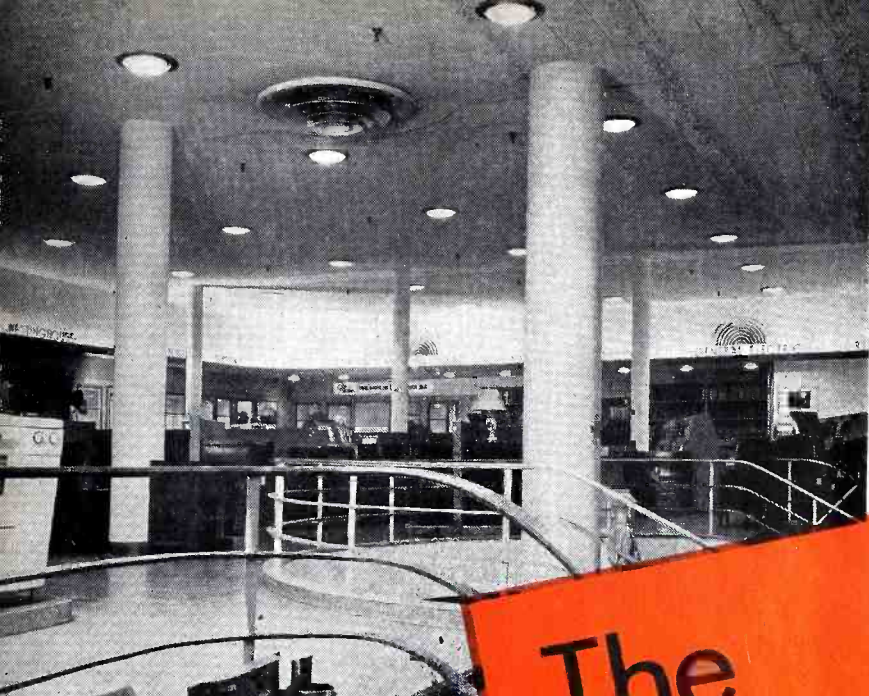


ALWAYS KEEP IN TOUCH WITH YOUR RCA BATTERY DISTRIBUTOR



RADIO CORPORATION of AMERICA

HARRISON, N. J.

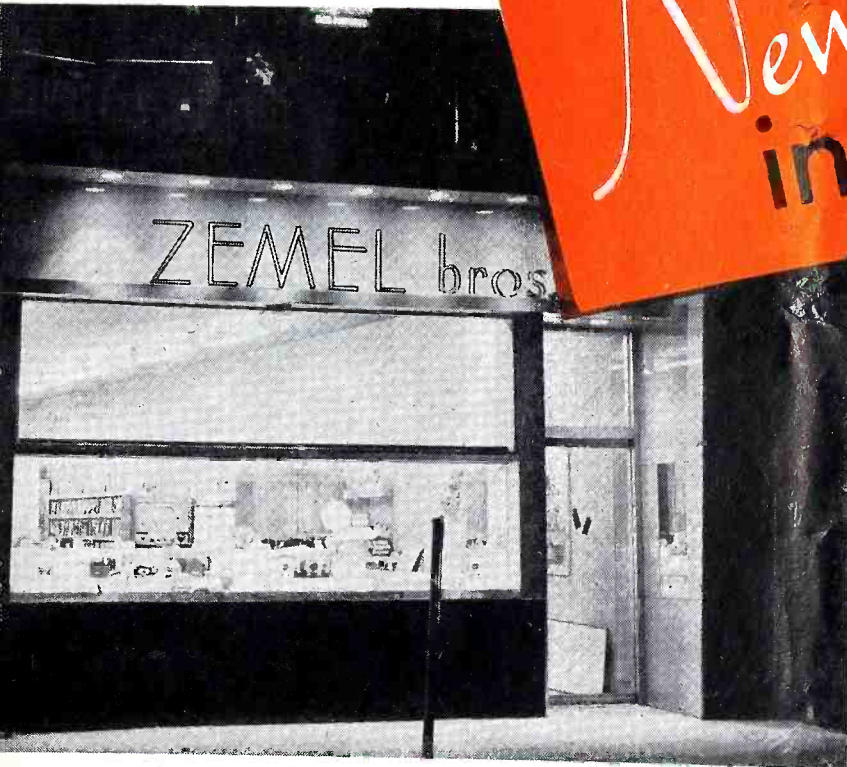


▲ The Hub, Baltimore store, presents its radios and appliances in a modern atmosphere.

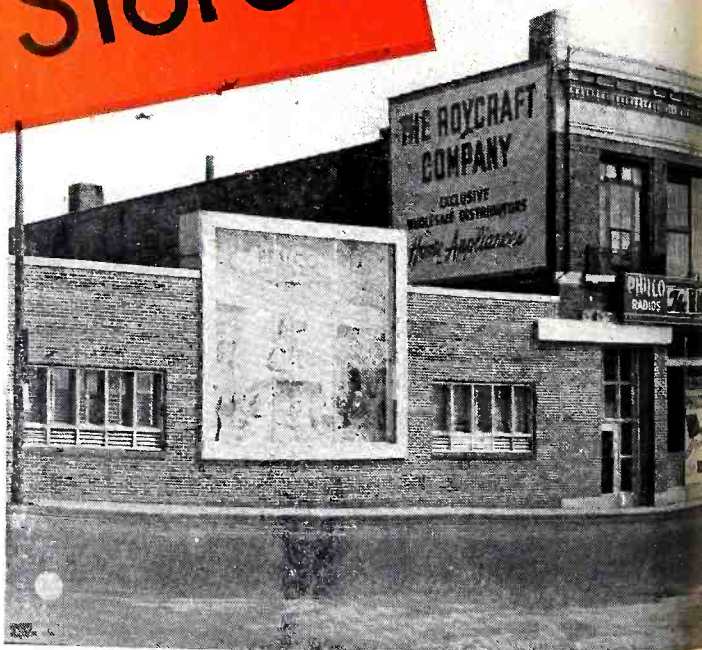


▲ Aurora, Ill., Cameradio Sales greets the customer with an atmosphere of elegance in the new department.

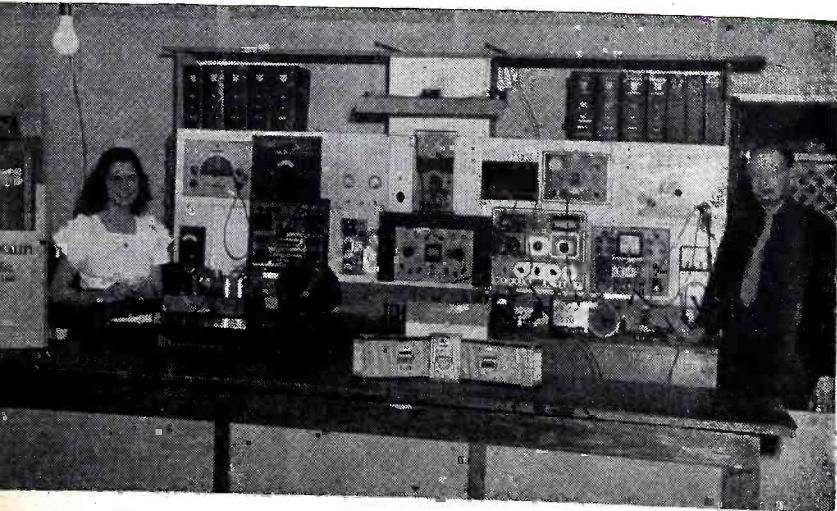
The New Look in Stores



▲ Zemel Bros., Bridgeport, Conn. store features an up-to-date curved glass display window providing full view of all radio and appliance products.



▲ The picture window is a recent addition to the building of the Roycraft Co., Minneapolis. It is brilliantly lighted at night for a real eye-stopper.



◀ The Payne Radio Shop, Aurora, Mo., attracts work from areas up to 50 miles away. Note test bench which is designed for rapid, efficient repairs.

▼ Open spacing for attractive display and easy shopping, keynotes arrangement of radio and TV receivers at Interstate Supply Co., St. Louis distributor.



Much Ado About Nothing?

WEBSTER-CHICAGO SOLVES
THE 3-SPEED RECORD PLAYING PROBLEM

... NATCH!



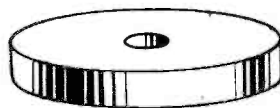
*78 RPM Standard
or 33 1/3 RPM
Long-play*

The Webster-Chicago Model 255 with Tilt-O-Matic Tone Arm and Tandem-Tip Needle has proven itself the ideal 2-speed Automatic Record Changer. Plays full one-inch stack of 10- or 12-inch records, either standard or long-play, at one loading. Finger-tip selection of balance and needle tip in one tone arm.

NOW . . .

a simple adapter kit costing but a few cents transforms Model 255 (or any other Webster-Chicago Dual-Speed Changer) into a 45 RPM player in a few seconds—no tools needed!

*45 RPM Added With
Simple Low Cost
Adapter*



Bushing to accommodate large center hole of 45 RPM records slips over spindle.



Adapter bushing fits over drive shaft for accurate, steady 45 RPM speed.

Ask your Webster-Chicago Distributor about the RM-45 3-speed adapter kit at once. Get the jump on this market. Make sales while everyone else is wondering what to do next.



WEBSTER-CHICAGO

5610 Bloomingdale Avenue, Chicago 39, Illinois

FOR THE FIRST TIME—

A Combination 78—33 $\frac{1}{3}$ —45 RPM Turntable Designed for High Fidelity Reproduction

Presto

**UNIVERSAL MASTER
(TYPE 15)**

YES, for the first time, a combination micro-groove and standard turntable with performance equal to the finest broadcast transcription turntables!

Takes records up to 12-inch diameter and operates at all three speeds—78 rpm (standard), 33 $\frac{1}{3}$ rpm (Columbia LP type) and 45 rpm (RCA Victor microgroove type).

Presto Universal Master answers all mechanical problems of record reproduction because it is a precision instrument—the only one of its kind on the market. Variations in types of grooves, turntable speeds, record shapes and sizes—all the factors that complicate the use of new-type microgroove turntables—are forgotten when you use this superior turntable.

For better reproduction, for longer trouble-free life, order Presto Universal Master from your jobber today. It's a *must* for optimum reproduction of microgroove or standard recordings!



PRESTO TYPE 15

CHECK THESE EXCLUSIVE ADVANTAGES

- ... Superior speed regulation—minimum wow and flutter.
- ... Turntable noise well below signal.
- ... No rumble from blank grooves or low-volume portion of records.
- ... High-quality pickups with permanent sapphire stylus—microgroove and standard.
- ... Handsome walnut veneer cabinet, enameled and lacquered brass metal.
- ... Heavy cast aluminum turntable, precision machined, dynamically balanced.

PRESTO

RECORDING CORPORATION

Paramus, New Jersey

Mailing Address: P. O. Box 500, Hackensack, N. J.

In Canada: WALTER P. DOWNS, Ltd., Dominion Sq. Bldg., Montreal

WORLD'S LARGEST MANUFACTURER OF INSTANTANEOUS SOUND RECORDING EQUIPMENT AND DISCS

RECORDS

Section of **RADIO & TELEVISION RETAILING**

Cash In on "THREE SPEEDS AHEAD!"

Here's How the Live-Wire Dealer Can Capitalize on Current Record Situation

All right, the phonograph record situation has the market in an uproar! Everybody and his brother is talking about it—manufacturers, jobbers, retailers, and consumers.

But they are *talking about it*, and that's important.

It's important because the alert retailer can cash in on the great new interest in phonograph records and playing equipment. And the interest is here, and very real. Make no mistake about that.

In spite of the merchandising headaches concerned with what and how much to stock, and the apparent consumer-confusion, the way things look now the whole thing may well breathe new life into the disc business which has been dead on its feet for some time.

Educate the Public

At this stage of the game there's no use crying in one's beer about the need for standardization, or going about with a sour platter-puss over what *should have been done*. It doesn't seem likely that there will be any standardization, for the remainder of this year, anyway.

It's up to the dealer to make the most—and we mean money—out of the whole affair. And it's up to him to do a streamlined public relations job with the customer in order to help turn millions of dollars worth of adverse publicity about so that it will favor the industry and give the consumer a *true picture of the situation*.

A true picture of the situation, plus simple explanation will reassure the customer, speed sales and help do away with the "I'll wait" attitude. The merchant who gripes to the customer is hurting himself.

The other day, in a record department, we saw a striking example of what *not to do* in talking about the multi-speed situation with customers. A man came in asking about the "new records," and, venturing an opinion that from what he'd read in the newspapers the public had been "left out on a limb." The salesman went all-out in agreeing with the customer that the whole situation was in a "terrific mess," and that dealers are in the middle just as much as the retail buyers are.

Such methods sell the industry down the river. They help worsen a situation that *no one can do anything about* at this time. They put the brake on sales that could be made through *enlightening* the customer . . . via the *true facts at hand*.

Some of such facts are:

1. Owner's present 78-RPM turntables *have not been made obsolete*. Those manufacturers pressing new-speed discs will continue making the conventional platters. So far as the new records needing special equipment is concerned, the dealer should make an analogy between this situation and, for instance, the fluorescent light bulb one. Persons wishing to buy fluorescent lamps (one of the lighting industry's most spectacular sellers) *cannot use* existing conventional fixtures and outlets. Furthermore, it may be pointed out, that consumers cannot use *cylindrical* records on players made for discs, nor can they use millions of certain old

disc records on *changers*, unless played manually.

2. Playing equipment to handle either the new RCA Victor or Columbia discs is most reasonably priced, and occupies very little space.

3. Numbers of players to handle all three speeds are hitting the market, and some are being included in instruments. All these are available to the public.

The dealer who has *all the information* at his finger tips, and who knows how to meet customers in a receptive manner, can use this information to bring people into his store. *He should advertise his establishment as headquarters for information* designed to clarify the situation in the minds of his customers. In this way he can be of real service to the people in his trading area, and make money in so doing.

Sales Possibilities

Millions of homes *have no turntables of any kind*, so that the dealer has the opportunity to start the "first" buyer off with all the desirable equipment. For existing equipment there are adjunctory players, adapters and converters designed to enable any instrument to handle "all three," which will appeal to many people because of the favorite artist angle.

All in all, the spotlight's on the record business. Therefore, it's up to us to put away the crying towels and get to work. RADIO & TELEVISION RETAILING estimates that *by the end of 1949 there will be twenty-five million turntables in use in this country*. A whale of a lot of platters can be sold if we do the job the right way, capitalizing on the very conditions, which for a time appeared likely to stymie the market.

To Keep Posted on Present Record Situation, See . . .

NEW PRODUCTS and NEWS ITEMS

Throughout this issue.

What's all this about a "RECORD WAR"?

Columbia LP Microgroove Records Are Already an Established Success...the Strongest Trend in Record Sales Today ...and the Greatest Stimulus to the Record Business in Years!

You hear a lot of talk about the coming "record war" and the effect it may have on your business.

Don't let it worry you.

The Long Playing record is here to stay. It has already put new life into your record business.

That's not just *our* opinion. It's the verdict of most of the record-buying public and the industry.



For proof, let's look at the balance sheet, only 8 months after this sensational new record took the musical world by storm:

- 1.** More than 600,000 families have already bought players for LP records.
- 2.** These families have bought more than 2 million LP records—the equivalent of more than 10 million conventional shellac records. And LP sales are rising every day.
- 3.** Nearly as many musical works in LP form are being sold to the 600,000 owners of LP players, as were sold in Columbia albums a year ago to the entire 12 to 15 million owners of conventional equipment. Obviously, "LP families" are much heavier record buyers than "shellac families."
- 4.** All leading manufacturers—with one outstanding exception—have already produced radio-phonograph equipment to play LP records, along with conventional records on the same turntable, or have announced their intention of doing so. Among them are Admiral, Capehart, Crosley, General Electric, Magnavox, Philco, Stewart-Warner, Stromberg-Carlson, V-M, Webster-Chicago, Westinghouse and Zenith—from A to Z!
- 5.** Scores of radio stations have installed equipment for playing LP records over the air.
- 6.** The Federal Government has already invited Columbia Records to submit bids for the production of LP records for government use.
- 7.** Columbia Records has offered the use of the Microgroove system to all other record manufacturers. Mercury Records has already taken advantage of this and Mercury Long Playing Records will soon be available.

Make the LP trend make more money for you!

Here are 3 things you can do to get your share of this business right now:

FIRST: Make sure that your salespeople know the LP story thoroughly and can explain it simply to customers.

SECOND: Push the sale of LP playing equipment. Every such sale you make is a source of increased, continuing record business for you.

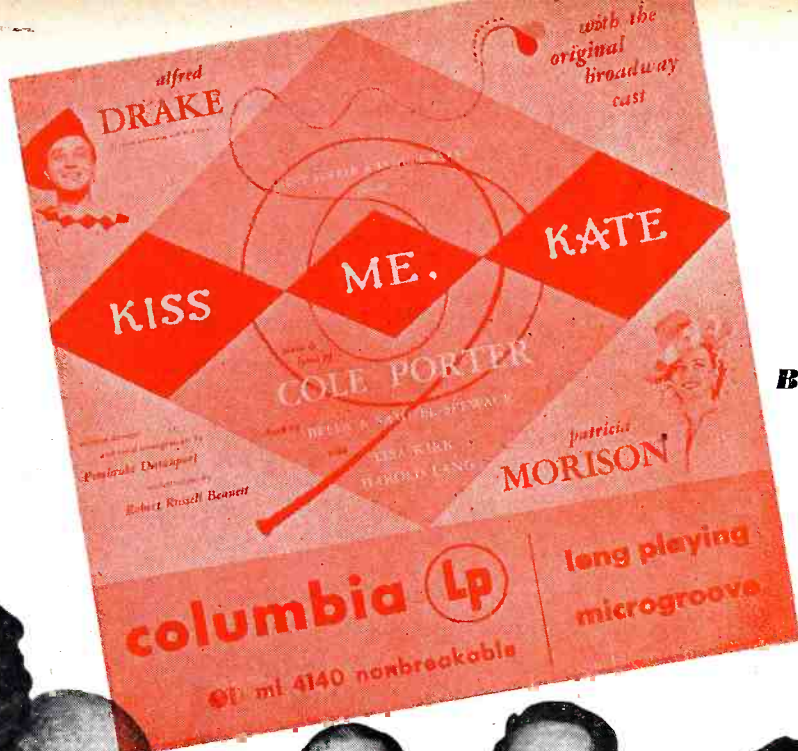
THIRD: Make up a mailing list of LP equipped families in your area and send them monthly announcements of new LP releases. Remember, LP families are the best record buyers in the country today.

Do these things and you can't miss!



COLUMBIA
LP **MICROGROOVE**
RECORDS

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



Play Up

Broadway Show Albums, Full Length Opera Releases, Bright Recording Personalities Spark Selling



Photographed at the "Kiss Me, Kate" recording session are (l. to r.): Lisa Kirk, songstress; Edward Wallerstein, chairman of the board of Columbia Records, Inc.; composer of the show score, Cole Porter; singing star Alfred Drake; Columbia vice-president Manie Sacks.

Capitol's Clark Dennis has waxed some popular Irish songs.

Derry Faligant's MGM recording of "As You Desire Me" a hit.

BABBITT, HARRY: "Portrait of Jennie"—"Baby, I Need You," Seeco 4115
Babbitt achieved popularity as a band vocalist; his release on this label is pleasant.

COMO, PERRY: "Supper Club Favorites," RCA Victor 20-3298
Album bears title of Como's very popular radio program, and as such is bound to come in for more than an average share of publicity. In addition, tunes are Como at his best—singing "Prisoner of Love," "Because," and "Till the End of Time" to name a few.

CLARK, BUDDY: "I Don't See Me in Your Eyes Anymore"—"I Get Up Every Morning," Columbia 38408
Pleasant pair of ballads given excellent vocal rendition by Buddy Clark.

COMO, PERRY: "Blue Room"—"With a Song in My Heart," RCA Victor 20-3329
Popular standards by Rodgers and Hart, featured in "Words and Music," gets good treatment by crooner.

CUGAT, XAVIER: "Con Maracas," "Peter, Peter, Pumpkin Eater," Columbia 38389
"Maracas" is featured in film "Luxury Liner," which dealers could use as an advantageous Cugat tie-in. Reverse a samba rhythm.

DAY, DORIS-CLARK, BUDDY: "I'll String Along with You"—"Powder Your Face with Sunshine," Columbia 38394
Doris does the oldie "I'll String Along" in her new movie, "My Dream Is Yours." "Sunshine" flipover a bright tune that's been selling.

DAY, DORIS: "I'm Beginning to Miss You"—"Don't Gamble with Romance," Columbia 38405
A new Irving Berlin ballad, "I'm Beginning to Miss You" now in the limelight. Reverse side has nice waltz rhythm.

DORSEY, TOMMY: "So In Love"—"While the Angelus Was Ringing," RCA Victor 20-3331
Denny Dennis, T.D.'s vocalist, does a



New Disc Attractions

stand-out job on these ballads—pulling with strong appeal.

HAYES, PETER LIND: "Johnny Get Your Girl"—"I Got a Gal in Galveston," Decca 24570

Vic Scheon's orchestra and Regalaires vocal group give Hayes good backing on this novelty coupling. Decca is going all-out promoting comedian as a recording personality.

HAYMES, DICK: "A Rosewood Spinet"—"While the Angelus Was Ringing," Decca 24567

Haymes records have been consistent best-sellers of late . . . this coupling shows great promise of beating previous sales records. Sides are smooth an' soft.

HORLICK, HARRY: "Tangos for Two," MGM 39

Tangos especially arranged for dancing . . . but given a well defined rhythm suitable for dancing. Included are "La Cumparsita" and "Adios Muchachos," as well as six others.

JACQUET, ILLINOIS: "South Street Special"—"Diggin' the Count," Apollo 785

A pair of never-before-released Jacquet sides that are sizzling jazz; "Diggin' the Count" should appeal to



The complete recorded version of Verdi's "Aida" an important recording event. Featured are: Beniamino Gigli, and the chorus and orchestra of the Opera House, Rome.

A new recording find. Decca has great hopes for the future of Peter Lind Hayes as a singer. He demonstrates his abilities on new release "I Got a Gal in Galveston."



purchasers of "Robbins Nest" hit waxing.

KLEIN, MANNIE: "San"—"Weary Weasel," Coral 60032

"San" side has been catching on in certain areas; jump type tune with Dixieland overtones. Flip a novelty.

LAINE, FRANKIE: "Don't Have to Tell Nobody"—"I Wish You Were Jealous of Me," Mercury 5243

Two tunes, tailor-made for the Laine talent.

LEE, PEGGY: "Blum Blum"—"If You Could See Me Now," Capitol 15371

Novelty number that the company hopes will catch on enough to make the phrase "Blum Blum" a familiar bit of slang. Big publicity barrage aimed at this disc.

LEWIS, TED: "Palling Around with You"—"Little Old Church in the Valley," Decca 24564

The ever-popular Ted Lewis is al-

(Continued on page 56)

New RCA Victor Discs In Seven Bright Colors

Translucent plastic phonograph records in a variety of bright, eye-catching colors have been announced by RCA Victor as a feature of its new 45 RPM music reproduction system. J. B. Elliott, vice-president in charge of RCA Victor consumer products, pointed out that "dealers will have a small, single-size record for all music classifications with the various categories identified by bright, attractive colors through the use of translucent vinyl plastic."

RCA Victor is planning advertising, promotion and merchandising aids for the new phonograph records and instru-

ments which will capitalize on the gaily colored discs.

The color index is ruby red for classical; midnight blue for semi-classical; jet black for popular; lemon drop yellow for children's; sky blue for International; grass green for Western; cerise for folk music. At jobber meetings conducted throughout the country prices were announced at \$.65 for the popular and \$.95 for the classical 45 RPM recordings.

New Decca Appointments

Jack Kapp, president Decca Records, New York City, announced the appointment of Gordon Jenkins as Decca musical director.

Columbia Records Head Recaps Disc Situation

In a statement to the press, Edward Wallerstein, chairman of the board, Columbia Records, Inc., expressed his desire to clear up any misunderstandings that may exist among dealers and the public insofar as Columbia Records is concerned.

In summing up response to the new Long Playing Microgroove Records Mr. Wallerstein gave the following figures: In eight months, almost 600,000 American families have bought players. These same families have already purchased upwards of 2,000,000 individual LP records—the equivalent of more than 10,000,000 conventional shellac records. Current sales figures for LP records show they are being bought progressively faster and faster each day, he said.

Mr. Wallerstein said that "virtually all leading manufacturers, with the outstanding exception of RCA Victor, have already produced radio-phonograph equipment to play LP records, along with conventional records on the same turntable, or have announced their intention of doing so." He further stressed the unique long-playing features of the records, quality of sound reproduction, and savings in costs as factors in widespread response to the records. Additional features of different sized discs, standard spindle size, automatic LP changers giving over four hours of music, easy adaptability of LP units, and savings in storage space were cited as other favorable factors.

Mr. Wallerstein then summed up the differences, as he saw them, between Columbia's record and the new RCA Victor 45 RPM record. He concluded by giving dealers and public his profound assurance that they can continue to buy LP records with complete confidence.

Included with the Wallerstein statement were messages from Philco, Westinghouse, Magnavox, General Electric, and Farnsworth.

National Music Week

Keynote slogan for National Music Week, May 1-8, is: "Music Strengthens Friendly Ties of Individuals, Groups, Nations." The National and Inter-American Music Week Committee, 315 Fourth Ave., New York City, has issued a helpful letter of suggestions for dealers who would like to participate in National Music Week.

AMC Issues Music Guide

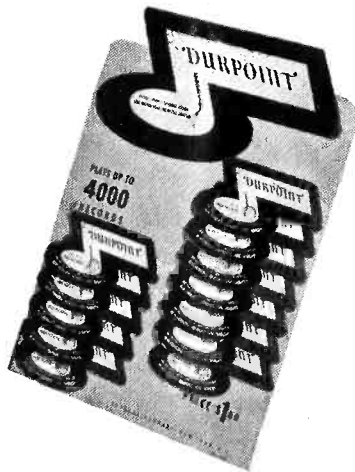
The American Music Conference, 332 So. Michigan Ave., Chicago 4, Ill., has prepared a manual, "Moving Ahead with Music," to use as a guide to a community group or organization concerned with the development or expansion of school and community music activities. The 16-page booklet charts a plan of action and then step-by-step outlines how the plan can be accomplished. It is suggested for dealer use in broadening the scope of community music activity.

DEALERS' CHOICE

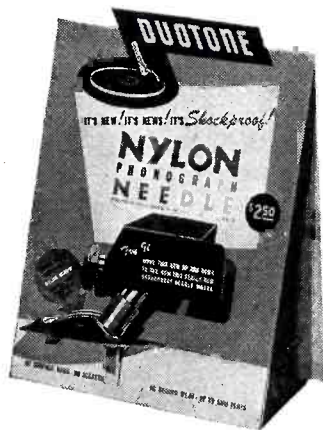
THREE DUOTONE NEEDLES PUT PEP IN ACCESSORY SALES



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



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



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

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

Crestwood MagicTape RECORDER

DOWN COMES THE PRICE TO

UP GOES TONE FIDELITY

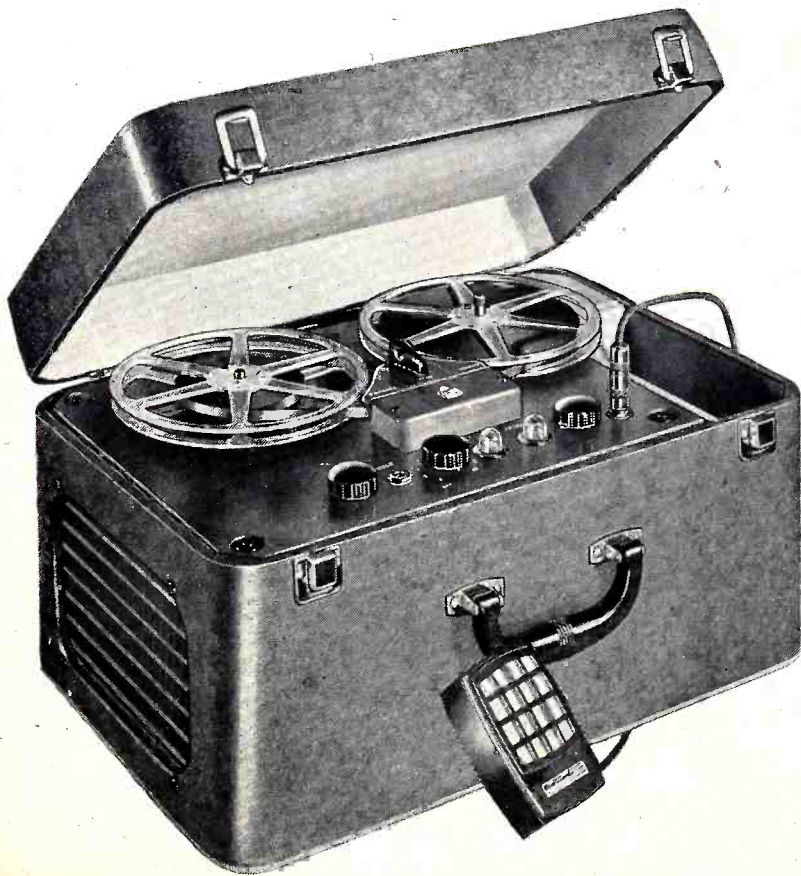
Here is the tape recorder you... and your customers... have been waiting for!

LIST
\$ **189**⁵⁰
Microphone Included
(\$192.50 on West Coast)

Yes, sir! Here's the machine that's got what it takes to sell in *volume* . . . to homes as well as to offices, professional people, schools, churches, etc. Incomparable tone fidelity . . . with faithful reproduction of the full frequency range from 50 to 8000 cycles . . . *at a price within the reach of everyone!*

The Crestwood MagicTape Recorder has a completely new type of recording mechanism . . . patented and exclusive. It has a new, compact, high-gain amplifier. And look at the features . . . including two-channel recording! Compare this recorder with machines priced much higher.

Yes, the Crestwood MagicTape Recorder sells easy! Discounts are right . . . and it's backed by aggressive advertising with plenty of store sales aids: Get the facts! Mail the coupon today!



FEATURES APLENTY!

- **Makes Recordings from Radio, Phonograph Records or Microphone.** Recordings last indefinitely . . . no matter how often played.
- **Two Channel Recording** puts a full hour's entertainment on the standard half-hour reel. Also plays single channel recordings made on other machines.
- **Simple as A-B-C.** Just three controls: (A) Forward-stop-rewind, (B) Record-or-play, (C) Tone-and-volume. Threads easily by simply dropping tape into slot.
- **Self erasing.** Each new recording completely erases previous recording . . . automatically. Can't accidentally erase while rewinding.
- **Records or Plays Continuously.** Not necessary to rewind before removing reel. Fastest rewind time . . . less than 1½ minutes. No rethreading needed for immediate rewind.
- **Output jacks** permit playing through a high fidelity radio amplifier, a P.A. system or an auxiliary speaker system.
- **Light Weight, Compact.** Weighs only 25 pounds, including microphone and extra reel. Size: 18" x 12¼" x 9¾" high.
- **Handsome, Sturdy.** Ruggedly constructed, scuff resistant case is finished in rich, light brown with gold beading. Comfortable carrying handle.

MAIL FOR COMPLETE INFORMATION

CRESTWOOD RECORDER CORPORATION
218 S. Wabash Ave., Chicago 4, Ill.

Gentlemen: Please rush complete information about the Crestwood MagicTape Recorder. No obligation.

Name _____

Address _____

City _____ State _____ RT-3

Capitol to Release 45 RPM Recordings

Capitol Records, Inc., Hollywood, Calif., announced that beginning in April, it will supplement its regular 78 RPM releases with 45 RPM 7-inch records. President Glenn E. Wallichs stated that the records would be identical to and utilize the same system as that employed by RCA Victor. Mr. Wallichs stressed the fact that "we shall also continue to produce our present conventional 78 RPM record and will promote them even more enthusiastically than in the past. We believe there will be great public demand for these for a long time to come and they will account for the major part of the industry's sales.

Mercury LP Releases

Irving Green, president of Mercury Record Corp., in announcing the perfection of a vinylite record to be used with 33½ RPM microgroove record players, revealed that among the first releases will be the Khachaturian "Violin Concerto" featuring David Oistrakh; the Tchaikovsky "1812 Overture" with the Mengelberg-Amsterdam Concertgebouw Orchestra; song favorites by coloratura Erna Sack, and the Vaughan Williams and Cimarosa Oboe Concertos as performed by Mitchell Miller with the Saidenberg Little Symphony.

RCA Victor Artist News

Nathan Milstein has signed a long-term contract to record exclusively on the RCA Victor Red Seal label, James W. Murray, vice-president in charge of RCA Victor record activities announced.

A number of musical artists are represented in a group of recently released Gramophone recordings now available to American record dealers through RCA Victor distributors on order from the company plant in Camden, N. J. Included are releases by Arthur Schnabel, Kirsten Flagstad, Beniamino Gigli, Wanda Landowska, Wilhelm Furtwangler and Wilhelm Bachaus.

Columbia Promotions

The appointments of Ken McAllister, as manager of distribution and promotion, and Jeff Wilson, as manager of distribution and merchandising for Columbia Records Inc., have been announced by Paul E. Southard, vice-president in charge of merchandising for the company.

Both posts are new in the Columbia Records organization. Mr. McAllister will be in charge of all advertising, sales promotion, and publicity activities. Mr. Wilson will be responsible for all merchandising, departments, chain store sales, sales statistics, and the label department.

New Disc Attractions

(Continued from page 53)

ways a good draw on his cross-country dates. "Pal" song has been catching on with audiences during the past few months, and recorded version should do something for Lewis.

LOMBARDO, GUY: "So In Love"—
"Here I'll Stay," Decca 24572

Lovely show tunes, from "Kiss Me Kate" and "Love Life" given Lombardo treatment for an all-around good to listen to and dance to disc.

MARTIN, TONY: "No Orchids for My Lady"—
"We're Not Getting Any Younger, Baby," RCA Victor 20-3336

"Orchids" side a haunting ballad that is bound to hit a responsive chord with Martin fans. His shading and projection of tune is tops.

PAGE, PATTI: "Streets of Laredo"—
"My Dream Is Yours," Mercury 5240

Both songs are from title film, "Streets of Laredo." Patti Page is an up-and-coming songstress whose discs have been doing well.

PASTOR, TONY: "Grieving for You"—
"Saturday Night Mood," Columbia 38383

"Saturday" novelty presented with customary Pastor antics; Rosemary Cloony does the vocal on the slow and sentimental "Grieving."

SHORE, DINAH: "Always True to You in My Fashion"—
"So in Love," Columbia 38399

Show tunes from "Kiss Me Kate" lets Dinah do her fetching bit in the clever "True to You in My Fashion" and the soulful ballad "So in Love." Another good seller.

SINATRA, FRANK: "Comme Ci Comme Ca"—
"While the Angelus Was Ringing," Columbia 38407

One of the better Sinatra pairings—this coupling has nice French overtones, good tempo, and rich backing from Axel Stordahl's orchestra.

STAFFORD, JO: "Always True to You in My Fashion"—
"Just Reminisce," Capitol 15378

"Fashion" tune from "Kiss Me Kate" a Cole Porter show-stopper, given the Stafford deft treatment. Reverse a slow moving ballad.

THE RAVENS: "Always"—
"Rooster," National 9064

Combo does top job of rhythm vocalizing on "Always"; the flipover is a tongue in cheek novelty.

THE THREE SUNS: "You, You, You Are the One"—
"Moonlight Romance," RCA Victor 20-3322

"You Are the One" a catchy and tuneful number reminiscent of a folk waltz that will have toes tapping on first hearing.

TODD, PETER: "Twi-Twi-Twilight"—
"Josh-u-ah," Coral 60031

Another one of the "bright, new" names Coral is working hard to build. This orchestra has easy-to-listen-to smooth approach.

(Continued on page 58)

The Quickest Change ON RECORD(S)



LIKE THE DEMANDS on Television entertainers for speed in changing costumes—there is need for greatest possible ease and speed when phonograph owners change back and forth from LP Microgroove to standard 78 RPM Records. Public satisfaction and convenience demand it. That's why the two-in-one feature of Astatic's new FL Series Long-Playing Pickups is considered of first importance. Each of these amazing units plays both types of recordings . . . and makes the change-over in seconds. There is no changing of needle pressure, no similar adjustments to make. All that the user need do is change cartridges. Takes only seconds, because the FL Pickups' tiny LP Cartridges fix themselves into playing position on the same slip-in principle which firmly joins barrel and cap of many modern fountain pens. Write for new brochure, giving full details, illustrations, on the complete Astatic Long-Playing Line.



FLC-33 Crystal Pickup



FLT-33 Crystal Transcription Pickup



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I. R. E. Convention, New York,
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Two Great Specials!

"The Rape of Lucretia"

Britten's famous opera
sung in *English*.
Album DM-1288
\$11.00

"Nuns' Chorus"

A hit in England and Canada!
Solo by Anni Frind.
and "Habanera"
12-0769, \$1.25

... and here's your

RCA VICTOR release for April:

Heifetz: Vocalise, Op. 34, No. 14
—Rachmaninoff; Menuet—Ravel
and Mouvement Perpetuel—Tans-
man. With Emanuel Bay at the
piano. 12-0765, \$1.25.

**Boston Symphony Orchestra, Serge
Koussevitzky: Ma Mere L'oye**
(Mother Goose Suite)—Ravel.
DM-1268 (envelope album), \$2.50.

**Clöe Elmo, Beniamino Gigli: Il
Trovatore: Act IV, Ai Nostri Monti**
—Verdi; Beniamino Gigli: *Le Roi
D'ys: Act III, Vainement, Ma Bien
Aimée*—Lalo. 12-0767, \$1.25.

**Boston "Pops" Orchestra, Arthur
Fiedler: Der Rosenkavalier: Waltzes**
—R. Strauss. 12-0762, \$1.25. *Hun-
garian Rhapsody No. 2 in C-Sharp*
—Liszt. Record 12-0762, \$1.25.

James Melton: Panis Angelicus
(Bread of Angels)—Franck. *Jocelyn:*

Caches Dans Cet Asile—Godard.
12-0764, \$1.25.

**Yehudi Menuhin: Sonata No. 1—
Béla Bartók.** DM-1286, \$6.00.

Leopold Stokowski and his Sym-
phony Orchestra: *Les Preludes*
(Symphonic Poem No. 3)—Liszt.
DM-1277 (envelope album), \$2.50.

Arturo Toscanini, the NBC Sym-
phony Orchestra: *Manfred: Over-
ture, Op. 115*—Schumann; *Consecra-
tion Of The House: Overture, Op.
124*—Beethoven. DM-1287, \$4.75.

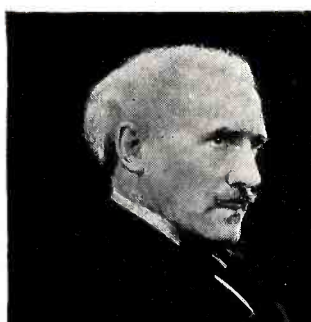
Arturo Benedetti Michelangeli:
Andaluza and Fantásque. Record
12-0736, \$1.25.

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

EXTRA! EXTRA! This month RCA Victor brings you a brand-new record
magazine "The Record Review" combined with "In The Groove."
32 pages of reading for your customers—articles by Earl Wilson,
Leonard Lyons, Michael Levin, Leopold Stokowski, Perry Como,
others. Up your record sales. Order your imprinted copies today!

THE WORLD'S GREATEST
ARTISTS ARE ON

RCA VICTOR Records



NOW! A \$10 SALE

for every
record-player
in your area!

LIST PRICE \$7.50



SELL NEW TITONE PICKUP!

- FIRST BASIC PICKUP ADVANCE IN 10 YEARS—the original piezoelectric ceramic pickup!

- SELLS ITSELF IN A 2-TO-5-MINUTE CALL! Fits all tone arms. Whenever your service men make any call—let all your customers hear TITONE. They'll say "SOLD!" and you'll profit, because—

- TRANSCRIPTION TONE QUALITY! Full frequency to 10,000 cycles! Bell-like supertone makes even old players thrilling!

- SURE-FIRE IN HUMID CLIMATES! Utterly unaffected by climate, moisture, fungus! Booms sales, wins back customers.

- DOUBLES RECORD LIFE AND PLEASURE! Gives "ordinary" records sparkling quality—revives worn favorites. Will play down to 1/2 normal pressure, NO "needle talk!"

- RUGGED! PERMANENT! No crystals, magnets, filaments to fail! No pre-amplifiers. Ceramic TITONE performs perfectly for years!

NO TONE LIKE TITONE

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

New Disc Attractions

(Continued from page 56)

WARREN, FRAN: "What's My Name?"
—"Why Can't You Behave?" RCA
Victor 20-3330

RCA Victor has been giving this songstress a top build-up; her fresh style is characterized by a sock delivery and deep, throaty tones. "What's My Name?" side will create attention. Flip from "Kiss Me Kate."

CLASSICAL WORKS

BEETHOVEN: "Sonata No. 3 in A, Op. 69," Pierre Fournier, cellist; Artur Schnable, pianist. RCA Victor DM-1231

French cellist Pierre Fournier makes his RCA Victor debut with this recording. This cello sonata is a favorite of chamber music enthusiasts and the appearance of two such artists of high renown assures it of a good reception.

COPLAND: "Sonata for Piano." BERNSTEIN: "Seven Anniversaries," Leonard Bernstein, pianist. RCA Victor DM-1278

The combination of Bernstein and Copland should prove to be a sales stimulus for followers of modern music. The Copland sonata has been judged one of the most serious of his works. The final side of the album features Bernstein performing some miniature musical works of his own composition.

KOSTELANETZ, ANDRE: "Invitation to the Waltz," Columbia MM-815

Eight delightful waltzes in the lush, full-bodied Kostelanetz manner. Included are Strauss' "Waltz from 'Sari,'" Lehar's "Gold and Silver Waltz," and Stolz' "Two Hearts in Three-Quarter Time."

RAVEL: "Tzigane" (Two Parts), Zino Francescatti, violin; Artur Balsam, piano. Columbia 72771-D; 3-114 (LP)

First part violin solo show-cases Francescatti violin talents; Ravel's impassioned music given a glowing performance.

STRAUSS, RICHARD: "Don Juan," Amsterdam Concertgebouw Orchestra, Willem Mendelberg conducting. Mercury MDM 24

American audiences who are familiar with Mendelberg's work as a conductor will realize that this is a release of extraordinary importance. The tone poem gets a brilliant orchestral handling. Album packaged in handsome leather-type cover.

VON FLOTOW: "Overture to Martha," played by the Orchestra of the German Opera House. Mercury DMS 38

Tuneful Overture a great favorite; this version from Mercury's repertoire of Czech masters should garner plenty of sales.

VOCAL ARTISTS

BJOERLING, JUSSI: "Jussi Bjoerling Singing Favorite Operatic Arias," RCA Victor MO-1275

Recordings in this album previously available as singles; collectors who like to have their favorites in one cover will appreciate the packaging of the famous tenor arias from "La Boheme," "Aida," "Carmen," "Cavalleria Rusticana," "Marta" and "Faust." Bjoerling has attracted a huge personal following since his arrival on these shores. Arias selected are perennially popular.

McNALLY, JOSEPH: "Songs of the Emerald Isle." MGM 38

McNally is another Irish tenor in the famed John McCormack manner; his previous MGM release was received favorably and this album is the result. Of course, with St. Patrick's Day coming, its timeliness is obvious.

SVANHOLM, SET: "Hochstes Vertrauen"—"In Fernem Land," arias from "Lohengrin." RCA Victor 12-0691

Wagnerian tenor Svanholm is heard to fine advantage in these arias. His style of delivery, and richness of tone in the true Wagnerian tradition.

TRAUBEL, HELEN: "Sacred Songs by Helen Traubel." Columbia MM-807, ML-4117

Familiar choir songs by Bach, Handel, and Mendelssohn should sell particularly well around Eastertime. Shellac records also sold as singles.

QUARTARARO, FLORENCE-VINAY, RAMON: "Parle-Moi De Ma Mere," aria from "Carmen." RCA Victor 12-0687

Fine vocal duet by two of the outstanding new artists of the Metropolitan Opera.

Columbia LP Releases

Additions to the list of currently available LP records include: Handel: "The Messiah," SL-51, \$14.55; Mozart: "Sonatas for Violin and Harpsichord," SL-52, \$9.70; "Ezio Pinza in Scenes from 'Boris Godounov,'" ML 4115, \$4.85; Brahms: "Hungarian Dances," "Strauss Waltzes," ML 4116, \$4.85; "Sacred Songs by Helen Traubel," ML 4117, \$4.85; "Carnegie Pops Program," ML 4118, \$4.85; Dvorak: "Symphony No. 4 in G Major," ML 4119, \$4.85; Saint-Saens: "Symphony No. 3 in C Minor," ML 4120, \$4.85; Tchaikovsky: "Serenade in C Major for String Orchestra," ML 4121, \$4.85; "Night Life on Two Pianos," ML 2033, \$3.85; "Romance," Jane Powell, ML 2034, \$3.85; Chopin: "Mazurkas," ML 2036, \$3.85; "Benny Goodman-Peggy Lee," CL-6033, \$2.85; "Marek Weber Presents In Old Vienna," CL-6034, \$2.85; "Piano Reflections by Claude Thornhill," CL-6035; "Pancho Goes to a Fiesta"—"Come to the Circus," JL-8005, \$2.85; "Little Black Sambo"—"Little Red Riding Hood," JL-8006, \$2.85.

ELECTRICAL APPLIANCES

Section of **RADIO & TELEVISION RETAILING**

How to Sell MORE Vacuum Cleaners

Here's a Formula That's Bound to Work—Step-by-Step Plan for the Profit-Minded Merchant

Competition is increasing by leaps and bounds in the vacuum cleaner business. The customer can choose from more than twenty well-known makes, representing at least forty models.

Cleaners are now definitely in a buyer's market. The man who *waits* to take a sale will be beaten to the punch by the fellow who *works* to make one.

And yet the present situation isn't unique. For years the public has been educated to buy vacuum cleaners via (1) *salesmanship*, and (2) *demonstration*. Therefore, the consumer *expects* such merchandising techniques to be employed when he plans to select a cleaner.

him now to put new life and zip into selling along the old, familiar lines.

The merchant who goes all-out to sell more cleaners today will reap a far greater reward than he could ever hope for in the past. To prove this to himself, he has but to look back to the days before the war to realize that today's market is *far richer*, and *far easier* to sell in.

Vacuum cleaners are clean, profitable products, and since they lend themselves so well to forthright sales effort, let us proceed step by step through a formula especially designed to greatly increase sales.

Brands Carried

In viewing the merchandise itself, the dealer needs to take a fresh look at his set-up. Does he carry *selling* brands, the ones known to be acceptable to the people in his trading area? Does he stock enough makes? Or too many? Are there some slow-movers in his line that cannot be readily sold for one reason or another? Is he getting the right kind of cooperation from his manufacturers and wholesalers?

In taking this new look at his vacuum cleaner department he needs also to satisfy himself that his prices are right and that the products he sells perform efficiently and stand up well. Selection of proper merchandise is vitally important since much of any dealer's business comes from leads furnished and "conditioned" by satisfied users.

In order to get going in the right direction on a plan to sell more cleaners, the dealer needs to start with the products themselves.

Many a merchant takes it for granted that all of the people in his trading area are familiar with the fact that his store stocks vacuum cleaners. It's never wise to operate a business on such premise.



Make your show-windows sing. Read this article and find out how to do it effectively.

One has to keep everlastingly at the job of keeping his name out in front.

Of prime importance in making one's store known as vacuum cleaner headquarters is the operation of a first class repair department, properly advertised. In addition to the service revenue, every person who brings in an old cleaner for repair is a prospect for the purchase of a new one, using the old job as a trade-in. (For tips on how to handle traded-in vac cleaners profitably, see article, "Cash In on Cleaners!"—July, 1948.)

A good service department is a necessary adjunct to merchandising. No person will knowingly buy a cleaner from a store which has no repair facilities.

A store can be publicized as vacuum cleaner headquarters through advertising in classified phone books, newspapers, by direct mail, and over the

(Continued on page 60)



No "one-vacuum cleaner home" is "saturated." Sell two or more cleaners to lighten work.

In addition, there is a favorite buying location—a "site of sale" proposition to consider as well. The most important "site of sale" is now, as it was in the past, right in the home itself. Next in importance comes the well set up, skilfully operated in-store demonstration center.

That's the story in a nutshell. The dealer knows what the buying public is accustomed to demand. It's up to

How to Sell **MORE**

(Continued from page 59)

telephone. In all such messages, service should be stressed because it is always a pulling angle.

The dealer who wants to do a consistently satisfactory volume will always have vacuum cleaners in his show-windows, and an in-store demonstration center that is attractive and effective. (See accompanying panel for articles on vac cleaner window displays.)



In canvassing, don't "skip" houses. Remember the "law of averages" is still in effect.

Having made certain that his merchandise is right, his service department efficient, and his advertising and display up to the minute, the dealer turns next to selling in the store and out in the field.

In-Store Selling

Since all efforts he makes are aimed at one result, namely, the sale, he needs to bear down heavily on this phase. The merchant who carries weight in his community never waits for business. He goes after it.

In the store, numbers of sales can be made provided good salesmanship is backed up with proper demonstrating facilities.

Here are some valuable tips on in-store selling:

1. Show one cleaner at a time. Concentrate on the one the customer seems most interested in.
2. Learn how to assemble and disassemble attachments without fumbling.



Involved reports discourage salesmen. Watch for article on sales reports, coming soon.

3. Let customer operate.
4. If prospect has a fairly new cleaner at present try to sell another. Today, no one-cleaner home is "saturated."
5. When unable to close sale on floor, try to get cleaner into home on a trial basis. Follow up every show-room visitor.

Outside Selling

In the field, the biggest problem is, naturally, to get into the home. Cold canvassing should be differentiated from prepared field-selling. The dealer can prepare the way for his salesmen by advertising, direct-mail and telephone calls. The principal point to get over in "preparing" the territory is that Mr. X, who is a reputable and well-known dealer, has his men out calling.

In cold canvassing, the salesman should be constantly reminded to call on everyone. No home, because of its outside appearance or local rumors, should be considered too poor or too formidable. Furthermore, every home in a wired neighborhood is a prospect. This is not only because such homes

may have no cleaner or an outmoded one . . . they may also be sold an additional unit—one for upstairs and one for downstairs, or one for carpets and one for floors, walls, upholstery, etc.

In all cases, the salesman should make a point of offering the customer the firm's repair services.

In calling at the door, the salesman should not conceal the cleaner and should not attempt to get in by subterfuge ("making a survey," etc.). He should make a straightforward, friendly approach, immediately getting across the name of his firm, and his mission. Refusals ("no time now, madam not in," etc.) should be noted, and the home should be revisited in the future. The law of averages will get the salesman into most homes on the first try, and into most of the "refusals" after two or three subsequent recalls.

In this connection we might mention a salesman we ran across who made a good living in a certain district by concentrating only on homes which the other salesmen either could not get into or could not sell.

The dealer should not burden his salesmen with long drawn-out and too

READ for PROFIT

The staff-written articles appearing consistently in this magazine. RADIO & TELEVISION RETAILING is away out in front in the publication of merchandising and display features designed to help any dealer sell more vacuum cleaners. To mention a few:

- | | | |
|---------------------------------------------------------------|---|-----------------------------------------------------------------------------------|
| Outside and In-Store
Sales
and
Demonstration | } | "Sell More Door-to-Door"—Sept. 1947 |
| | | "Make Cleaner Sales Climb"—March, 1947
(Selling more than 1 vac in each home.) |
| | | "Put Your Personality — Not Your Foot in the Door"—June, 1948 |
| Show Window
and
Show Room Display
and
Advertising | } | "How to Make Cold Turkey Canvassing Your Dish"—Nov. 1948 |
| | | "In Favor of the Sales Report"—Coming |
| | | "Cash in On Cleaners"—July, 1948 |
| | | "New Life in Spring Selling"—Feb. 1948 |

Vacuum Cleaners

numerous sales reports. For a sensible approach to this subject, watch for the article entitled "In Favor of the Sales Report," in a coming issue.

In order to keep salesmen on their toes and happy in their work, dealers should exercise great care in assigning "protected" territories and floor time. Prospect files should be kept up to date.

Names on the Dotted-Line

Throughout demonstration, the salesman must endeavor to note any preconceived likes or dislikes the customer may have, so that these points are not glossed over. The demonstration must end with the customer completely satisfied that this machine does everything desired. Anything which might appear "rigged" to the customer should be avoided, and the selling should be conducted as a guided discussion rather than a monologue, so that the customer will participate in the selling.

Having arrived at this point, it is time to suggest the sale. There are basically only three reasons why the sale can't be concluded immediately. These are (1) The particular model does not appeal to the customer. If this is the case, a different one should be shown, or attempts to overcome objections should be made. (2) The person who makes monetary decisions is not present. If this is the case, a follow-up should be made as soon as possible. (3) The customer doesn't have the

To Increase Sales of

TANKS, UPRIGHTS, HAND VACS

Try to sell more than one cleaner to each customer

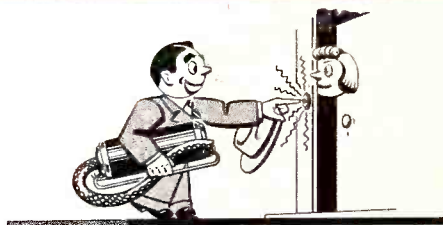
Set up efficient in-store demonstration facilities

Make home demonstrations convincing, efficient, effective

Use bright window and store display techniques

Use manufacturers' sales helps and advertising pieces

Maintain reliable, fast and dependable repair service



Don't hide what you're selling. Make a direct approach; try for a demonstration in the home.

Since there is no season in the year which does not make special demands on the pocketbook, the salesman must be prepared to point this out, make rebuttals in each season, and point out the long-term value of the vacuum cleaner, which is independent of seasons, and is definitely a year-round necessity.

Up Those Sales!

Followed through from start to finish in the thorough manner suggested in this article, vacuum cleaners can account for a sizable portion of appliance sales the year round. Statistics show that the market for this item is by no means saturated, and common sense will tell anyone in the merchandising business that no product will "sell itself." Sell cleaners enthusiastically, aggressively, and persistently to add this important source of profit to your year-round business.

(> More on page 62)

Sell More DOOR-TO-DOOR!

Capitalize on the fact that for years the American public has been educated to buy vacuum cleaners in the home. Get out and get in the home and you're bound to up sales volume and profit.

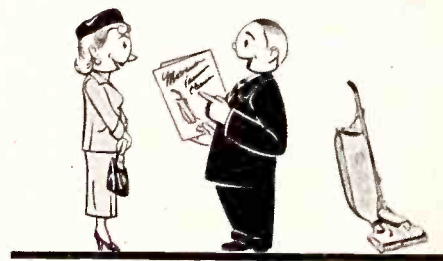
money, or thinks the item is too high-priced.

Overcoming "Excuses"

High price can be combatted by comparing values with anything the customer suggests as being "cheaper." "No money" can be answered by suggesting installment purchase. For fuller explanation of this, see December 1948 issue "Sell Them Time Buying."

In this connection, the salesman who doesn't already know it should be

briefed on how to overcome "seasonal" excuses for not buying at the moment. That is, there is some reason which can be fabricated by the customer in any month in the year as to why it is a poor time to purchase a cleaner. "Later on will be better," they say. March income taxes, Spring Easter buying of clothes, June saving for summer vacation, Fall pocketbook exhausted from the summer, Winter saving up for Christmas buying, post-Christmas exhaustion from buying and pre-income tax saving, are some of the familiar themes.



Use manufacturers' sales aid material to help convince the customer and inform salesman.

How to Sell More Vacuum Cleaners

Tips from Sales Executives

*Says Lee Moss, Sales Manager,
Home Cleaning Equipment Division,
Landers, Frary & Clark, New Britain, Conn.
(Universal)*

"The cleaner industry is confronted with a very contradictory situation. Sales are at the highest level in the history of our industry with the exception of the year 1947. At the same time this is happening, however, sales of far too many dealers who handle various lines of cleaners report business far below last year and below expectations. We are glad to report that most Universal dealers have been able to maintain a very satisfactory volume of sales. This we attribute largely to very aggressive types of promotion we have been using. However, far too many dealers have stood idly by and permitted manufacturers who sell direct to secure the lion's share of the business in their community.

"Most of this business is going to direct selling organizations because of the lack of effort on the part of dealers to secure the cleaner business of their regular customers, and the feeling that the cleaner business is a canvassing business anyway, which was never true in the past and is not true today. A house to house canvass is nothing more than a personal telling of the cleaner sales story to a lot of people, but without ringing door bells any dealer can do the same job better in many cases than by direct selling methods.

"There are many effective methods available, and I will only attempt to point out a few of them, namely, newspaper advertising, direct mail, telephone soliciting, and solicitation of the customers who come into the store."

*Says Albert E. Kramer, Vice-President,
Health-Mor, Inc., Chicago, Ill.
(Filter-Queen Vacuum Cleaners)*

"In this connection, about the most effective message I can give you from my over thirty years of experience in the vacuum cleaner business is for the dealer to properly train one, two or three men to specialize on vacuum cleaner sales if he is in a town or city large enough to handle outside salesmen.

"Furthermore, that the dealer pay these men at least competitive commissions or a salary and commission to make it interesting for these men to do the necessary work to sell vacuum cleaners and above all that the man or men concentrate on vacuum cleaner sales and not try to sell radios, washing machines or refrigerators due to the dealer's avariciousness for additional business. The dealer who will concentrate on vacuum cleaner sales in this manner will get his share."

*Says N. J. McLeod, Director of Sales,
The P. A. Geier Co., Cleveland, Ohio
(Royal Vacuum Cleaners)*

"Know your merchandise, is a slogan we are stressing in connection with the Royal vacuum cleaner line.

"Then give a thorough demonstration of what the cleaner will do. Show the value and performance of Royal so that the prospective customers will know they are getting full value for their money.

"This is important in this time of critical buying."

Roster of Manufacturers

Air-Way Electric Appliance Corp.,
2101 Auburn Ave., Toledo 1, Ohio

Apex Electrical Mfg. Co., Cleveland 10,
Ohio

Birtman Electric Co., 4140 W. Fullerton Ave., Chicago 39, Ill.

Clements Mfg. Co., 6650 S. Narragansett Ave., Chicago 38, Ill.

Electrolux, Old Greenwich, Connecticut
Eureka Williams Corp., Bloomington, Ill.

Fiske Products, Inc., 12 Maple Ave., Mt. Kisco, N. Y.

Geier Co., P. A., 540 E. 105th St., Cleveland 8, Ohio

General Electric Co., 1285 Boston Ave., Bridgeport 2, Conn.

Hamilton Beach Co., Racine, Wisc.

Health-Mor, Inc., 203 N. Wabash Ave., Chicago 1, Ill.

Holland Rieger Div., Apex Rotarex Corp., First St., Sandusky, Ohio

Hoover Co., No. Canton, Ohio

Howard Industries, Inc., 231 S. LaSalle, Chicago, Ill.

Interstate Engineering Corp., 2250 E. Imperial Highway, El Segundo, Calif.

Landers, Frary & Clark, 47 Center St., New Britain, Conn.

Lewyt Corp., 60 Broadway, Brooklyn 11, N. Y.

McAllister-Ross Corp., 135 S. LaSalle St., Chicago 3, Ill.

Miracle Electric Co., Div. Miracle Products, Inc., 36 S. State St., Chicago 3, Ill.

Monitor Equipment Corp., 640 W. 249th St., New York, N. Y.

Morrow Co., 400 W. Madison St., Chicago 6, Ill.

Regina Corp., 54 W. Cherry St., Rahway 1, N. J.

Scott & Fetzer Co., W. 114th & Locust Ave., Cleveland 2, Ohio

Westinghouse Electric Corp., Mansfield, Ohio

*Says J. C. Hunt, Vacuum Cleaner Sales
Manager, General Electric Co.,
Bridgeport, Conn.*

"Vacuum Cleaners can be sold at retail level without house-to-house canvassing, but it requires a planned merchandising program. Regular newspaper advertising by both distributors and dealers organized into an over-all pattern, is essential. Dealer windows decorated to tie in with this advertising need not be expensive, but should be attention-compelling. Store displays should not only show off the cleaner to best advantage but should be accompanied by complete demonstration facilities and trained demonstration personnel. These displays should be located in the lines of heaviest traffic flow."

*Says W. E. Slabaugh, Manager,
Vacuum Cleaner Dept.,
Westinghouse Electric Appliance Division,
Mansfield, Ohio
(Westinghouse Vacuum Cleaners)*

"The proper retailing of vacuum cleaners can result in one of the most profitable operations in the store. Any dealer, taking advantage of his established reputation in his trading area, can get his share of the cleaner business if he will neatly display the product and provide simplified demonstration facilities simulating actual home conditions."

*Says A. L. McCarthy, Executive Vice-President,
Eureka Division,
Eureka Williams Corporation,
Bloomington, Ill. (Eureka)*

"Store customers are strictly 'door bells' on parade. They are the same people whose names are canvassed day after day by direct selling retail salesmen. They will buy vacuum cleaners in dealers' stores for the same reasons they buy them in tremendous number from canvassing 'door-to-door' salesmen, if dealers and their sales people demonstrate exciting performance.

"The dealer who resists or refuses to put good effective store demonstration into his vacuum cleaner sales is positively certain to wind up doing one of two things, or both—

"1. Sells only low priced cleaners on a price basis, with little or no profit to himself, or

"2. Doesn't sell enough vacuum cleaners to justify carrying them in stock.

"Store displays—window displays are good to attract customer attention, but it takes an exciting, novel demonstration to stimulate buying interest."

*For tips from Lewyt, Regina, McAllister-Ross,
Clements and Monitor, please turn to page 88
this issue.*



She'll say **YES, YES**
to your **cleaner line**

YES! ...if you feature appliance lines that people want — nationally advertised lines — **THE LINES DISTRIBUTED BY Graybar**

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

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

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

4918

Appliance Department
GRAYBAR ELECTRIC COMPANY, Inc.

Executive Offices:
Graybar Building, New York 17

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

IN OVER 100 PRINCIPAL CITIES

New Electrical Appliance

Hotpoint REFRIGERATORS

Four new deluxe refrigerators, in 8 and 10 cu. ft. sizes. Models EC8, EC10, EG8, and EG10 feature new exterior styling, more usable space, adjustable stainless steel shelves. Models have Y-shaped door molding, plastic and metal nameplate, and chromium panel behind the handle. Cabinets are of wrap-around construction. A deluxe 8 cu. ft. model is shown. A but-



ter conditioning compartment is located in the doors of these models; a "left-over" rack containing three jars with transparent lids swings out of cabinet; two large, sliding meat and vegetable pans are other features.

The combination refrigerator-freezers have individual doors to the different compartments. The EG8 has 1.5 cu. ft. of space for freezing; the EG10 has a 2 cu. ft. freezer. Hotpoint, Inc., 5600 W. Taylor St., Chicago 44, Ill.—RADIO & TELEVISION RETAILING.

Universal PERCOLATOR

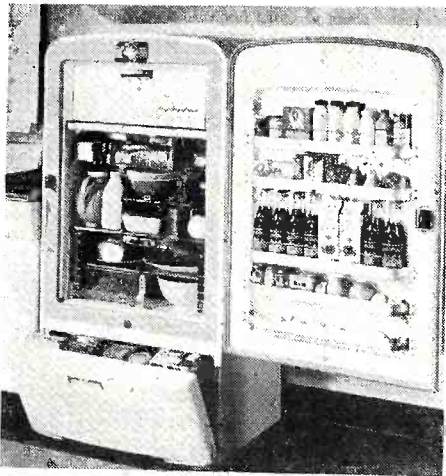
Aluminum percolator in the Coronet design with the platinum panel features: exclusive cold water pump that makes clear coffee without boiling; shield below handle; highly polished aluminum body and patented spreader plate. Percolator has large base for satisfactory use on electric range units. Landers, Frary & Clark, New Britain, Conn.—RADIO & TELEVISION RETAILING.

Fasco CIRCULATOR

Model No. 55, "Lo-Level" circulator uses principle of taking cool air from the floor zone and spreading it to all parts of the room. Large motor; high diffusion blades; all metal construction. Model has 3 speeds; 15 inches in diameter, 14 inches high. FASCO Industries, Inc., Rochester 2, New York.—RADIO & TELEVISION RETAILING.

Crosley REFRIGERATOR

Shelvador model DA-9 offers 8.5 cu. ft. of refrigerated storage, plus 1.53 cu. ft. of dry storage in the Storabin. In addition, this model has an extra large frozen food



storage space and a secondary refrigerating system which furnishes high humidity for vegetables, pastries, leftovers and leafy greens. Newly-designed insulated plastic drawers to the freezer form convenient rearranging shelf when open. Dimensions: 61 1/4 inches high, 30 3/4 inches wide, 25 1/2 inches deep. Eight new Shelvadors in the new line. Crosley Div., Avco Mfg. Corp., 1329 Arlington St., Cincinnati, Ohio.—RADIO & TELEVISION RETAILING.

GE APPLIANCES

A simplified automatic washer, model AW-6B1, will automatically wash, rinse and damp-dry up to 8 lbs. of dry clothes, clean itself out and shut off. The washer is rectangular, has a top-opening; portable. Machine does not have to be bolted down.

A new line of wringer washers with controls relocated for ease of operation was also announced. Activator and pump controls on the AW-442 and AW-342 models now located at hand height and shift horizontally. Activator control of the AW-142 has been moved forward; pump control is on the opposite side. Recommended national prices of the washers are: AW-442, \$179.95; AW-342, \$159.95; AW-142, \$139.95.

Two new vacuum cleaners, a deluxe tank-type cleaner, AVT-173, and a medium priced upright, AVF-801 announced.

A complete line of three deluxe automatic blankets announced. A double-bed one control model, a double-bed two control, and a twin-bed one control blanket available, which eliminates use of thermostats by means of a "signal" wire and control circuit.

Two new dishwashers which permit more flexible installation, utilizing the addition of a pump assembly to both the electric sink and individual models of the dishwasher, allows the appliance to be installed anywhere in the kitchen without

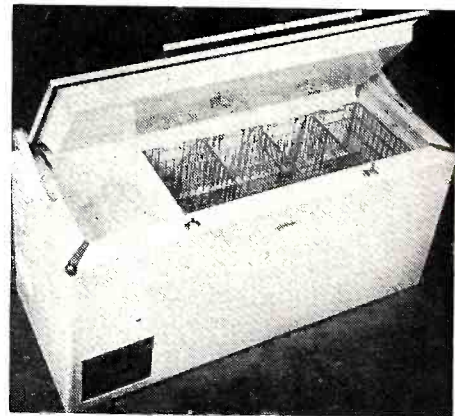
direct connection of the dishwasher to the drain line.

Ten-inch fans, model FM-10MI, \$24.95, and table model fan, FM-10S61, priced at \$16.95 eliminate protruding parts that collect dust and lint.

Two more new products are a heater, "Aurora," round bowl-type model priced at \$6.95, and a heating pad, fair traded at \$4.95. General Electric Co., 1285 Boston Ave., Bridgeport 2, Conn.—RADIO & TELEVISION RETAILING.

Gibson FREEZER

Model HF-1590, 15 cu. ft. horizontal home freezer features section that quick freezes 60 pounds at one time. Stores more than 500 pounds of food, has four con-



venient top baskets, capacious lower section for bulk storage, finger-touch lid, counter-balanced hinges, 5-inch thick insulation, hermetically sealed unit, uses Freon-22. Outside dimensions: 30 3/8 inches wide, 72 inches long, 38 inches high. Gibson Refrigerator Co., Greenville, Mich.—RADIO & TELEVISION RETAILING.

Amplex INFRA-RED LAMP

Silver-ruby infra-red lamp provides instantaneous heat for a variety of home uses. Made of Corning ruby-red glass, inside lines with pure silver reflecting surface, lamp fits any AC-DC household socket, is provided with specially designed lamp holder with heatproof porcelain socket. Amplex Corp., Brooklyn, N. Y.—RADIO & TELEVISION RETAILING.

Gar-Disposal INCINERATOR

Unit consumes garbage and rubbish; utilizes down-draft principle. Attractive looking, unit is finished in baked enamel, in red, white or green. It is 32 1/4 inches high, 20 inches deep, 20 inches wide. Can be operated by gas or electricity. Capacity of 1.5 bushels. Electrocap Mold Co., 115 E. Carson St., Pittsburgh 19, Pa.—RADIO & TELEVISION RETAILING.

Products for Dealers

Westinghouse REFRIGERATORS

Five new refrigerator models, using the new Automatic Hold-Cold control for maintaining colder cold in the freezers and steady temperatures in the main food compartments have been announced. Models include a 10 cu. ft. combination refrigerator-freezer, with an across-the-top freeze chest, the "Aristocrat," a 9 and an 11 cu. ft. refrigerator freezer, with a side mounted vertical freezer, the "Deluxe"; and a 7 and a 9 cu. ft. model with side-mounted vertical freezer, the "Super."



The "Aristocrat," top model of the line, has a capacity of 10 cu. ft.; Meat Keeper holds 18 lbs. fresh meat; butter keeper keeps butter at spreading consistency; 1/4 cu. ft. frozen food storage space ice-making equipment includes a variety of ice cube trays and dessert trays, as well as a storage tray for holding ice cubes; shelving is flexible.

The deluxe models have food freezers, ice cube making equipment; a meat keeper compartment, two Humidrawers, flexible shelving.

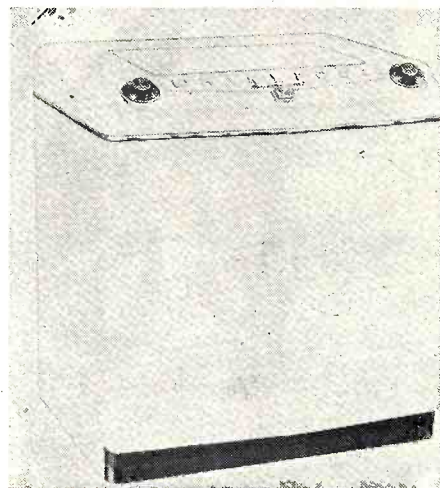
The Super models have freezers, a Humidrawer with a quarter bushel capacity, and milk bottle storage space. Westinghouse Electric Corp., Appliance Div., Springfield 2, Mass.—RADIO & TELEVISION RETAILING.

Electromaster ELECTRIC RANGE

"Holiday" model range features modern styling, full 40-inch width. Chrome finished streamlined door and oven handles. Large oven has non-glare light, automatic preheat oven control; two large storage drawers; added storage space in compartment at the left of the oven. Unit also has easy to clean speed-o-master monotube surface units; vita-miser deep well cooker; appliance outlet; porcelain finish. List price is \$229.95. Electromaster, Inc., Mount Clemens, Mich.—RADIO & TELEVISION RETAILING.

Whirlpool WASHER

Automatic washing machine of streamlined "table-top" cabinet design; white baked-on enamel finish with chrome and blue accents. Unit does not require bolting down. Recessed toe-base runs across full width of the cabinet, which is 35 inches



high, 29 inches wide and 25 inches deep. Machine features "water depth selection" which permits operation with small loads in minimum amounts of water. Flexibility of operation allows operator to rinse as often as desired. "Suds return" feature permits pumping out hot soapy water into stationary tub and permits pumping back into washing tub. Available in two models identical except that one is equipped with the "return suds" feature for use with laundry tubs, and the other without this feature for use without tubs. Nineteen-Hundred Corp., St. Joseph, Mich.—RADIO & TELEVISION RETAILING.

Westclox ELECTRIC CLOCKS

"Moonbeam" self-starting electric clock in white plastic case with gold color metal base; two-tone dial with rich brown numerals, equipped with interruption signal. Features gleaming light that blinks for several minutes; alarm of conventional type joins with light if light is not turned off. Retail at \$9.95.

Switch clock for automatically turning on and off appliances, for tuning radio program on and off, available in ivory finish with gold color trim, legible dial, metal case for \$12.50. Westclox Division of General Time Instruments Corp., La Salle, Ill.—RADIO & TELEVISION RETAILING.

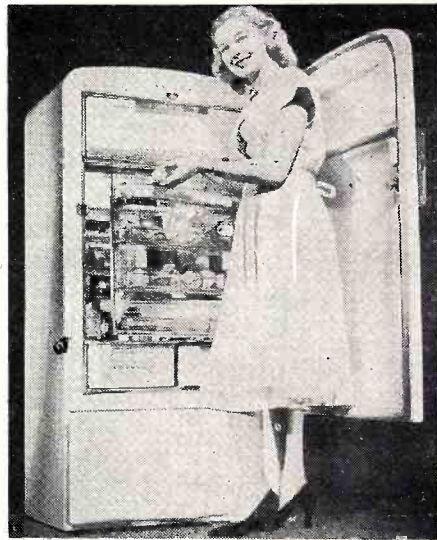
Matison TOASTER

Silent toaster, features two phase thermostat control; triple plated chrome finish; patented design crumb shaker tray; ovenlike construction. Retail at \$15.95. Matison Precision Co., Inc., 25 Rockwell Place, Brooklyn 1, N. Y.—RADIO & TELEVISION RETAILING.

Philco REFRIGERATORS

Nine Refrigerators and five home freezers in the company's 1949 line. (See February, 1949, issue for complete line.)

Three eight cu. ft. refrigerators are being featured. Model 897, shown has stream-



lined cabinet design and luxurious interior appointments, including the transparent Conservador, a shelf-lined inner door which provides storage space for foods used most often. Built-in home freezer, complete shelf adjustability, and unrefrigerated storage bin are other features. Philco Corp., Philadelphia.—RADIO & TELEVISION RETAILING.

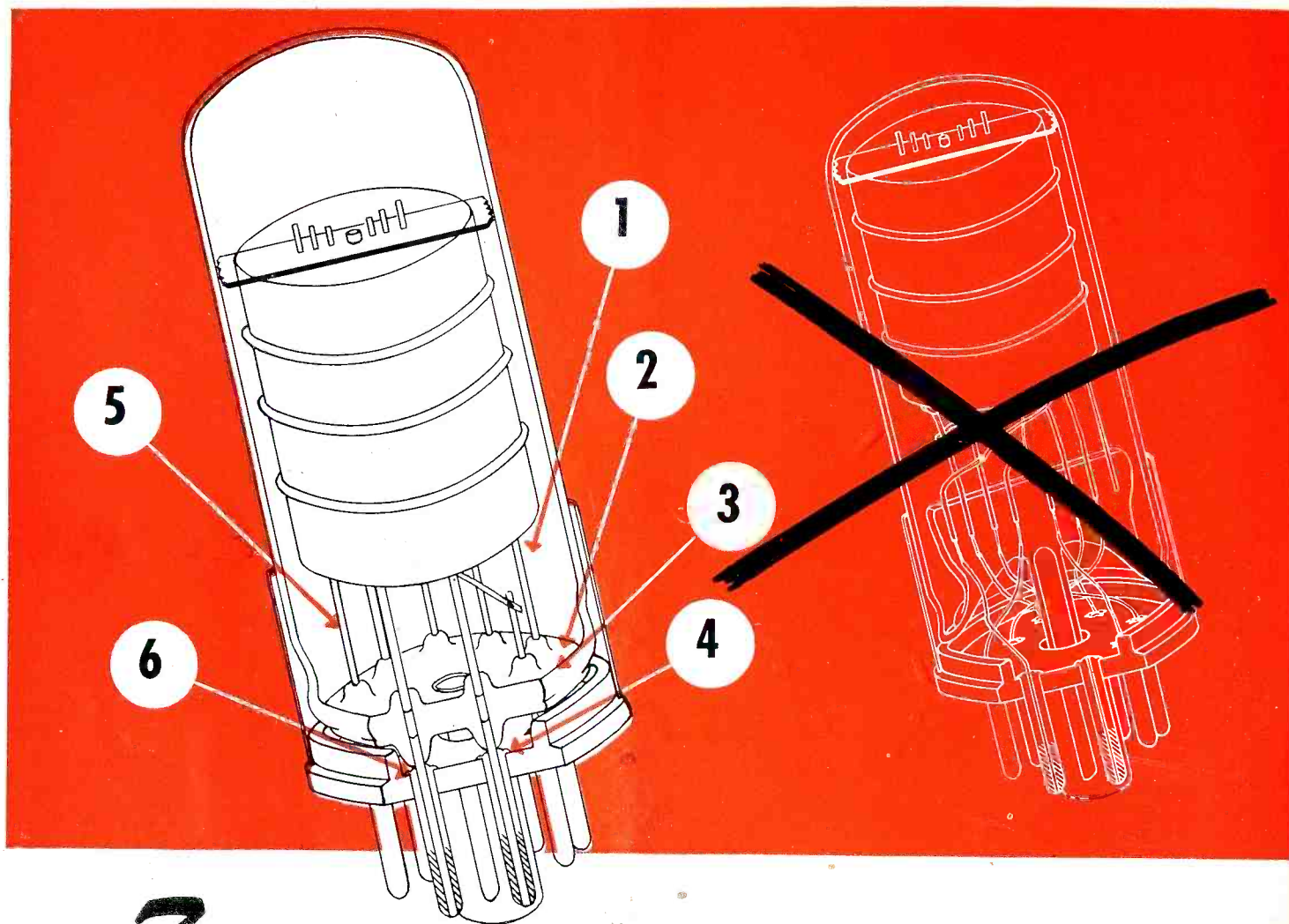
Fresh'nd-Aire AIR CIRCULATOR

New line introduced of two circulators designed specifically for home use. Model 90 (9-inch propeller) and model 120 (12-inch propeller) feature: heavy, molded, cabinet-type base for circulator housing which is mounted on a horizontal axis, permitting finger-tip directional control of air-flow. Base permits unit to be set on the floor, or table or window ledge without necessity for window installation. Plastic cabinet type design and modern styling featured. Lightweight construction for greater portability. Propellers are three-bladed, with deep pitch for maximum air delivery. Model 90 has two speeds, and retails for \$32.50. Model 120 has three speeds, and retails at \$42.50. Fresh'nd-Aire Co., Div. of Cory Corp., 221 No. La Salle St., Chicago—RADIO & TELEVISION RETAILING.

Additional New Products

Elsewhere

in this Issue



7 WAYS BETTER*...YET THEY COST NO MORE

THAT'S THE NEW RAYTHEON BANTAL TUBE FOR YOU!



- 1 MORE RUGGED**
Eight-pillar construction
- 2 LOWER LOSS**
Glass button stem
- 3 LESS INTERNAL LEAKAGE**
Wider lead spacing
- 4 NO BASE SHORTS**
Direct, non-flexible connections
- 5 GREATER STABILITY**
Low grid-plate capacitance
- 6 SUPERIOR HIGH FREQUENCY PERFORMANCE**—short base leads
- 7 EASIER TO STOCK AND SELL**

One Raytheon Bantal takes the place, without shielding, of either the ordinary GT or metal equivalent. Made in eight popular types — 6SA7GT — 6SJ7GT — 6SK7GT — 6SQ7GT — 12SA7GT — 12SJ7GT — 12SK7GT — 12SQ7GT. Ideal for replacement in sets or equipment requiring tubes of great mechanical strength and dependability for long trouble-free service.

**These are not the only advantages of the Bantal Tube. Space does not permit enumerating them all.*

YOU CAN DO MORE BUSINESS AND MAKE MORE MONEY SELLING RAYTHEON BANTAL TUBES

RAYTHEON MANUFACTURING COMPANY

RADIO RECEIVING TUBE DIVISION

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RADIO RECEIVING TUBES • SUBMINIATURE TUBES • SPECIAL PURPOSE TUBES • MICROWAVE TUBES

SERVICE & SOUND

Section of **RADIO & TELEVISION RETAILING**

Tubes for Television Servicing

Greater Quantity and Number of Types Require Careful Ordering

It is already commonplace to observe that there are a greater number of tubes in the average TV set than there are in the average radio—as a matter of fact, there are about five times as many. But the consequences of this fact are important to the dealer—first from the standpoint of the income he will derive from the sale or replacement of tubes, and second from the standpoint of keeping his service department fully stocked.

The preliminary results of a survey being made of all TV sets by the editors

of RADIO & TELEVISION RETAILING show 70 types used in the 33 sets surveyed. The total of 837 tubes represents an average of between 25 and 26 tubes per set.

Not only will tube failures cause more TV sets to go bad than was the average with radios (because of the greater number of tubes per set); obscure variations in tubes which were O.K. for audio or broadcast RF will cause trouble in TV. Substitution of new tubes is about the only way to discover these troubles, since a tube-checker can hard-

ly show that a tube will operate as a horizontal oscillator or a DC restorer.

The table below is designed to guide the dealer in ordering tubes, so that he may place emphasis on those having the highest frequency of occurrence. It may also be used by the outside serviceman for keeping his kit of replacements adequately stocked. In either case, the experience of the servicer (as well as the types or brands of sets he handles) will modify this list, according to those tube types which fail most often.

Octals				Miniatures		Loctals	
6SN7	77	6SL7	8	6AU6	86	7B5	5
5U4	43	6SJ7	6	6AG5	86	7F8	3
1B3/8016	39	6SK7	6	6AL5	65	7W7	3
6K6	39	25L6	6	6J6	56	7B6	2
6AC7	37	5Y3	5	6BA6	33	7H7	2
6BG6	27	6AS7	5	6AT6	11	7AD7	1
12SN7	20	6SQ7	5	12AT7	8	7B4	1
5V4	16	6F6	4	6AK5	5	17 tubes—7 types	
6SH7	14	6H6	4	6C4	5	Kines	
6V6	14	6AG7	3	6X5	5		
6J5	10	6AQ7	2	12AU7	4	10BP4	14
25Z6	9	6L6	2	6AH6	3	7JP4	7
And one each of the following:				And one each of the following:		12JP4	3
6X6, 6Y6, 6SG7,				6AQ5, 6AV6,		5TP4	3
12A6, 12H6,				6BE6, 6S8, 6T8,		3KP4	1
12SQ7				6X4, 35B5, 35W4,		10FP4	1
407 tubes—30 types				6AR5, 9002		12AP4	1
				380 tubes—23 types		12KP4	1
						15AP4	1
						TP400	1
						33 tubes—10 types	
Grand Total				837 tubes—70 types			

How to Lay Out a Typical

By E. A. Campbell, Technical Editor

In the first three installments of this series we discussed the various components of the sound system, namely pickup devices, amplifiers, and loudspeakers. In this fourth article we aim to discuss a typical installation to show the steps used in planning the system, and in carrying out the plans.

For our hypothetical customer we have chosen a garment manufacturer. The owner has contacted the dealer in PA equipment, stating that his present intercom system is inadequate to his needs.

The dealer's first step will be to determine the requirements of the customer and one of the first steps in this process is to obtain or make a plan of the location. This will show him the areas to be covered, and enable him to lay out the system on paper. The plan is shown in figure 1.

We find that the customer occupies an entire floor, and that his space includes several offices, a showroom, a large area used for cutting garments and for storing and wrapping finished garments, men's and ladies' washrooms, etc. At present, the main requirement is for a paging system which would cover the whole plant. The existing intercom system has been twice added to but still does not serve the situation adequately.

Planning the System

Considering the new installation to include a microphone, amplifier, and permanently installed loudspeakers, the owner allowed as how they might just as well use the system to pipe music around . . . and it might be helpful if the system were capable of operating as a PA system in the showroom during the openings of new lines each season.

It was decided that the best place for the control panel would be the telephone switchboard . . . that there was no particular necessity for high fidelity in the system . . . that it would not be necessary to have any volume controls or switches on the loudspeakers, since these persons working in the vicinity of such outlets might turn them off and make the paging system ineffective . . . that there should be loudspeakers in the wash-rooms.

It was pointed out that loudspeakers and cables must be connected to the interior partitions in the plant, and not to the outside walls of the building itself, or to the floors.

With these requirements in mind, the installer surveyed the plant with an eye toward placement of loudspeakers and connecting lines. He planned to place all the speakers up high, so that they wouldn't blast into the ears of someone close by, and he planned to use enough of them in large areas so that no one

THIS IS THE FOURTH
of the series of "Sound" articles
designed as a refresher course
for the dealer interested in PA
systems.

Other articles have run in the
July, September and October
(1948) issues of RADIO & TELE-
VISION RETAILING.

speaker would have to operate at a high volume level. He decided to use 4-inch speakers in the offices and 8-inch speakers elsewhere in the plant.

The final plan for placement of the speakers is shown on the floor plan of the plant. Six 8-inch speakers were planned, and six 4-inch speakers. The owner agreed to the dealer's suggestion that the 4-inch speakers be supplied in small cabinets suitable for desk-top placement, which would save the cost of wall installation. The 8-inch speakers were to be mounted in box-baffles.

The dealer did not own a noise meter, as he felt that the \$200-\$400 expense for this item was not warranted by the nature and volume of his PA business. Therefore he estimated the noise from experience and with the aid of charts such as appeared in the September issue of RADIO & TELEVISION RETAILING, arriving at an "average office level" of about 60 db. He concluded that a 1-watt input to the 8-inch speakers (which would carry about 40 feet under those conditions) and a 1/2-watt input to the 4-inch speakers would be adequate, making a total of 9 watts. Allowing for a reserve to cover line losses, possible underestimating of the requirements, and possible later expansion of the facilities, he settled on 20 watts as a good figure. However, actual selection of the amplifier depended on what was available, most models being either 15 or 30 watts, with a few at 25. A 25 or 30 watt amplifier was therefore considered for the job.

Make an Estimate

It was found that no amplifier was available at a price falling within the customer's budget that provided separate controls for individual output channels, so this feature was not recommended. Instead, the dealer planned to restrict the level of each speaker by the use of appropriate output transformers, and if necessary, include constant impedance screwdriver volume controls inside the speaker cabinets for adjustment on installation. Three separately controlled input channels were considered adequate: one for either phono or tuner, and two for mikes (one for the telephone operator, and one spare to be used in the showroom at openings). One

amplifier was found with four input channels at about the same price as those with three, and since this allowed for some expansion, it was the one decided on.

Having worked out the requirements on paper, and having decided what equipment would be necessary, the dealer presented the customer with a written estimate. This included a floor plan, showing actual placement of components; a brief description of what the system would accomplish; a list of the component units; and an estimate of how long the job would take and how much it would cost.

Before commencing the survey, the dealer had obtained from the manufacturer an estimate of about how much he expected to spend on the system (this was the budget mentioned earlier). The actual estimate ran somewhat over the budget, and the customer stuck to his figure, so the dealer suggested that the tuner and record player be omitted in the original installation with the understanding that there would be no "installation" cost if they were subsequently purchased, since provision had been made for them.

Choosing Line Impedance

Now the actual installation began. For average low-power audio work, #22 twisted pair wire such as is used by the telephone companies is quite adequate, and easy to tack in place. As a matter of fact, questions from the customer concerning the method of installation were answered by saying that "standard telephone company practice will be followed." This lends an air of correctness to the method, while covering the practices of tacking to mouldings, running through small holes in walls, etc.

Line losses for any wire size decrease per running foot as the impedance of the line is raised. For #22 at 4 ohms, the loss is 1 db in every 20 feet, while at 500 ohms, the line could be run over 2000 feet with the same small loss. Five hundreds ohms was therefore chosen for this job, but it should not be considered mandatory. If a choice of available components (transformers, speakers, etc.) made matching a 500 ohm line difficult, a lower impedance could have been used (say 200) and compensated for by the extra amplifier power available, or by running separate (and therefore) shorter lines to some of the speakers instead of using one continuous line.

Another consideration which might have influenced the choice of impedance is local electrical regulations concerning the voltage in the line. By using Ohm's law it can be found that the voltage in

PA Installation

a 25 watt, 500 ohm line is about 112, and in a 200 ohm line about 70. If the voltage were a factor, the lower impedance might have been chosen.

The 500 ohm output tap on the amplifier was used for the speakers. Each speaker was equipped with an output transformer to match it to the line. Since there were 12 speakers in all in parallel, and we wish to have the small speakers draw half as much power as the large ones, a slight mathematical problem existed, solved as follows:

Line to Speaker Matching

The net impedance of all the speakers should be equal to (for a perfect match) or greater than the output tap on the amplifier (500 ohms). Always have the amplifier look up into the load, never down. The net impedance of speakers in parallel is figured the same as resistors in parallel. Let us suppose that we will draw 90% of the power available, which allows a safety factor. Then the net impedance of the 12 speakers should be 555 ohms (500/90%). If all the speakers were to draw the same power, each should present an impedance of 6660 ohms (12x555) so that it would draw 1/12 of the power. In our case, 6 speakers will draw twice as much power as the other 6, and so will have an impedance one-half as high. If "X" is the impedance of the larger speakers, then 6/x plus 6/2x equals 1/555. Solving, we find that X is 5000, and 2X is 10,000. Since our output tap is actually 500 ohms, we find that the small speakers draw 1/20 (500/10,000) of the power, and the large speakers 1/10 (500/5000).

6 times 1/20 equals .3
6 times 1/10 equals .6
Total9

Or, in other words, 90% of the power is drawn from the amplifier. With the 30 watt amplifier selected, at full power, the small speakers would draw 1½ watts and the larger speakers 3 watts.

The speakers were selected to amply cover these ratings, and the voice coils averaged 3-4 ohms. Output transformers were put on the small speakers with a 10,000 ohm to 4 ohm characteristic, and on the large speakers 5000 ohms to 4 ohms.

Wire was run in a continuous two-wire line from the amplifier all the way around the plant, with branches off to each speaker. The total run was estimated at 250 feet, and 10% extra was allowed for a margin of safety, making a total of 275 feet. It was found that the showroom mike was supplied with sufficient cable to run to the amplifier when desired, but this cable was not permanently installed and is not figured in with the speaker wire. Two mike transformers were provided for this line, in order to keep line losses down at this low level.

Both mikes were equipped with "push-to-talk" switches; the control mike was so equipped in order that random conversation of the telephone operator would not be transmitted, and the show-room mike so that feedback between the mike and loudspeakers in that room could be kept to a minimum.

The cost to the dealer installer is shown below. Prices quoted are not meant to indicate actual values, but only

to show relative amounts spent for the purpose of the discussion of billing which follows:

	Net	List
1 30-watt PA amplifier	\$55.00	\$91.
6 4-inch, 4-ohm, 4-watt loudspeakers @ \$2.50	15.00	25.
6 Desk type baffles for 4" speakers @ 1.50	9.00	15.
6 10,000—4 ohm, 5-watt output transf. @ 1.00	6.00	10.
6 8-inch, 4-ohm, 4-watt loudspeakers @ 5.00	30.00	50.
6 Wall baffles (wood) for 8" speakers @ 2.50	15.00	25.
6 5000—4 ohm, 5-watt cutput transf. @ 1.00	6.00	10.
2 Unidirectional mikes w/switch @ 25.00	50.00	84.
1 Mike floor stand	5.00	8.
1 Mike desk stand	2.50	4.
2 Mike transform. @ 7.00	14.00	24.
275 ft. wire, #22, 2-conductor twisted @ .03	8.25	14.
Misc. hardware and equipment	10.00	16.
Total	\$225.75	\$376.
Labor, 2 men, 2 days	64.00	

Figuring the Bill

It will be seen that the net cost to the installer is \$225.75 plus \$64., or \$289.75. The method of figuring a bill for the customer is subject to variation, and three suggestions are given below.

First, the dealer may figure the parts plus a profit added to an "installation" figure, which is often quoted as so much (Continued on page 91)

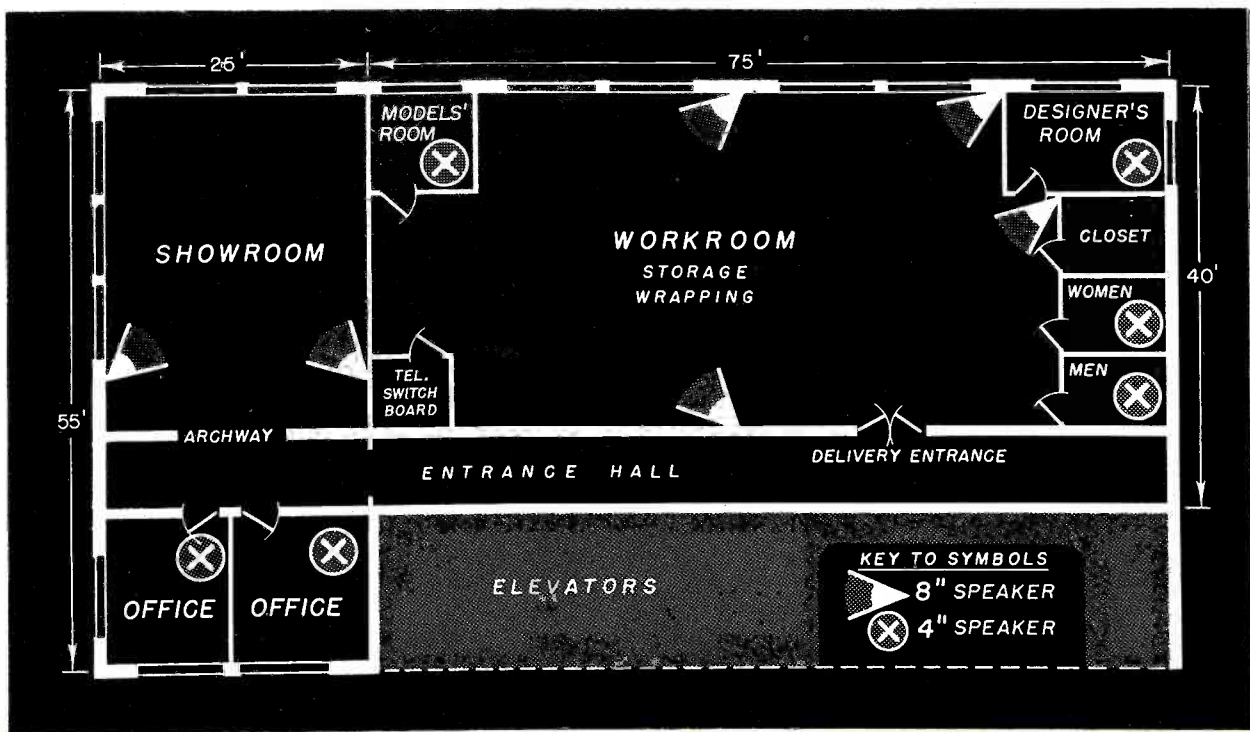


Figure 1. The installer's plan of the job, showing placement of loudspeakers. 8" units are faced in the same general direction in each room to avoid "bucking" each other acoustically.

LP Records and Record Changers

The first in a series of articles by
Colin B. Dale, Director of Research, The Webster-Chicago Corp.

Part 1—RECORDS, NEEDLES, AND NEEDLE PRESSURES

The standard, or so called 78 RPM records, have operated at a combination of speed, lines per inch, needle point radius, and needle pressures, which have been more or less standard for many years.

Now the LP record has been placed on the market, with a new type of groove, more grooves per inch, and requiring a new speed, a new needle, a new needle pressure, a new cartridge, and, in some instances, a new machine to play it.

The most obvious benefit from the new record is longer play (hence the term LP). Other benefits are: the music is superior; the home library can be smaller; the interruption of the change cycle is less frequent; and the storage space and shipping weight are reduced.

With regard to the new groove, let us first consider how music is produced from records. In figure 1, we see that—

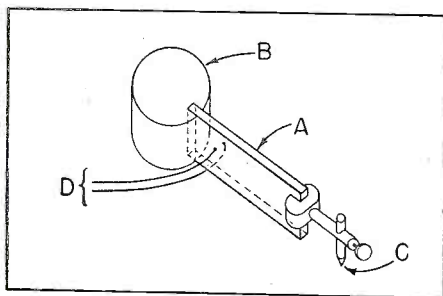


FIGURE 1

A is a crystal wafer, B clamps the back end of the crystal like a vise, C is the needle, D are the two wires attached to the crystal. When the needle C is wiggled sideways, the crystal is "twisted" which produces a voltage in the wires D which flows to the amplifier system of your radio to produce a sound. The purpose of the record groove is to "wiggle" this needle in order to produce continuous sound. These "wiggles" are called "modulations." In figure 2, A is an unmodulated groove in the record, B is a groove with modulation. When the modulations are uniform and continuous they produce a note or a tone of some certain frequency (in cycles per second, one cycle being a complete wiggle back and forth).

The new record has approximately

A description and analysis of the basic fundamentals of record changer design with emphasis on the requirements for the successful playing of LP records. The series will cover records, needles, needle pressures, tone arm design, trip mechanisms, turntables and two-speed drives, and the record changer mechanism as a unit.

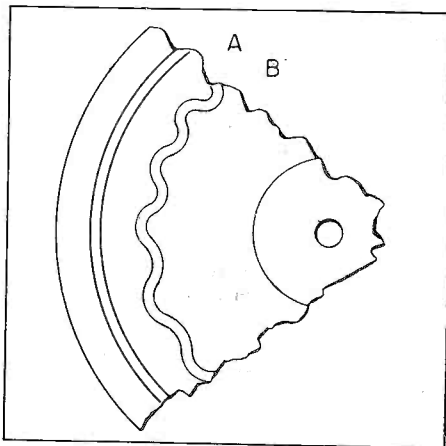


FIGURE 2

250 lines per inch as compared to approximately 100 lines per inch on the old style record. This change requires, of course, a shallower and narrower groove, and a correspondingly smaller point on the needle. This smaller needle point, which is the essential feature of the LP record, in turn demands a lighter downward pressure to reduce premature wear on both the record and the needle.

It is apparent that the old and new records must each have their own needles, for if the old needle were to be used on the new record, the large point would ride on top of the groove and the results would be entirely unsatisfactory. Conversely, if the new needle were to be used on the old record, the small point would not fill the groove properly and the music would be unsatisfactory (see Fig. 4). The needle pressure downward is extremely important, as the ratio of bearing area between the two needles is roughly 7 to 1. Therefore, it is apparent that if the new needle were to be operated at the old 1-oz. pressure, the record and the needle would wear out 7 times faster than normal. From the foregoing, it is evident that to play the new records, three changes are essential: 1, change

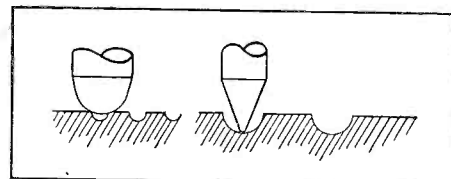


FIGURE 4

of needle; 2, change of pressure; 3, change of speed.

The Tone Arm

A tone arm is pushed around by the needle. If the needle has a fine point (in the order of .001 radius, thinner than the edge of a newspaper), it is essential that the tone arm be light in weight, and also that the vertical pivot of the arm be as friction free as possible, in order to reduce side pressure on the needle and to prevent the needle from jumping out of the record grooves.

The usual design of a tone arm is substantially as follows: wherein the horizontal pivot is offset from the centerline of the vertical pivot (see Fig. 5).

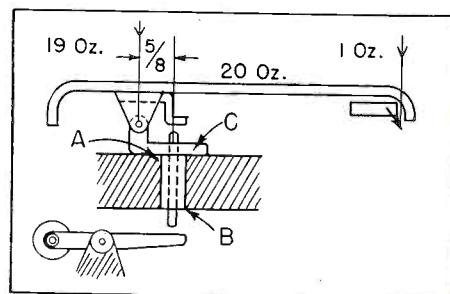
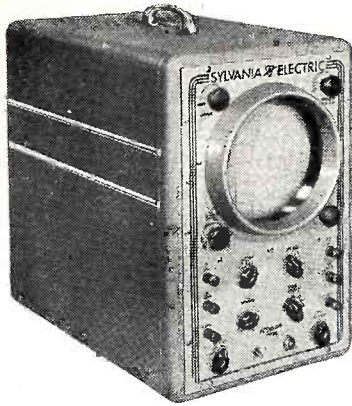
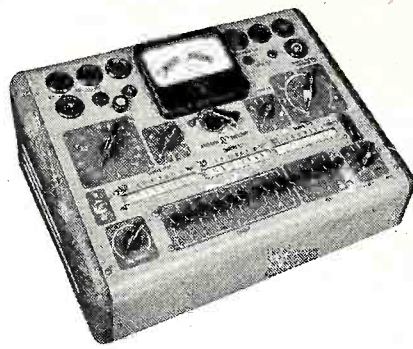


FIGURE 5

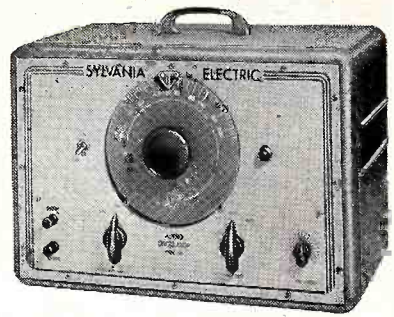
Assume a total tone arm weight of 20 oz., 1 oz. of which is carried by the needle and 19 oz. by the horizontal pivot, located approximately $\frac{5}{8}$ " back from the vertical pivot. It is this 19 oz. of weight which tilts the vertical shaft until radial pressure is applied at A and B, creating bearing friction. Friction is also present at C, although ball bearings are sometimes used here, to reduce this friction. The result of the combined frictions is: a considerable side load on the needle, which results in excess side wear of the needle and the record, but most important, a tendency to jump the grooves on low pressures because of the sloping sides of the record groove where the ball point of the needle rides, as shown by fig. 6. The sides of the groove slope at an angle of approximately 44° . It was
(Continued on page 72)



Modern, efficient, Sylvania Oscilloscopes, Type 132 (7-inch screen) above and Type 131 (3-inch screen), are ac operated general purpose cathode ray instruments used to study waveforms, measure voltages and currents in various types of circuits. Excellent for audio circuit analysis, transmitter checking, filter and hum analysis, vibrator waveform checking. Type 132 price: \$144.50; Type 131 price: \$39.50.



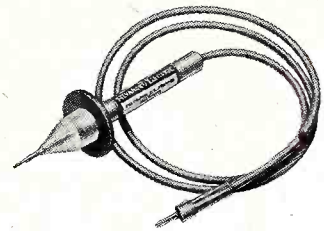
The last word in tube testers: Types 139 (Counter Type, shown), and 140 (Portable Type)—smartly styled, scientifically designed. Features: *Shorts Test* at voltage low enough to prevent tube damage, high enough for full brilliancy on indicator; all tube elements tested under dynamic conditions; *Fingertip Controls*; tests all tube types; *Provision for Noise Test*; large 4½-inch meter; 8-foot cord. Each model: \$79.50.



This Audio Oscillator Type 145 is one of the most versatile and convenient test instruments made. Its powerful signal of known frequency provides an accurate tone source for checking radio receivers. It is ideal for response and distortion testing of audio amplifiers, public address systems, juke boxes, wired music installations and individual speaker cones. An exceptionally valuable test instrument. Price: \$129.50.



The Sylvania Poly (MULTI-PURPOSE) Meter Type 134Z provides, in a single compact instrument, the means of making a multitude of electrical measurements and tests. Electrical values measured include audio, ac and rf voltages (up to 300 mc); dc voltages from 0.1 to 1,000; direct currents from .05 milliamperes to 10 amperes; resistances from ½ ohm to 1,000 megohms. Instrument is compactly built, attractively styled, includes all essential accessories. Priced at only \$89.50.



With this new DC Voltage Multiplier, the 1,000 vdc range setting on your Sylvania Polymeter will read 10,000 vdc full scale! The 300 vdc range setting will read 3,000 vdc full scale! Add this accessory to your Polymeter and you have a Kilovoltmeter for testing TV circuits and other high dc voltage applications. Only \$9.95!

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RADIO & TELEVISION RETAILING • March, 1949

Sylvania Electric Products Inc.
Radio Tube Division, Dept. R-2103
Emporium, Pa.

Gentlemen:

Kindly forward detailed information about instruments checked below:

- Oscilloscopes Audio Oscillator
 Tube Testers Polymeter
 DC Voltage Multiplier

Name _____

Address _____

City _____

State _____ Zone _____

LP Records and Record Changers

(Continued from page 70)

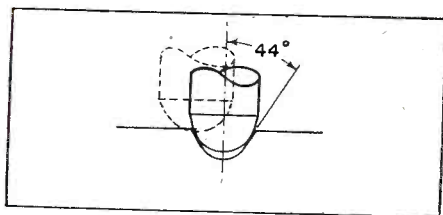


FIGURE 6

shown previously that sound is produced by pushing the needle sideways. The record groove does this pushing. In addition to the slight instantaneous, alternating and continuous pushing of the needle to produce sound, there is a slow creeping "in" of the entire tone arm assembly, due to the continuous groove spiraling toward the center of the record.

The needle point is the member which bears the entire load required to push the arm.

It is obvious, therefore, that if the friction of the vertical bearing were too great, the needle would, under light pressures, simply slide up the sloping side of the record groove, performing, what is commonly termed, "jump the track."

"Tracking," under light pressures, is the most difficult function to perform, by either record players, or record changers.

To reduce friction of the vertical bearing to a minimum, the Webster-Chicago Corporation have developed a design substantially as follows: (see Fig. 7). Assuming the same weight of

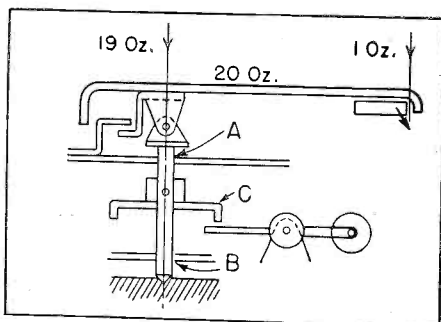


FIGURE 7

tone arm as in Fig. 5, the 19 oz. portion is now resting on a conical point on the bottom end of the vertical shaft. Bearings, at A and B, are merely guides to prevent the shaft from falling over.

To raise the tone arm during change cycle merely requires lifting of the cup washer "C" which in turn raises the entire shaft assembly and the rear end of the tone arm, thereby engaging the lifter hook above.

This construction is as frictionless as it is possible to produce, and has been used on all post-war record changers manufactured by the Webster-Chicago Corporation.

The usual method adopted by engineers, service and repair men, to

* Protected by patents.

determine the friction free properties of the tone arm assembly is to suspend the cartridge end of the tone arm from the ceiling by a five foot length of light string or thread, when the tone arm is in playing position, with the needle near the edge of a 12" record.

Pushing the arm sideways $\frac{1}{8}$ " to $\frac{1}{4}$ " should be sufficient to allow the arm to swing back freely to the center position.

The Webster-Chicago Corporation manufactures three types of tone arms, used for three distinctly different purposes. First: the standard 78 RPM arm, with standard cartridge and large radius needle equipped for playing standard records only, at normal downward pressures. Second: a special light pressure arm (in the order of 6 grams pressure), equipped with a special cartridge and .001 radius needle, for playing, and automatically changing, LP records only, at $33\frac{1}{3}$ RPM. Third: a combination arm, designed to play either standard or LP records, on a record changer, and so designed that the needle selected is automatically interlocked with the pressure, which positively eliminates an accidental overload of the small radius needle, and prevents damage to the LP records and LP needle. This changer has dual selectable speeds, either 78 RPM or $33\frac{1}{3}$ RPM.

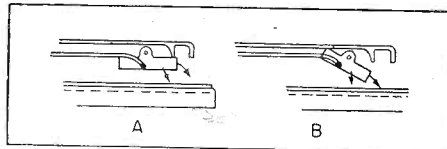


FIGURE 8

The following description covers the essential features of the dual pressure arm (see Fig. 8). The cartridge is pivoted so that when in the position shown at A, the LP needle rests on the record; and when tilted, as shown at B, the standard needle is brought into the playing position. This cartridge was designed especially for this work by the Webster-Chicago Corporation. The physical dimensions of the case, equipped with a vertical wafer, and so constructed as to provide special electrical characteristics for the best results from both LP and standard records, makes this cartridge ideal for the dual purpose record changer.

The needle is easily replaceable in the field, as well as the entire cartridge, if necessary, as the tone arm lifts up to expose the entire bottom construction.

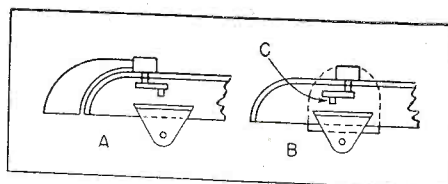


FIGURE 9

For the changing of pressures (see Fig. 9), a counterweight is provided at the back end of the arm which, when swung to position "A" counterbalances the arm for the light pressure, and when

swung to "B," the heavier pressure is applied to the needle. Notice the crank "C" which furnishes the motion to tilt the cartridge, as shown in Fig. 10.

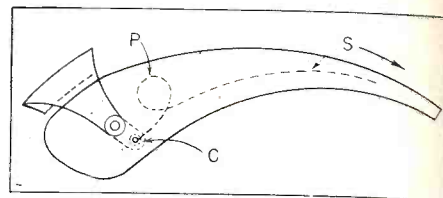


FIGURE 10

When the counterweight is swung to the rear position shown above, crank C pushes spring S in the direction of the arrow, to tilt the dual cartridge. Spring coil P, applies pressure in either direction, because the crank motion is greater than the cartridge travel, causing coil P to deflect, to compensate for crank overtravel. When the counterweight is swung to the forward position, the reverse of the above takes place, and the cartridge is tilted to play the standard needle at the standard pressure.

This arrangement makes it impossible for the heavy pressure to bear on the light needle.

To insure that the counterweight is swung to the extreme of its travels, an additional spring is provided, in the nature of a toggle, to force the counterweight to stops, located at both ends of the total swing. This prevents a condition where both needles would ride on the record simultaneously.

With the successful application of the above principles of tone arm design to record changers, there is provided for the user the best means at his disposal to play LP records. Even when playing only one record, the automatic setting down of the tone arm in the starting groove has proven to be more consistently gentle than can possibly be done by manually placing the tone arm into position for play.

To be continued. The next installment will cover tripping mechanisms.

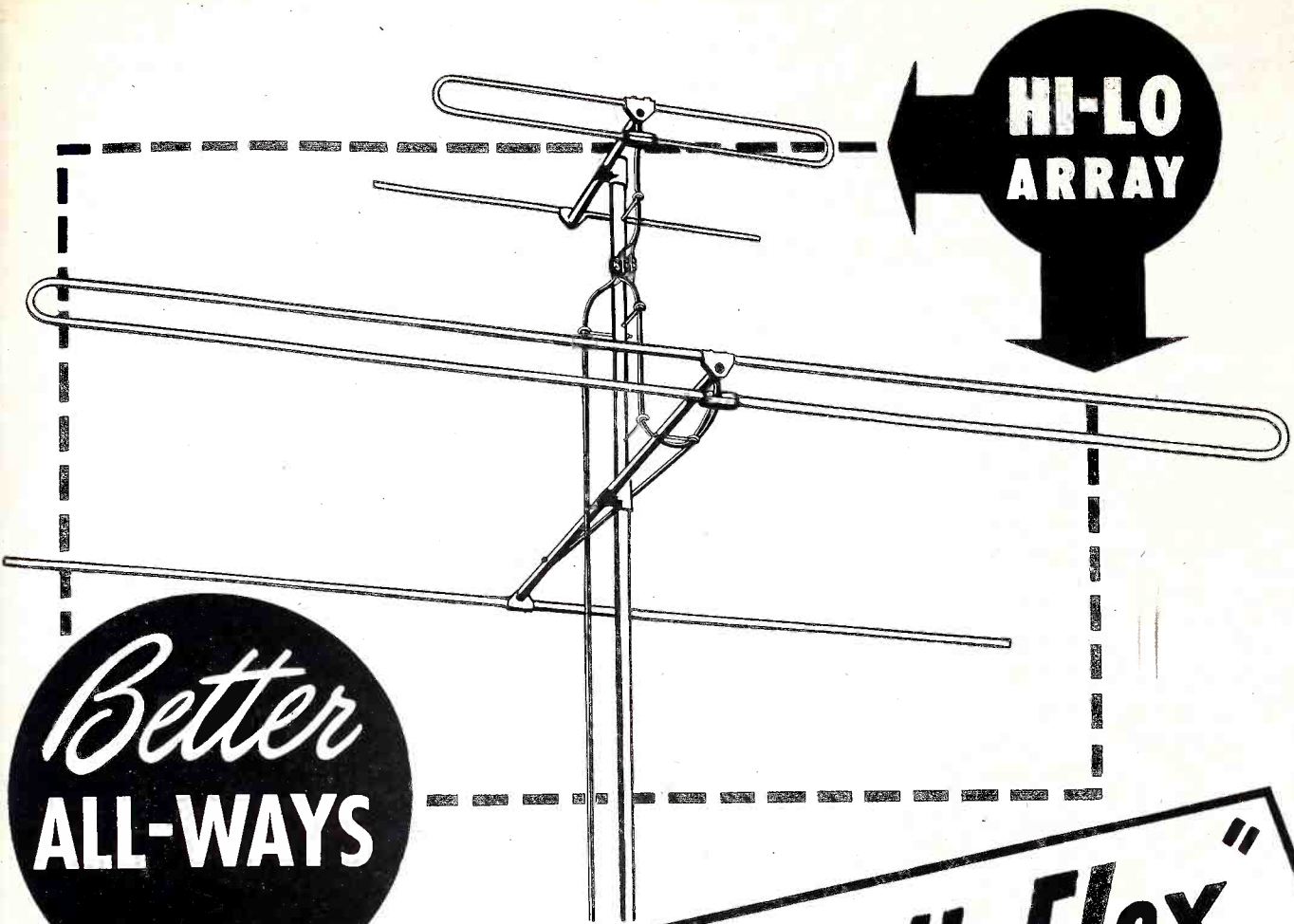
Association News

At a recent meeting of the Federation of Radio Servicemen's Associations of Pennsylvania in Harrisburg, Dave Krantz of Philadelphia was re-elected chairman, Robert Reidy of Bethlehem was elected vice-chairman, and John Rader of Reading was re-elected secretary-treasurer. It was decided to award the plaque for outstanding service to the radio service industry for the year 1948 to the Philco Corporation.

The Lackawanna Radio Service Men's Association has joined, as a body, the Better Business Bureau and the Chamber of Commerce of Scranton, Pennsylvania.

The Philadelphia Radio Service Men's Association at a recent meeting elected the following officers for 1949: Dave Krantz, president; Richard G. Devaney, vice-president; Frank P. Gerhard, recording secretary; John Zagury, corresponding secretary, and Stanley Myers, treasurer and editor.

**HI-LO
ARRAY**



Better
ALL-WAYS

Radiart "Simpli-Flex"
TELEVISION and FM ANTENNAS
THE QUALITY ANTENNA LINE

BUILT TO DO THE JOB

Electrically **OUTPERFORMS ALL OTHERS**

Mechanically • **EASIER TO INSTALL**
• **MADE TO STAND UP!**

IT'S RIGHT WHEN IT'S RADIART!

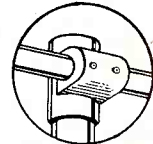
THE RADIART CORPORATION

CLEVELAND 2, OHIO

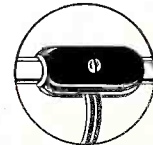
MANUFACTURERS OF THE FAMOUS RED SEAL VIBRATORS



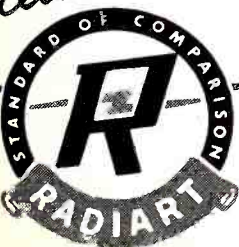
No "assembly puzzles" with Radiart's "SIMPLI-FLEX" design. No degree in engineering or truck-load of tools needed — absolutely no loose hardware. One minute assembly, one man installation!



High strength, well engineered design of more than ample safety factor, with simple, sturdy all aluminum castings, elements, and heat-treated support masts for PERMANENT installations.



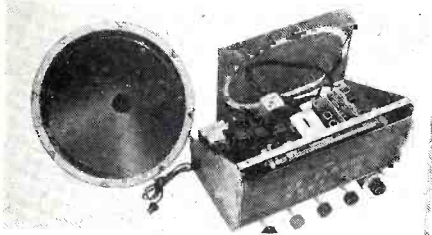
"WEATHER - SHIELD" polystyrene terminal block encloses lead-in connections and protects from all weather conditions! Keeps electrical performance at maximum.



New Sound And Service Items

Espey CUSTOM CHASSIS

The new line of radio chassis is designed to meet the need of dealers and servicemen for high fidelity equipment for replacement, modernization, and original custom installations. The chassis' are completely finished and equipped with all tubes, hardware, speakers, etc. Model 511



is a complete AM-FM radio with 12 tubes plus rectifier and tuning indicator; 512 is a self-powered AM-FM tuner with 9 tubes plus rectifier and tuning indicator; 513 is an AM-FM tuner with 10 tubes plus tuning indicator for use with 514, power supply and audio amplifier, 6 tubes plus 2 rectifiers. Espey Manufacturing Co., Inc., 528 E. 72nd St., New York 21, N. Y.—RADIO & TELEVISION RETAILING.

Titone PHONO PICKUP

This new cartridge utilizes a ceramic element which has piezoelectric characteristics similar to a crystal cartridge. Size and voltage output of the cartridge make it suitable for replacement purposes, while high fidelity, a permanent sapphire stylus, low needle talk, and insensitivity to heat and humidity changes are features of the instrument. Sonotone Corp., Elmsford, N. Y.—RADIO & TELEVISION RETAILING.

Amplifier Corp. E-Z CUE

A cueing and indexing device for attachment to any standard magnetic tape or wire recorder has been announced which counts each revolution of the wire or tape spool, and brings the reading back to zero when rewinding is complete. The device is said to greatly facilitate indexing and editing of magnetic recorded material. Amplifier Corp. of America, 396 Broadway, New York 13, N. Y.—RADIO & TELEVISION RETAILING.

Newcomb PHONO AMPLIFIER

Model P-10 is a 5-tube, 10 watt amplifier which the maker states will deliver over 90% of its rated power at less than 2% distortion, with a frequency range from 30-15,000 cps. Three inputs are provided, accommodating the GE preamp as well as crystal or magnetic pickups, and a power supply outlet is available for preamps. There are separate bass and treble tone controls. Newcomb Audio Products Co., 6824 Lexington Ave., Hollywood 38, Calif.—RADIO & TELEVISION RETAILING.

Astatic EQUALIZER-AMPLIFIER

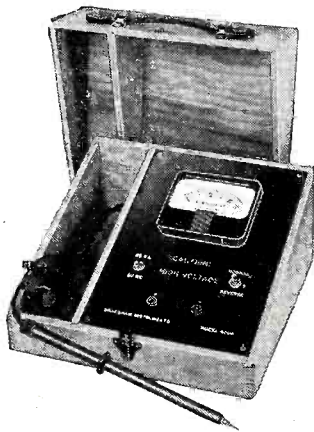
Model EA-3 is the third in a line of equalizer pre-amplifiers for use with the Astatic magneto-induction pickups. EA-3 provides fixed bass-boost and equalization, EA-2, has continuously variable bass boost and treble roll-off, while EA-1 has a 2-step switch for variable equalization. Astatic Corp., Conneaut, Ohio.—RADIO & TELEVISION RETAILING.

University TWEETER

The co-axial tweeter adapter is designed for use with any 12 inch cone-type speaker and is said to handle up to 15 kc. A filter is also available to shunt all frequencies above 2000 cps to the tweeter. Model 4407 adaptor provides for mounting to the front of existing cone speaker. University Loudspeaker Inc., 80 South Kensico Ave., White Plains, N. Y.—RADIO & TELEVISION RETAILING.

Bradshaw KILOVOLT METER

The new model 4000 is designed to measure TV and X-ray voltages up to 50,000 volts DC. It is a 20 micro-ampere meter with an input impedance of 1250 megohms.



The basic sensitivity of the instrument is 50,000 ohms/volt, with a 4½ inch meter. Price is \$67.50. Bradshaw Instruments Co., 348 Livingston St., Brooklyn 17, N. Y.—RADIO & TELEVISION RETAILING.

Radex POKETRACER

The Radex universal signal generator provides an RF and audio signal source of a universal frequency which can be used for alignment or test purposes. Uses a single penlite type flashlight battery, and is of a small size easily carried in the pocket. Radex Corp., 2076 Elston Ave., Chicago 14, Illinois.—RADIO & TELEVISION RETAILING.

Pickering PHONO CARTRIDGE

Phono cartridge model R-150 designed for home use features a replaceable stylus. A sapphire or diamond stylus is provided. Other features claimed are low needle talk, high fidelity, low record wear. Pickering Co., Oceanside, L. I., N. Y.—RADIO & TELEVISION RETAILING.

Merix ANTI-STATIC COMPOUND

Anti-Static #79 can be applied by spray, wiping or application with brush to prevent static and static shocks. Said to be particularly effective with plastics, this compound is recommended for LP records to prevent crackling noise due to dust-attracting static, and for TV screens and magnifiers to prevent dust-attraction resulting in blurred pictures. Retail price is \$1.00 for 8 ounces. Merix Chemical Co., Chicago 15, Ill.—RADIO & TELEVISION RETAILING.

Mallory MIDGET CONTROLS

The midgetrols are only 15/16" in size but are designed in current-carrying capacity to perform in all type sets. Flat shafts can be shortened with side-cutters or lengthened with extension shaft. 40 models are provided, from 5000 to 2 meg. ohms. Both audio and linear tapers are provided. Midgetrols are \$1.25 list, with tapped models at \$1.85. For complete specifications, write P. R. Mallory & Co., Inc., P. O. Box 1558, Indianapolis, Indiana.—RADIO & TELEVISION RETAILING.

RCA TESTPOINT ADAPTOR

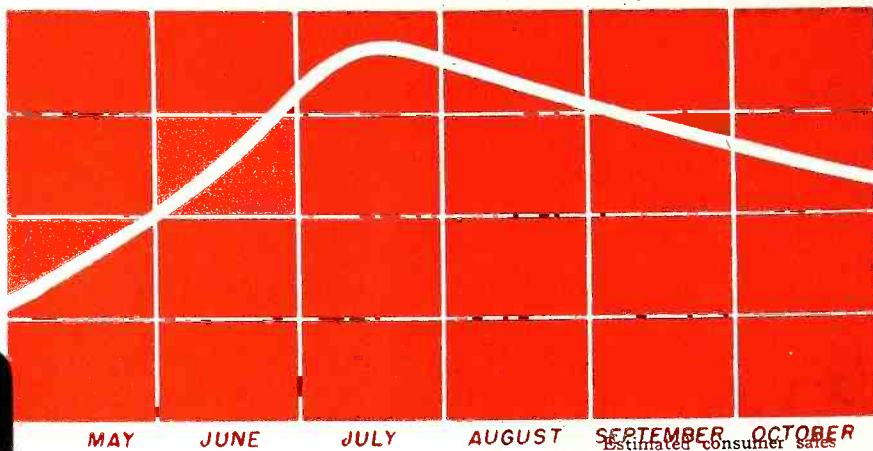
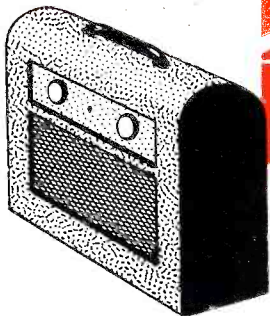
This miniature tube-base adaptor allows tube-base tests to be made on the tube side of the radio chassis. The adaptor accommodates all types of 7-pin miniature tubes, making it unnecessary to disturb underchassis wiring and components. RCA Victor Division, Camden, New Jersey.—RADIO & TELEVISION RETAILING.

Test Craft TUBE & SET TESTER

Model TC-50 is a combination emission-type tube tester and multimeter, mounted in a wooden carrying case. Individual pin switch selection of different tube elements is provided, as well as tube sockets for all



the latest type tubes. Meter reads AC and DC volts, DC milliamps, output, and ohms in three ranges. Net price is \$39.50. Test Craft Instrument Co., 42 Warren St., New York 7, N. Y.—RADIO & TELEVISION RETAILING.



MAY JUNE JULY AUGUST SEPTEMBER OCTOBER
Estimated Consumer Sales

1949... Year of the **PORTABLE!**

Here is the big springtime bulge in portable radio sales. Get ready to break with your dealer advertising on portables in the April issue of "Radio & Television Retailing."

Through immediate and aggressive trade promotion, your portable volume might easily offset a lag in the sale of other models. Remember, the portable is radio's most useful type of receiver.

Take advantage of the superior circulation of **RADIO & TELEVISION RETAILING**—28,000 A.B.C., including the 4,500 biggest dealers in the country as certified by six leading set manufacturers.

START YOUR PORTABLE CAMPAIGN

IN THE *April* ISSUE OF

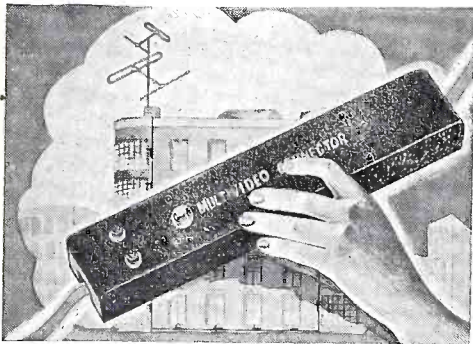
**RADIO & TELEVISION
RETAILING**

CALDWELL - CLEMENTS, INC., 480 LEXINGTON AVE., NEW YORK 17, N. Y.

New TV Service Aids

Soundcraft MULTIVIDEO CONNECTOR

The Reeves connector is designed for operating a number of television sets from one antenna and is said to constitute a television distribution system for multiple



dwelling. One multivideo connector is required for each receiver in the system. Connectors will retail for \$12.85. Reeves Soundcraft Corp., 10 East 52nd St., New York 22, N. Y.—RADIO & TELEVISION RETAILING.

Radiart SIMPLI-FLEX ANTENNAS

The Simpli-Flex line of antennas for TV and FM features design which allows it to be built up from a basic dipole to multiple stacked, all-channel arrays. Ease of assembly is also stressed; no special tools or hardware are required. For complete catalog of antenna equipment and accessories, write The Radiart Corp., 3571 West 62nd St., Cleveland 2, Ohio.—RADIO & TELEVISION RETAILING.

Workshop COAX ACCESSORIES

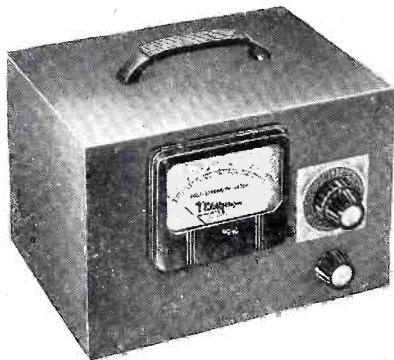
Three new accessories are designed to simplify TV installations where coax transmission line is used. The coaxial switch makes it possible to switch any one of four single channel antennas to a receiver, or may be used where several sets are being demonstrated off one antenna. The coax connector is designed to improve and



simplify TV installation by eliminating soldering on rooftops and outdoors. The matching transformer illustrated provides a connection between coax line and 300 ohm input of receivers, with low standing wave ratio claimed over the whole band. Workshop Associates, Inc., 66 Needham St., Newton Highlands, Mass.—RADIO & TELEVISION RETAILING.

Transvision FIELD STRENGTH METER

Model FSM-1 is a portable instrument designed to facilitate and improve TV installations. It is a compact receiver with a calibrated meter to indicate signal level from 50 to 50,000 microvolts at the 300 ohm



input terminals. The field strength meter is suitable for many uses, including antenna orientation, measurement of gain or losses of various antenna and lead-in combinations, checking receiver oscillator radiation, etc. Transvision, Inc., 460 North Ave., New Rochelle, N. Y.—RADIO & TELEVISION RETAILING.

Craftsman STEEL SERVICE BODIES

Craftsman bodies are of all steel construction and are designed to afford compartment space for tools and equipment required in service and maintenance work.



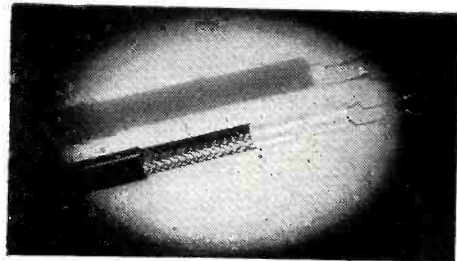
Two models are available: 75 inches long for installation on 1/2 ton chassis, and 90 inches long for installation on 3/4 to 1 ton chassis. For specifications and prices write Artisan Products, Inc., 3540 W. 140th St., Cleveland 11, Ohio.—RADIO & TELEVISION RETAILING.

JFD TV ANTENNA KITS

The Sky-King series of TV antenna kits featuring the Add-A-Bay system, permits custom-building of arrays to suit reception condition: high forward gain, high noise rejection, greater beamed broadband response, higher signal-to-noise ratio, etc. Details may be found in the complete JFD antenna catalog, available on request from JFD Mfg. Co., 4117 Ft. Hamilton Parkway, Brooklyn 19, N. Y.—RADIO & TELEVISION RETAILING.

Federal 300-OHM LEAD

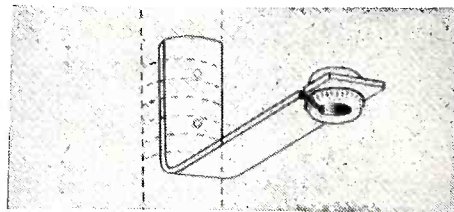
Intelin K-111 is a new shielded, 300-ohm balanced line in cable form for TV installation which is said to minimize noise, snow and ghosts due to transmission line



pickup. The new line combines the strength and shielding features of co-ax with the impedance-matching advantage of balanced 300-ohm twin-lead. Federal Telephone and Radio Corp., 100 Kingsland Road, Clifton, New Jersey.—RADIO & TELEVISION RETAILING.

Brach STAND-OFF

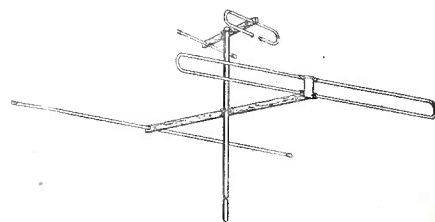
Standoff #376 is designed to prevent excessive wear and strain on exposed down-leads of either twin-lead or co-ax. It can be mounted with screws to a side-wall, with



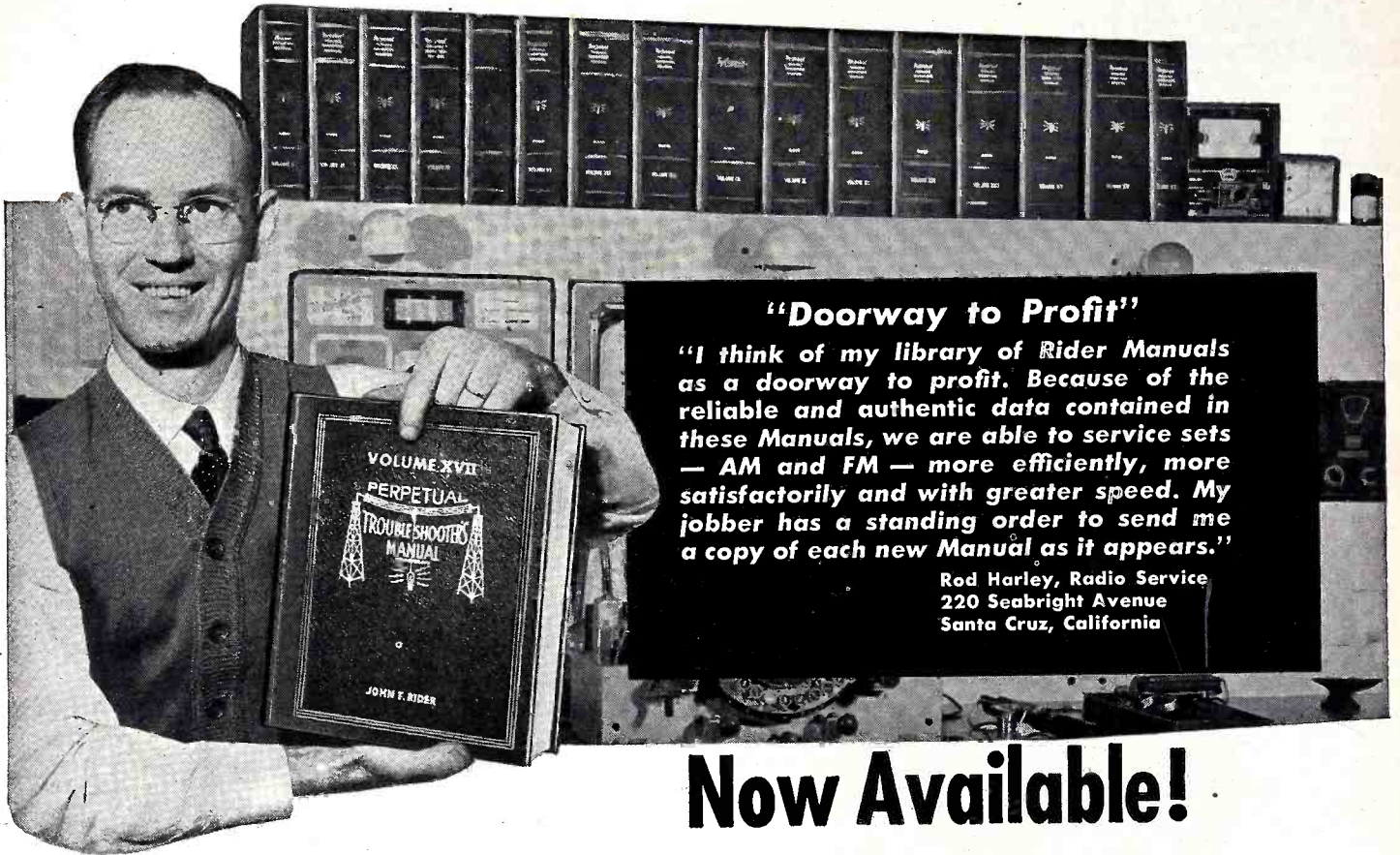
self-tapping screws directly to the antenna mast, or taped onto the mast. It is available in two sizes: #376 with a 3-inch arm, and #377 with a 6-inch arm. L. S. Brach Mfg. Corp., 200 Central Ave., Newark, N. J.—RADIO & TELEVISION DETAILING.

Philson TV ANTENNAS

A new line of low-priced antennas for television has been announced, consisting of all-aluminum tubing elements and up-



rights, with weather-proofed hard-wood crossbars. For complete description and price list, write Philson Mfg. Co., Inc., 156 Chambers St., New York 7, N. Y.—RADIO & TELEVISION RETAILING.



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"I think of my library of Rider Manuals as a doorway to profit. Because of the reliable and authentic data contained in these Manuals, we are able to service sets — AM and FM — more efficiently, more satisfactorily and with greater speed. My jobber has a standing order to send me a copy of each new Manual as it appears."

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This is the biggest RIDER MANUAL of them all. 2036 FACTORY-AUTHORIZED, fact-crammed pages . . . comprising the greatest number of models and chassis of AM and FM receivers and record changers of more than 100 manufacturers . . . up to date to January, 1949. Here are the exclusive RIDER "Clariskematix" to help you do a better, faster, more profitable job. Here is the famous "HOW IT WORKS" Book which fully explains electrical and mechanical innovations in VOLUME XVIII. Here is the authentic, reliable data direct from the manufacturers themselves . . . data which make RIDER MANUALS the easiest to understand, the simplest to use, and the best to help you make more money.

To Be Shipped To Your Jobber Late February!

VOLUME

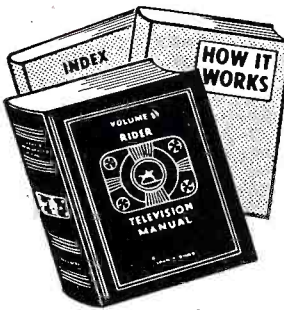
2

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Plus Separate "How It Works" Book

Volume I was an instantaneous "hit" . . . volume II is sure to be even more in demand—BECAUSE no serviceman in a TV area can afford to be without RIDER TV MANUALS. They contain the OFFICIAL Manufacturer's authorized data from the set makers themselves, and include Double spread, Triple spread, and GIANT SCHEMATICS to put you on the right track toward solving any TV problem.

Equivalent of 2300 pages—"How It Works" Book; cumulative Vol. I and Vol. II, and Index. . . . **\$18⁰⁰**



RIDER PA MANUAL

The first industry-wide Public Address Equipment Manual, incorporating the amplifier production of 147 manufacturers from 1938 to 1948. 2024 Pages PLUS "How It Works" book which explains theory of various PA circuits and method of rapidly locating faults.

\$18⁰⁰ including Index.

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RIDER MANUALS mean SUCCESSFUL SERVICING

NOTE: The Mallory Radio Service Encyclopedia, 6th edition, makes reference to only one source of radio receiver schematics—Rider Manuals.
ANOTHER NOTE: The C-D Capacitor Manual for Radio Servicing, 1948 edition No. 4, makes reference to only one source of receiver schematics—Rider Manuals.

FM Association Names Sellers and Faught

The FM Association has hired a new executive director and outlined an expanded program for 1949, with special emphasis on programming, time sales and agency relations.

As executive director, FM Association hired Edward L. Sellers, an ex-Navy aviator who has been radio editor and sales representative for the Associated Press' Washington city news report for the past 17 months.

To assist in establishing and executing the expanded operating program for

1949, the association has retained the Faught Co., New York City, as public relations counsel.

Headquarters will be retained at Washington, D. C., and bulletin service to the members will be expanded, largely with "how-to-do-it" case material in tackling problems most common to FM stations.

In addition to an annual convention in Chicago this year, the association is planning a sales clinic in New York this spring in cooperation with station representatives, time buyers, and other agency people.

Four-Way Store

(Continued from page 40)

inroads on his sales, he has emphasized carrying good quality, wanted merchandise, backed up by the best possible service. The extensive servicing facilities shown in the photos are capable of handling any item sold in the store promptly and efficiently.

Grossing about \$500,000 per year, Rose considers television tops in interest and importance at this time, although in volume it is closely paced by refrigerator sales. Both refrigerators and television sets are "plugged in" on the sales floor for a more convincing sales demonstration.

Since much of Rose's clientele lives in areas not served by sewer systems, the problem of selling garbage disposal units, automatic washers, and dishwashers was analyzed and tested in connection with cesspools and septic tanks and found to work successfully. This business is now being confidently solicited and proving quite profitable.

Rose finds clothes dryers also a successful item, even in the country where space to hang clothes is no problem. He states that he feels one of the principal factors toward efficient operation of these units is adequate ventilation to carry off the heated air, and always suggests an exhaust fan near the unit if there is not one already.

As stated above, television is a very important factor in the Rose operation. Mr. Rose was a pioneer in this field, being one of the first dealers in the country to carry television when it was introduced commercially 10 years ago. It will be noticed that even in the old photo of the original store, a TV antenna is visible on the roof.

Television Facilities

The completely equipped television service department is capable of handling both installation and service, with six men and 4 trucks on outside service work all the time.

Two factors are important in tipping TV sales into a closing: (1) Being a pioneer, and (2) maintaining a large and well equipped service department. For dealers in those parts of the country where television is just opening up, this point carries an obvious moral.

Looking through the Rose store for the answers to how a one-man service shop could develop in 20 years to a \$500,000 business with 20 in help we find such factors as: diversification in related lines; stocking in depth in wanted, good quality and branded lines. In addition, Rose has gone places by being a leader in new developments in the field, being aggressive in seeking new ways to merchandise old lines, and placing great emphasis on good service. Finally, expansion of the plant as rapidly as possible in order to provide the customer with an attractive, up-to-date store at all times, has gone a long way toward making the Rose organization a successful four-way operation.



TeleFILTER
MAKES YOUR TV SELLING
Easier

BECAUSE IT:

- Eliminates Eyestrain
- Sharpens Contrast
- Reduces Glare

Notice, when demonstrating TV, the pleased expression on customers' faces. They'll beam when picture becomes clearer and sharper as you place the TeleFILTER over screen. For the TeleFILTER, like magic, brings the picture to life. *There's no easier way to sell television!*

TeleFILTER, a *House of Television* original, is made of highest grade optical plexiglass in all sizes to fit every screen. Blue tint actually heightens contrast and eliminates eyestrain due to glare. Attaches in 15 seconds with self-backed adhesive strips. Liberal discounts.

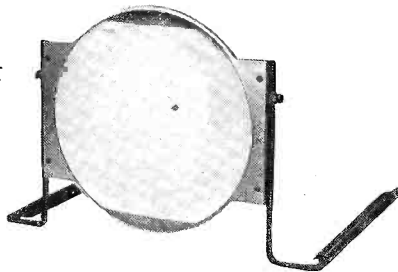


The original and genuine Tele-Filter

MULTIVISION SCREEN

MAGNIFYING LENS: "Featherweight!" Extra-wide angle... no distortion at viewing angle of even 100°. Low convexity gives unusual clarity. Ideal for all table and console models... fits 7" or 10" screen. Comes in gold finish; lens in clear or glare-reducing blue. Guaranteed by *The House of Television!*

Write for **FREE Catalogue Today!**



THE HOUSE OF TELEVISION

Manufacturers of the **TeleFILTER**, **MULTIVISION SCREEN**, and **SIGNAL KLEER** accessories: Antennas, Indoor Antennas, Mounting Hardware, Wave Traps, Attenuator and Matching Pads, Matching Transformers, Plasticlean Cleaner.
STARRETT-LEHIGH BUILDING **NEW YORK 1, N. Y.**



GREATEST ADVANCE IN V.O.M. HISTORY

Beautiful Streamlined Instrument.

Large 5 1/2 Inch Meter in special molded case under panel.

Resistance Scale Markings From .2 Ohm To 100 Megohms... Zero Ohms Control Flush With Panel.

Only one switch... Has Extra Large Knob 2 1/2" Long... Easy To Turn... Flush With Panel Surface.

New Molded Selector Switch... Contacts Are Fully Enclosed... will retain lubrication without dust contamination.

Batteries Easily Replaced... New Double Suspended Contacts.

All Resistors Are Precision Film Or Wire Wound Types... Sealed For Permanent Accuracy.

Unit Construction... Resistors, Shunts, Rectifier, Batteries All Are Housed In A Molded Base Built Right Over The Switch... Provides Direct Connections Without Cabling... No Chance For Shorts.



Inside view cover removed...inverted

TECH DATA

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



NOTE the Sensational Improvements Model 630

\$37.50 U.S.A.
Dealer Net

Leather Carrying Case \$5.75
 ADAPTER PROBE FOR TV
 HIGH VOLTAGE TESTS EXTRA

A completely new Volt-Ohm-Mil-Ammeter that does more... has proved components... and will give a lifetime of satisfaction.

Precision first... to Last.



TRIPLET ELECTRICAL INSTRUMENT CO. • BLUFFTON, OHIO

In Canada: Triplet Instruments of Canada, Georgetown, Ontario

12 WAYS

TO CUT CONTROL INVENTORIES

You can reduce your stock of replacement controls, and profit in time and money with these 12 IRC Tap-In Shafts. IRC engineered for easy installation and dependable performance with IRC Tap-In Shaft Controls, they cut both service time and costly stocks of exact duplicates.

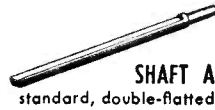
Accurately tapered sockets in IRC Tap-In Shaft Controls readily receive the closely machined shaft ends. A firm hammer tap permanently "freezes" the two units. "C" washers and other cumbersome locking arrangements are entirely eliminated. IRC Tap-In Shafts are quick, easy . . . and secure.

IRC Tap-In Shafts can be conveniently cut to desired lengths before being installed. In crowded chassis, they can be installed *after* control is assembled—eliminating any necessity to remove other parts.

There's an IRC Tap-In Shaft for most radio and television requirements. Used with IRC Tap-In Shaft Controls, you are sure of smooth, quiet, trouble-free service. Ask your distributor for IRC Controls—with the *dependable* Tap-In Shaft feature. International Resistance Company, 401 N. Broad Street, Philadelphia 8, Pa. In Canada: International Resistance Co., Ltd., Toronto, Licensee.

INTERNATIONAL RESISTANCE CO.

Wherever the Circuit Says 



SHAFT A
standard, double-flatted



SHAFT B
slotted or tongued



SHAFT E
universal split, knurled



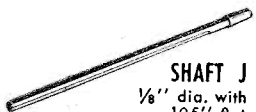
SHAFT F
3/16" dia., full round



SHAFT G
special slotted



SHAFT H
slotted with groove



SHAFT J
1/8" dia. with
.105" flat



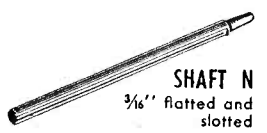
SHAFT K
special 1/4" round



SHAFT L
flatted with groove and
threaded hole



SHAFT M
double-flatted, threaded



SHAFT N
3/16" flatted and
slotted



SHAFT P
1/4" full round

Norge Washing Machine



Scale reveals full load of dry clothes to be laundered weighs more than 18 pounds (basket weighs almost 2 lbs.). Washer, produced by the Norge Div., Borg-Warner Corp., features large capacity.

TV Coverage Grows!

55 TV stations in 32 cities broadcasting to 1,300,000 set owners and four of their friends, on an average, bringing the audience up to over 6 million persons. Latest RADIO & TELEVISION RETAILING compilation, showing sets in use in the 15 top ranking cities appears below (as of March 1):

CITY	NO. STATIONS	SETS IN USE
New York	6	500,000
Philadelphia	3	125,000
Los Angeles	6	115,000
Chicago	4	60,000
Detroit	3	48,000
Baltimore	3	45,000
Boston	2	43,000
Washington	4	42,000
Cleveland	2	30,000
New Haven	1	27,000
Milwaukee	1	20,000
Schenectady	1	19,500
St. Louis	1	19,000
Cincinnati	1	16,000
Buffalo	1	13,000
Others	16	177,500
TOTAL	55	1,300,000

New GE Video Tube

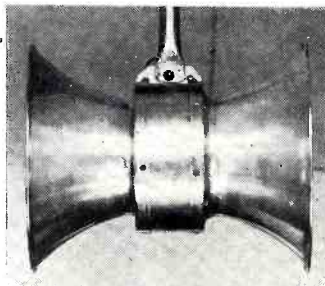
A new tube designed to give more viewing area in low-priced sets has been developed by General Electric. First of its size, the new tube is 8 1/2 inches in diameter and will cost no more to build than the 7-inch tubes now used for low-priced sets. The tube is a metal type and employs magnetic focusing and deflection. Picture size is said to be 39 square inches, which is 50% larger than that usually obtained on 7-inch tubes.

Scott Suppressor Circuit

On page 73, our January issue, the Scott suppressor circuit was prepared by Service and erroneously reproduced by a makeup assistant without knowledge of its source on the part of our responsible editors.

Lowell BI-DIRECTIONAL HORNS

Suspension type baffle, excellent for plants and general public address installations. Requires one 6" speaker for intercom and music. Weatherproofed—metal flocked screening protects speaker cone. Made of 20 gauge aluminum, smooth or hammered finish. Bell diameter, 10 1/2". Overall length, 12 1/2". Mounting accessories available.



LIST PRICE \$14.00

LOWELL METAL PRODUCTS CORPORATION

Baffle Specialists

1531 BRANCH STREET, ST. LOUIS 7, MO.

Garod Promotes Silver



Louis Silver, vice-president and sales manager of Garod Electronics Corp., Brooklyn, N. Y., has been appointed executive vice-president and general manager, according to an announcement from Leonard Ashbach, president.

Names in the News

Robert M. Oliver, vice-president in charge of sales for the Proctor Electric Co., Philadelphia, since 1944, has announced his resignation from the company. Mr. Oliver, a veteran of 20 years experience in the electrical appliance field, did not divulge his plans for the immediate future but said that he would issue a statement shortly.

Phil Gillig vice-president in charge of sales of Emerson Radio & Phonograph Corporation, has resigned to take a partnership interest with Emerson Radio Distributors of Connecticut, with headquarters at Bridgeport.

Charles Roberts has been appointed advertising and promotion manager of Air King Products Co., Inc., Brooklyn, N. Y., according to word received from D. H. Cogan, president.

Michael G. DuBrow has been appointed district merchandiser for Sparton Radio-Television in the Los Angeles area, with headquarters at 1421 S. Flower St., Los Angeles.

R. S. King, president The Philip Carey Mfg. Co., Cincinnati, Ohio, has announced that J. J. Smiley, Jr., has been appointed commodity manager for the sale of Miami Carey fans, a line made up of nine models of kitchen, attic and window ventilators.

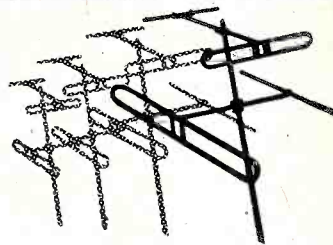
W. H. Magee has assumed duties as general sales manager of Russell Electric Co., Chicago subsidiary of Raytheon Manufacturing Co.

Election of John S. Sturgeon as treasurer of The Magnavox Company, has been announced by R. A. O'Connor, president.

Frank A. D. Andrea, president Andrea Radio Corp., announces the appointment of John Andrea as head of all personnel at the organization.

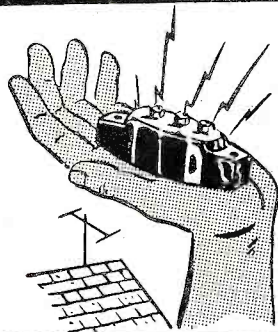
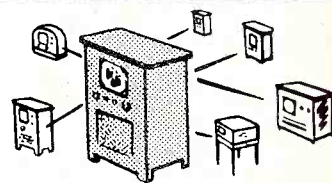
(More on page 83)

1. SAVE INSTALLATION TIME. Actually save enough for additional installations each week. Simplicity of Brach Antenna design, together with maximum pre-assembly at the factory, take whole hours of "time-on-the-roof" off your installation costs. And, for easier, quicker, on-the-job handling, Brach TV Antenna Kits are individually packaged, complete with all necessary hardware. Brach Universal Base Mount is a real time saver.



2. ELIMINATE EXPENSIVE CALL-BACKS. Brach quality engineering and bulldog ruggedness combine to help make your initial installation completely satisfactory. Developed by a name as old as radio itself, Brach TV Antennas are products of the manufacturer's own laboratory. From the rugged structural steel base mount to the tip of the sturdy mast, they're designed to stand up and shrug off the worst the weather has to offer—and deliver superior reception—longer. Factory pre-tuned and matched for 300-ohm transmission line, all Brach Antennas feature large-diameter aluminum elements for better signal pick-up.

3. MAKE PURCHASERS YOUR BEST SALES-MEN. The future success of your television line depends upon the success of your past installations. There's a Brach TV Antenna to meet every television problem better. Each Brach array you install puts you further ahead of your competition performance-wise.



A NECESSARY EXTRA BRACH LIGHTNING & STATIC ARRESTER #4004

Helps keep the buck and jump out of the image when due to static discharge. Protects certain delicate receiver parts. Complete with all necessary hardware, the Brach Rare Gas Arrester is easily attached to any downlead. Constructed of porcelain and non-corrosive metal parts. Tested and listed by Underwriters' Laboratories.

SEND FOR BRACH CATALOG NO. RR1304



L. S. BRACH MFG. CORP.

200 CENTRAL AVENUE, NEWARK, N. J.

WORLD'S OLDEST AND LARGEST MANUFACTURERS OF RADIO ANTENNAS AND ACCESSORIES

Winners of Crosley "Frostmaster" Contest

Winners of the Crosley "Know Your Frostmaster" sales contest were announced at the national distributor's convention in Cincinnati.

Rene Larriva, of Appliance Distributors, Tucson, Arizona, won the top prize, a 1949 automobile.

Air King Appointment

Charles Roberts has been appointed advertising and promotion manager of Air King Products Co., Inc., of Brooklyn, manufacturers of radios, television and electronic apparatus, it was announced by D. H. Cogan, president.

New TV Stations On Air

Due to commence operation this month are two new television stations in Pennsylvania: WGAL-TV in Lancaster and WICU in Erie; two in Ohio: WLWD in Dayton and WLWC in Columbus; and one station in Florida: WTVJ, Miami. This will bring the total national coverage to 60 stations.

RCA Victor Appointment

Appointment of Charles P. Baxter to the newly-created post of assistant general manager of the RCA Victor Home Instrument Department is announced by Henry G. Baker, general manager of the department. Mr. Baxter was formerly controller of the Home Instrument Department.

Emerson Production Big



Benjamin Abrams, right, president, Emerson Radio & Phonograph Corp., New York City, smiles as A. Rosen, controller, presents him with 10-millionth radio set to emerge from production lines.

Making Citizens Radio

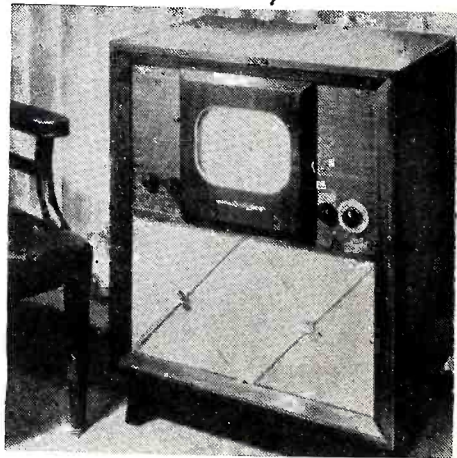
Portable radio transceivers for public use between homes, autos, offices, plants, farms, etc., are now in production at the Citizens Radio Corp. of Cleveland, Ohio. Manufacturer Al Gross states that his equipment is the first to receive FCC approval for use in the 465 megacycle band allocated for civilian use. The transceiver, two of which are required for person-to-person communication, measures 6 x 2 7/8 x 1 1/4 inches topped by a small folding antenna and weighs 11 ounces. Headphones and batteries, carried in a separate case, bring total weight up to 2 1/2 pounds. Type A-3 emission of the transmitter calls for a Class B amateur license.

Appoint Kronenwetter

H. G. Kronenwetter, formerly advertising production manager for the Radio Division has been appointed manager of advertising production for the Lighting Fixture, Lamp, Radio, Electronics and International Divisions of Sylvania Electric Products Inc., according to an announcement by Terry P. Cunningham, director of advertising.

Air King TELEVISION CONSOLE

Model A-1001 is a straight television console with a 10-inch direct view tube designed for eye-level viewing. The cabinet,



available in mahogany or blonde, measures 36 in. high, 27 wide and 19 deep, in a design said to blend with all types of decor. Air King Products Co., Inc., 170 53rd St., Brooklyn 32, N. Y.—RADIO & TELEVISION RETAILING.

Naturally

the news is spreading like wildfire

The Anchor TV-Pre-Amplifier

IS NOT JUST ANOTHER BOOSTER



It's a thoroughly engineered and beautifully styled product

Read this unsolicited statement by an independent service engineer

It does have more USEABLE gain than any other "booster" I have seen, yielding snow-free pictures under the most difficult conditions.

Johnson & Elliott
Monticello, N. Y.

It Really Performs As Claimed

Where You Need a Pre-Amplifier, Install Anchor for the Best. IT'S NEW, DIFFERENT because:

- Simultaneous iron core tuning of grid and plate circuits.
- 2 1/2 times average gain (Voltage Ratio).
- Guaranteed coverage of low and high TV-Band.
- 4 mc minimum Bandwidth on all channels.
- Impedance matching to receiver.

List Price
\$37.50

We are also happy to announce, that our Indoor Antenna,

SUPER-TENNA

IS NOW AVAILABLE

Better match—Clearer, brighter pictures WITH THE SUPER-TENNA over counter sales now possible

List Price
\$8.95

EFFICIENT
COMPACT



COMPARE THESE OUTSTANDING FEATURES

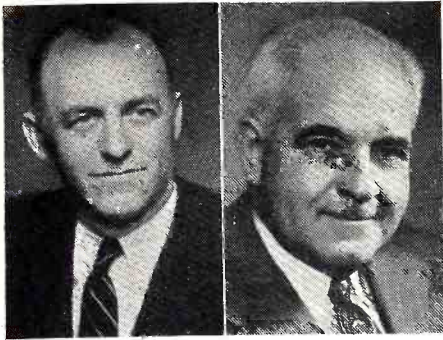
- The Super-Tenna is adjustable from position illustrated to a length of 48 inches.
- It is high gain folded Dipole—300 ohm match on any TV-frequency.
- Unique in design—beautifully styled, will not overbalance in any position.
- Fits on top of Pre-Amplifier, Receiver or nearby objects—Base removable for wall mounting.

HERE ARE TWO SURE-FIRE ITEMS TO INCREASE TELEVISION SALES AVAILABLE AT LEADING JOBBERS. IF YOUR JOBBER CANNOT SUPPLY YOU, WRITE US FOR NEAREST JOBBER.



ANCHOR
RADIO CORP.
2215 S. St. Louis Ave.
Chicago 23, Ill.

RCA Victor Appointments



Joseph B. Elliott

Henry G. Baker



Richard T. Orth

L. W. Teegarden

The RCA Victor Div. of the Radio Corp. of America announced the appointments of Joseph B. Elliott as vice-president in charge of all RCA Victor consumer products, and L. W. Teegarden as vice-president in charge of all RCA technical products. Henry G. Baker was promoted to general manager of the Home Instrument Dept. and Richard T. Orth to general manager of the Tube Department.

Names in the News

(Continued from page 81)

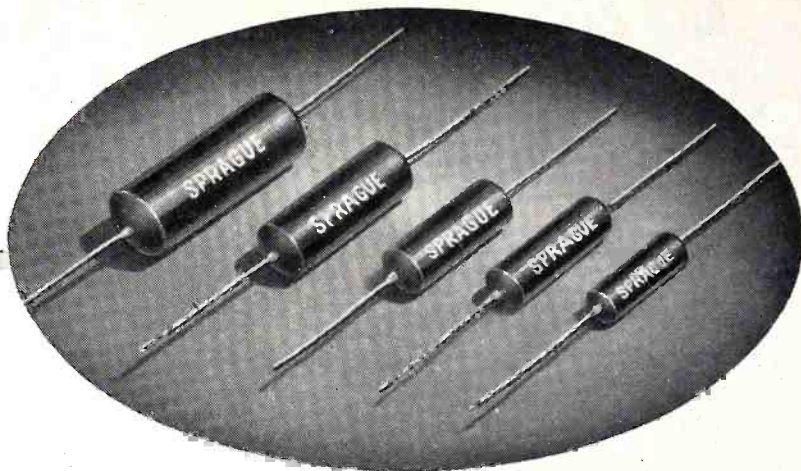
J. R. Cameron, who has been in the appliance business since 1922, has returned to Norge division of Borg-Warner Corp. as assistant to Harry L. Spencer, director of manufacturing. The announcement came from Howard E. Blood, president and general manager.

W. A. Blees, AVCO vice-president and general manager of the Crosley Division, has announced the following appointments: R. T. Calmer becomes assistant to the general sales manager; A. "Speed" Raysson, promotion manager of the range section.

E. Bruce McEvoy, Jr., formerly assistant manager, eastern division, equipment tubes sales has been appointed east central manager of distributor sales for the Radio Tube Division, Sylvania Electric Products, Inc., according to C. W. Shaw, general sales manager.

The appointment of Dorothy A. Harrington as assistant to advertising and sales promotion manager Henry R. Geyelin, Jr., has been announced by Earnest A. Marx, general manager of the television receiver division, Allen B. DuMont Laboratories, Inc.

R. B. Marshall, president, Electromaster, Inc., announces the appointment of R. R. Brown as sales manager.



THE LOW-DOWN ON Phenolic Molded Tubulars

TYPES **TM** AND **MB**

(600 volts)

(1600 volts)

Sprague's introduction of the first practical phenolic-molded tubular capacitors was probably the most revolutionary capacitor development in radio servicing history. It is to clarify any misunderstandings which may exist regarding this remarkable advancement and explain things fully that the following information is given.

DO THEY COST MORE?

Not as far as you are concerned. Sprague TM and MB Molded Tubulars cost considerably more to manufacture, yet you buy them at the same prices as ordinary wax cardboard tubulars. TM's and MB's are truly premium capacitors at no premium price.

ARE THEY REALLY BETTER?

Most emphatically yes. Sprague Molded Tubulars represent just about as much improvement over conventional wax cardboard types as the new Ford does over the old Model A. They're tested at 95% relative humidity for 250 hours. They operate at temperatures from -40°F. to +185°F. without batting an eye. They're life-tested at 1½ times rated voltage for 250 hours. Their high-temperature thermo-setting phenolic jackets mean that they'll not only outperform conventional wax capacitors under severe conditions of heat, moisture, vibration and rough handling but last much longer and give better performance on ordinary jobs.

WHERE SHOULD I USE THEM?

Use them on any by-pass application where you want capacitors that won't cause trouble later. They're tops for auto and aircraft radio, television and other difficult jobs. And, because they cost you nothing extra, Sprague Molded Tubulars make ideal replacements for any service work where you want to do a really first-class job.

DOES EVERYBODY MAKE THEM?

Not by a jugful! However, because of the remarkable success of Sprague TM's and MB's there will soon be plenty of imitations. This means you'll be wise to ask for them by name and be sure of getting the original practical molded tubulars—thoroughly tested and proved through years of service.

WHO SELLS THEM?

Sprague Molded Tubulars are featured by leading distributors throughout the country. If you don't know the name of the one nearest you, write or wire and we'll advise you promptly.

WHERE CAN I GET COMPLETE INFORMATION?

Bulletin giving complete catalog information on Sprague TM and MB Molded Tubulars can be obtained from your Sprague jobber—or we'll mail one on request.

SPRAGUE PRODUCTS COMPANY, North Adams, Mass.

Jobbing distributing organization for the products of the Sprague Electric Company

CAPACITORS **SPRAGUE** *KOOLOHM

RESISTORS
*T.M. Reg. U.S. Pat. Off.

**NO CUT PRICES!
NO CUSTOMER DISCOUNTS!
NO COMPETITION!**

**BIG PROFITS
in BIG SCREEN**

—tradioVision

NOTHING LIKE TRADIOVISION IN SIZE

3 ft. x 4 ft. screen — 1728 sq. inches

NOTHING LIKE TRADIOVISION IN BRIGHTNESS

3 times brighter than theatre screen

NOTHING LIKE TRADIOVISION IN SHARPNESS

No dimming of lights at any time

NOTHING LIKE TRADIOVISION IN CONVENIENCE

Remote control from any distance

NOTHING LIKE TRADIOVISION IN SERVICING

Plug-in unit for on-the-spot service

Stop kidding yourself . . . start making real money on television with — **BIG SCREEN TRADIOVISION!** Here's tried and proven projection television that's sure to give you a big play and . . . **BIG PROFITS!** In demand and already in locations throughout the country, **TRADIOVISION** is the most advanced development in **BIG PICTURE BRIGHTNESS** . . . three times brighter than theatre screen — with **NO DIMMING OF LIGHTS!** Sharp, clear, the picture will amaze you and your customers . . . Best of all in performance, **TRADIOVISION** is your best bet for rich, creamy, unskimmed profits. **TRADIOVISION** takes you out of the mangle of competition and lets you make your full mark-up without a shake-down. You don't have to cut prices on **TRADIOVISION**. You don't have to kick back customer discounts. Yes—and there's a nice, fat margin for trade-ins. **TRADIOVISION** is a complete packaged unit suitable for location demonstration. Dealers, distributors, factory representatives — write or wire now.



TRADIOVISION

Asbury Park, New Jersey

CORNISH elirium Cometh

when cords or plugs fail in the pinch! For sure contact and durability, it's best to feature



Cords AND Cord Sets

APPROVED BY UNDERWRITERS LABORATORIES

Selected by leading manufacturers . . .

why not by **YOU**

A full line of Flexible Cords

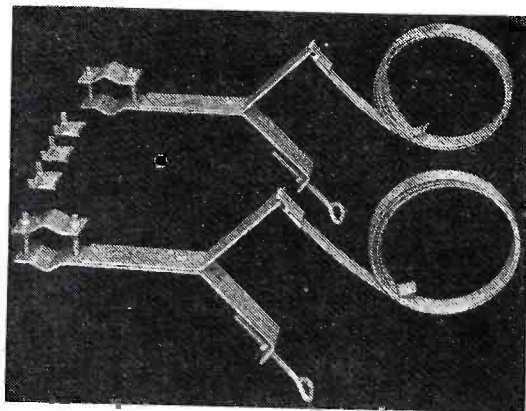
for the Repair and Service industry,
obtainable through Jobbers and Distributors

CORNISH WIRE COMPANY, INC.

15 Park Row New York 7, N. Y.

**The Most Complete Line
of Antenna MOUNTS**

- A mount for every need
- Lowest priced in the industry
- Ruggedly constructed



Model TVB-105
Chimney Mount

List price
\$4.25 set

MODERN-AIRE MOUNTS are durably constructed of 1/8" zinc plated steel; completely assembled ready to mount; welded and bolted together for superior strength; positive locking action; all models come in pairs for maximum antenna rigidity. Boxed in sets of two.

LIST PRICES OF OTHER MODELS (per set)

TVB-109	Vent Mount	\$3.95
TVB-112	12" Wall Bracket Mount	4.95
TVB-106	Corner Mount	3.25
TVB-108	8" Wall Bracket Mount	4.25
TVB-118	18" Wall Bracket Mount	5.95

Write for catalog sheet. **MODERN-AIRE MOUNTS** are available at your jobber. If he cannot supply you, write for nearest jobber.

Some territories still available for representation.

MODERN-AIRE MFG. CORP.

4434 W. Roosevelt Road
Chicago, Illinois

Names in the News

Paul M. Millians has been elected a vice-president of Commercial Credit Company.

The appointment of Terry P. Cunningham as director of advertising and sales promotion for Sylvania Electric Products, Inc., has been announced by R. H. Bishop, vice-president in charge of sales.

A. F. Fisher has been elected president of Telechron, Inc.

Thomas M. Ford has been made field sales manager of Air King Products, announces R. D. Payne, manager of sales.

Appointment of Corley W. Kirby as eastern sales manager and R. K. White as western sales manager to head a new Crosley field sales organization has been announced by W. A. Bles, vice-president of AVCO Mfg. Corp., and general sales manager of the Crosley division.

J. F. Walsh, veteran radio sales executive, has been appointed sales manager of the Westinghouse Home Radio Division, according to advice received from F. M. Sloan, manager.

T. J. Newcomb, sales manager Westinghouse Electric Appliance Division, has announced the naming of I. Frank Brownson as manager of major appliances, a new post.

Gerald Hulett, formerly vice-president in charge of sales for Electromaster, has been named director of sales in the appliance division of F. L. Jacobs Co., it has been announced by Rex C. Jacobs, president.

Glenn Mills has been appointed sales promotion manager of the Arvin Division of Noblitt-Sparks Industries, Inc., announces Gordon T. Ritter, director of sales.

In New Position



Robert Segal, above, son of Morris S. Segal, president and founder of Mayflower Industries, New York and Newark, N. J., distributors, has been appointed advertising and sales promotion manager of the firm.

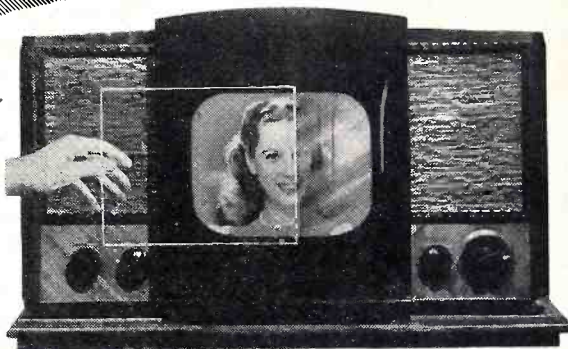
1 MILLION PROSPECTS NOW! 2 MILLION MORE THIS YEAR!*

FOR THE



SOLD AT POPULAR PRICES WITH MONEY-BACK GUARANTEE.

STOCK AND SELL THIS IMPROVED SCIENTIFIC FILTER—CASH IN NOW AND CONTINUALLY!



There's a BIG and PROFITABLE market for the WALCO Television Filter—the filter that scientifically . . .

**CONTROLS HARMFUL TELEVISION GLARE
ENDS EYE STRAIN**

SHARPENS PICTURE

INCREASES CONTRAST

NOTE: Unlike other filters, the WALCO does not darken image, but actually improves clarity and detail.



3 FREE FILTERS
plus this
**BEAUTIFUL 5-COLOR
DISPLAY KIT with
Special Introductory
OFFER**

150% Markup On Initial Order
For 12 or more Filters.

**MAKE MONEY
with the
WALCO FILTER**

Nationally advertised. Folders, window streamers and mats available.

Sensibly Priced For Fast Turnover

7" size\$2.95 list	12" size\$4.95 list
10" size3.95 list	15" size5.95 list
		20" size\$6.95 list

*SETS IN USE AS OF JANUARY 1st AND PREDICTED INCREASE FOR 1949.

DISTRIBUTORS, JOBBERS—

write for sample Walco Filter Kit and full information

SEE YOUR JOBBER—or WRITE, WIRE, CALL WALCO direct.

WALCO SALES CO.

60 FRANKLIN STREET
ORANGE 3-1756
EAST ORANGE, NEW JERSEY

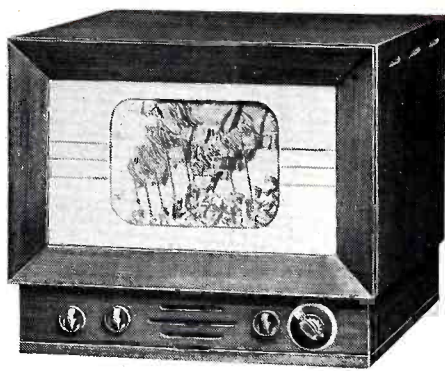
dealers prefer

Videola TELEVISION

Complete 12½ and 16-inch home television line

FEATURING THESE VIDEOLA ADVANTAGES:

- EXCLUSIVE PLAKRON COMPENSATOR in advanced circuit design for life-like reproduction.
- EYE-LIGHT PANEL . . . lessens eye-fatigue.
- AUTOMATIC LOCK-IN SYNCHRONIZER for pictures that snap into place.
- AUTOMATIC GAIN CONTROL . . . picture always at right level.
- INTERMODULATION SYSTEM synchronizes sound—eliminates drift.
- FUSED CIRCUITS for greater safety.
- Manufactured under RCA License.



No getting away from it . . . dealers *like* to carry the Videola line. Bigger dealer discounts—and how! Tie-in deals—absolutely none! And *sales*—well, Videola features *help* the dealer sell. Their low prices, advanced engineering, superior performance and beautiful cabinets are real customer “stoppers”!

Write to Dept. A for the new brochure of our complete line.

Distributors: Some territories still open. Wire or write today.

VIDEO CORPORATION OF AMERICA
229 WEST 28th STREET • NEW YORK 1, NEW YORK

Edward R. Taylor

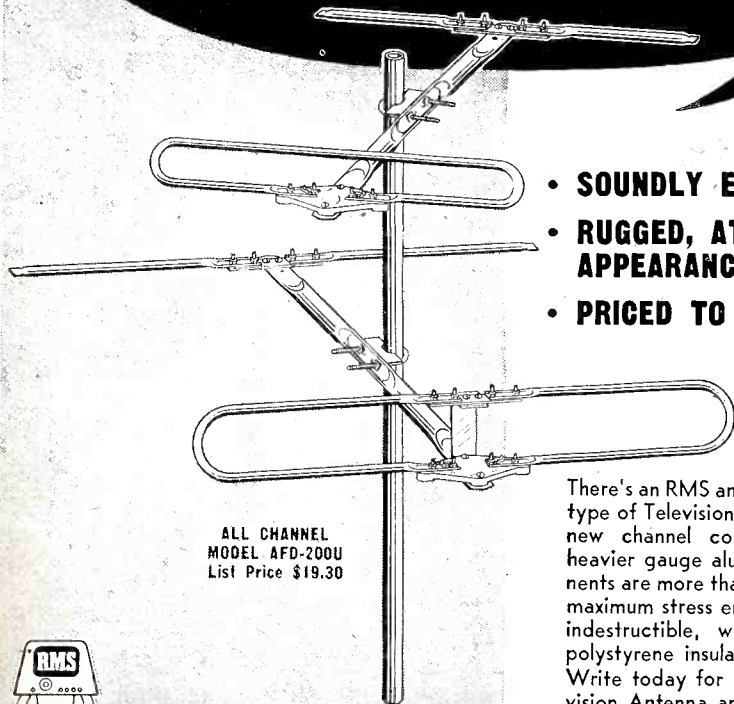


Leonard C. Truesdell, vice-president of marketing, Hotpoint, Inc., announced that Edward R. Taylor, shown, has been named manager of market development. Mr. Taylor was formerly merchandising manager. John E. Bogan has been named to fill the merchandising post.

Air-Borne Antenna for TV

“Kytoon,” a combination kite and balloon inflated with helium, is offered as a solution to fringe TV reception by Ralph Carr Powell of Gloucester, Mass. Aluminum ribbon attached to the surface of the balloon forms an antenna, said to be non-directional in character, while coaxial transmission line also serves as a guy wire. The air-borne antenna is recommended for dealers who wish to test reception in fringe areas, and has a promotional angle if they write their name on the balloon, where it will be seen aloft for miles.

Everybody's Talking About . . .
**THE NEW RMS
TELEVISION ANTENNA LINE**



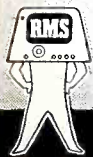
- **SOUNDLY ENGINEERED**
- **RUGGED, ATTRACTIVE APPEARANCE**
- **PRICED TO SELL FAST**

ALL CHANNEL
MODEL AFD-200U
List Price \$19.30

There's an RMS antenna for every type of Television installation . . . new channel construction and heavier gauge aluminum components are more than adequate for maximum stress encountered . . . indestructible, weather-resistant polystyrene insulators.

Write today for new RMS Television Antenna and Accessories

Catalog #215-R



RADIO MERCHANDISE SALES, INC.

550 WESTCHESTER AVENUE
NEW YORK 55, N. Y.



Attention

DEALERS—SERVICEMEN

**Progressive's New
DEALERS CATALOG**
Just off press—Free

RADIO KITS • AMPLIFIER KITS
FM COIL & CONDENSER KITS
RESISTOR KITS • CONDENSER KITS
RADIO TOOL KITS • FM-AM CHASSIS
SPEAKERS • RADIO PARTS • TUBES
PORTABLE RADIOS • CAMERA-RADIOS
AUTO RADIOS • HOME RADIOS • LENSES
TELEVISION SETS • TEST EQUIPMENT
TELEVISION CABINETS • FM TUNERS
ANTENNAS • BOOSTERS

Send for your catalog today

PROGRESSIVE ELECTRONICS CO.

497 Union Ave. Brooklyn 11, N. Y.

Dept. RT-1

Wanted—

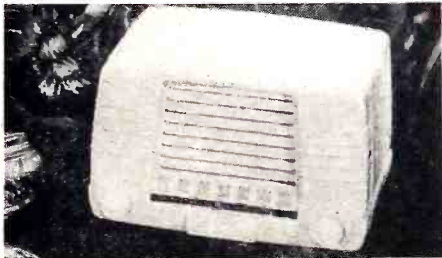
What's in a name? In an attempt to select a properly descriptive title for their industry, manufacturers of so-called "small electric appliances" are appealing to the readers of RADIO & TELEVISION RETAILING for an expression of trade opinion. The variety of product in the industry poses a difficult problem in developing a good, all-inclusive name to cover all the devices, which include, among other products, toasters, waffle irons, irons, sandwich toasters, heating pads, electric bed coverings, roasters, cookers, grills, mixers, blenders, table stoves, hot plates, shavers, fans, clocks, heaters and coffee makers.

Below are four suggestions of the National Electrical Manufacturers Association. Dealers are requested to write in their preference for one of these or a suggestion of their own choosing to Editor, Radio & Television Retailing, 480 Lexington Ave., New York 17, N. Y.

1. Small Electric Appliances
2. Portable Electric Appliances
3. Electric Traffic Appliances
4. Electric Housewares
5. (Other)

Fada RADIO

Three new 5-tube, plastic cabinet table sets have been announced, models 830, 845 and 855. Model 855V (Ivory),



shown, features 4½ in. slide rule dial, built-in loop antenna, 2 watts power output, and measures 8¾ in wide, 5¾ high and 5¾ deep. Fada Radio and Electric Co., Inc., 525 Main St., Belleville, N.J.—RADIO & TELEVISION RETAILING.

Michael S. Freeman



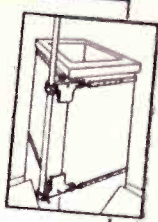
Michael S. Freeman has been appointed as director of sales promotion and advertising for E. L. Courmand Co., manufacturers of the Walco Tele-vue-Lens.

**★ QUALITY
★ PRICE
★ FEATURES**
found in no other mounting bases.

The Original South River
Chimney Mount Antenna Base
Model No. SR 10 (Pat. Pending)
The Aristocrat of Antenna Bases



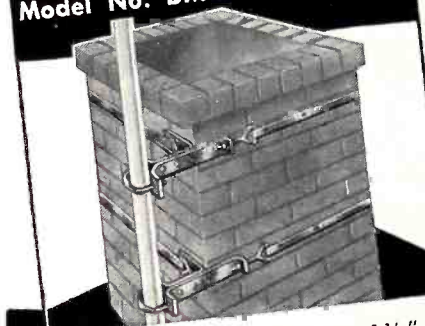
Holds tubing from ½" to 1½" O. D., pipe from ¼" to 1¼". Exceptionally durable. The four eye bolts enable straps to be tightened evenly. Also available in two sections if requested.



List Price **\$7.50** Individually Boxed

Both mounts can be installed in minutes by one man with no special tools.

The New South River
Duo-Mount Antenna Base
Model No. DM 37 (Pat. Pending)

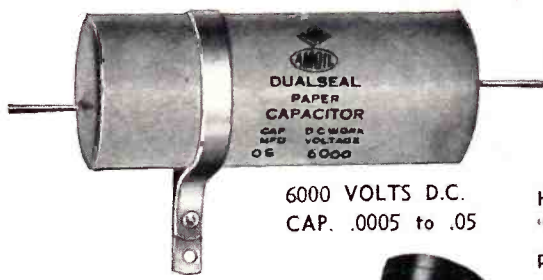


Holds antennas from ⅝" to 1½" O. D. Made of riveted steel in hot dipped, everlasting galvanized finish. Features special "U" bolt.
List Price **\$4.50** Individually Boxed

See your jobber or write to
SOUTH RIVER
Metal Products Company, Inc.
South River, New Jersey

Servicemen:

**HERE IS YOUR SOLUTION TO
TELEVISION CONDENSER
TROUBLES....**



THE NEW **AMCON**

PROCESSED TELEVISION
BY-PASS CONDENSER

6000 VOLTS D.C.
CAP. .0005 to .05

**NEW SHIELDED
CONDENSER**

Completely eliminating any capacity between outer foil and chassis, the new Amcon Shielded Condenser is highly effective in stopping hum or other extraneous signal noise.



Here is a new condenser that really "stands up" under the voltage and temperatures encountered in Television circuits. Amoil Processed, these new capacitors approach closely the electrical properties of fine mineral oil impregnated units. Simple tubular construction with high melting point wax seal results in an attractive price range.

*Ask Your Jobber About These
Two New Amcon Condensers*

AMERICAN CONDENSER CO.

4410 N. Ravenswood Avenue, Chicago 40, Illinois



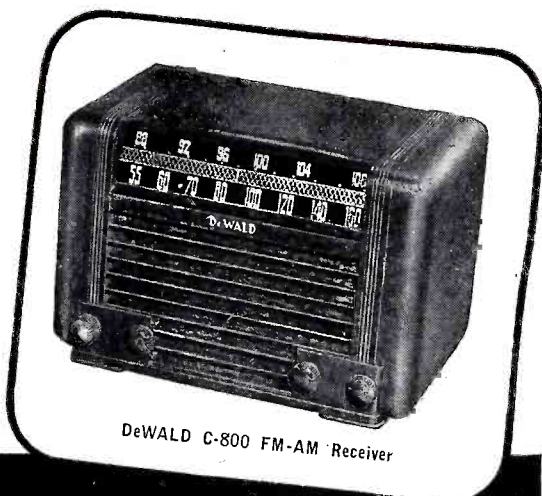
... for

INCREASED SALES and PROFITS...

in RADIO and TELEVISION

for SOMETHING BETTER, it's

DEWALD



DeWald C-800 FM-AM Receiver



DeWald CT-102 High Definition Television

For more than a quarter-century DeWald's proven quality and outstanding performance have been creating satisfied customers and building good-will.

Write today for full information

JOBBERS — REPRESENTATIVES

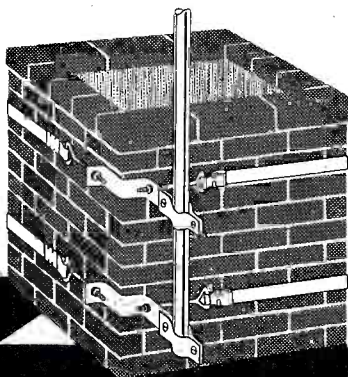
Some choice territories still available.

DEWALD RADIO MFG. Corp.
35-15 37th Ave., Long Island City 1, N. Y.

CHIMNEY MOUNT PAM-5

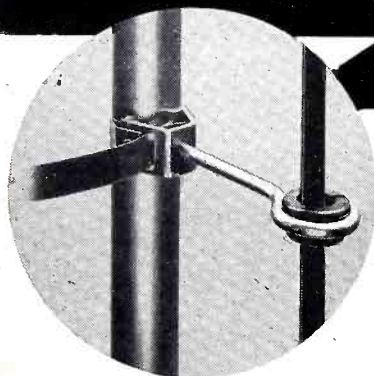
Fast, one-man installation on any type chimney. Holds mast $\frac{3}{4}$ " to $1\frac{1}{2}$ " Heavy gauge steel, cadmium plated. Two-section construction for greater safety, rigidity and strength.

\$450
List per pair



There's a Phoenix Speed

Mount for every installation



STAND-OFF INSULATORS

Attaches to any size mast in 10 seconds—just pull strap through a turn screw eye. Eliminates swinging lead-ins with broken wires. A must for every installation.

25¢
ea. List

AT LEADING JOBBERS AND DEALERS — SEND FOR LITERATURE

PHOENIX ELECTRONICS, INC.

LAWRENCE, MASS.

Tips on Vacuum Cleaner Selling

(Continued from page 62)

Says Walter J. Dailey, Sales Manager, Vacuum Cleaner Division, Lewyt Corporation, Brooklyn, N. Y. (Lewyt Vacuum Cleaners)

"Any dealer who can sell refrigerators and washers can sell vacuum cleaners in volume—if he has a program to do it. This was proved in 1948.

"In 1949, the smart dealer will carry the advertised brand—the brand which will aid him with a planned activity.

"This means proper display for the floor and for the window—proper demonstrating and selling technique—effective yet economical advertising of all kinds—and last, but not least, an adequate margin of profit."

Says Robert Gayle, General Sales Manager, McAllister-Ross Corporation, Chicago, Ill. (McAllister Bagless Vacuum Cleaners)

"Our experience has proved that vacuum cleaners may be sold successfully and in excellent volume by retailers who have in their organization one or more men who will take the cleaner to the prospect's home and make a good demonstration and sales presentation.

"We are back to the era of the house to house salesman who will usually spend one-third of his time in the store and two-thirds on the outside following leads obtained in the store as well as cold canvassing."

Says Jack Downs, General Manager, Clements Mfg. Co., Chicago (Cadillac Vacuum Cleaners)

"Point-of-sale displays, designed from a dealer's point of view can play an important role in retailing vacuum cleaners. The Cadillac 'aisle' display is an example of what we mean. It meets the retailers requirements with flying colors: Only 51 inches high, it won't obstruct the view to other merchandise. Easy to assemble, compact and rugged, it features 2 cleaners (upright and cylinder models) complete with attachments and selling copy."

Says M. T. Weaver, Sales Manager, Regina Corporation, Rahway, N. J. (Elektrikbroom)

"In the Regina Elektrikbroom we accomplish a twofold purpose; first we give the housewife three features she has always wanted—light weight, only $6\frac{1}{2}$ pounds; easy storage and easy dirt disposal. Thus she derives a great deal more benefit from her Elektrikbroom, as it will be used daily instead of the customary old fashioned tools. Second because of the short demonstration necessary to present the Elektrikbroom to a prospect, the average dealer can make many more vacuum cleaner sales."

(Continued top of opposite page)

Says T. K. Quinn, Jr., Advertising Manager, Monitor-Equipment Corporation, New York (Monitor Vacuum Cleaners)

"Monitor is featuring this year a new light weight cleaner which has suction equal to any of the larger vacuum cleaners. In our opinion the new vacuum cleaners must be easier to handle, easier to put into use, clean out and store away, while at the same time having suction power as great as the larger cleaners.

"This vacuum lists for only \$39.50 and of course this price plus demonstration will be a big consideration to vacuum cleaner prospects."

Hallicrafters TELEVISION SET

The new Hallicrafters sets feature "dual-focus," providing two different size pictures at the flip of a switch. Model 09, with a 10-inch picture tube, provides a 56 square inch picture which may be switched to a



64 square inch circle. The maker states that both pictures are linear and in the proper proportion of height to width. This model, with push-button tuning, lists at \$269.50. The Hallicrafters Co., 4401 W. Fifth Ave., Chicago 24, Illinois.—RADIO & TELEVISION RETAILING.

Crestwood TAPE RECORDER

The Magictape recorder features two-channel recording, fidelity from 50 to 8000 cycles, simplicity of operation and light weight. The unit is complete with amplifier and speaker, and measures 18 in. x 12 1/4 in. x 9 3/4 in. high. List price is \$189.50. Crestwood Recorder Corp., 218 S. Wabash Ave., Chicago 4, Illinois.—RADIO & TELEVISION RETAILING.

Multiple TELEVISION SET

Model 1500 is a direct-view receiver providing 130 square inch viewing screen in a cabinet especially designed for commercial installation with easy viewing from all angles. Size of the cabinet is 25 3/4 in. wide, 24 high and 23 deep. Model MT1250 receiver uses the same chassis but a 12 1/2 inch tube providing 92 square inch screen.

Knight WIRE RECORDER

The new Knight recorder not only records and plays back on wire, but also plays 78 RPM 10- or 12-inch records, and can serve as a PA system or as a wireless phono oscillator. Neon bulb volume indicator, and built-in 5-tube amplifier and speaker are featured. Allied Radio Corp., 833 W. Jackson Blvd., Chicago 7, Ill.—RADIO & TELEVISION RETAILING.

Here's TACO DIVISION

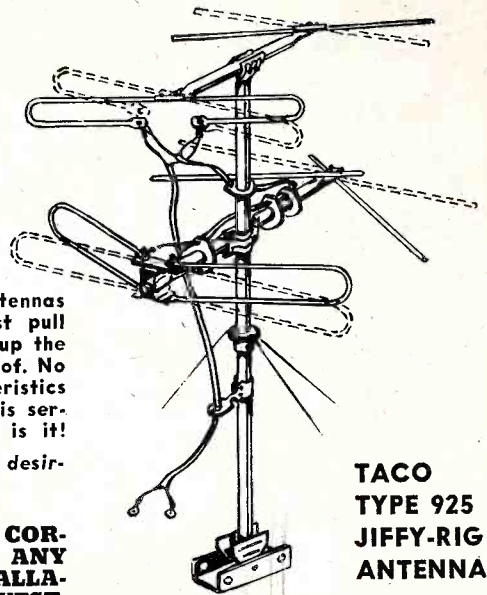
FROM CARTON
TO INSTALLATION

FAST!

*TACO now gives you all those features that have made it outstanding plus the JIFFY-RIG feature. TACO JIFFY-RIG antennas come completely assembled—just pull them out of the carton, tighten up the nuts, and you're ready for the roof. No mechanical or electrical characteristics have been sacrificed to bring this serviceman's-dream-come-true. This is it!

Compare TACO for everything desirable in an antenna. Then . . .

ASK OUR JOBBER FOR THE CORRECT TACO ANTENNA FOR ANY TV, FM, AM, OR SW INSTALLATION. CATALOG ON REQUEST.



TACO
TYPE 925
JIFFY-RIG
ANTENNA

TACO

RADIO & ELECTRONIC
EQUIPMENT
TECHNICAL APPLIANCE CORP
SHERBURNE, N. Y.

IN CANADA: STROMBERG-CARLSON CO., LTD., TORONTO 4, ONT.

UIS
CORP

U.S.I. SOUND POWERED assures dependable communication



SPEED UP TELEVISION INSTALLATION Set Aerial Direction Quickly

No yelling out of window or inside the customer's house. . . . Best of all there are no batteries to lug around. . . .

Clip these sound powered telephone hand sets on to each end of the lead in either paired or co-axial type or use a separate line.

In a few minutes, with a quite workmanlike conversation between the set and aerial location, you can set the direction "on the beam". . . .

For prices and address of nearest distributor, write Dept. C.

UNITED STATES INSTRUMENT CORPORATION
SUMMIT . . . NEW JERSEY

INDUSTRIAL
AND MINE
SYSTEMS



HAND SETS



HEAD SETS



DESK-WALL
SETS

HY-LITE presents a New "SNAP-OUT" TV ANTENNA

\$17.40
LIST

STANDARD
Jobbers
Discounts

Built of the same fine, rigid construction of hi-grade dural aluminum—the S O 30 S is completely assembled at the factory for ease of erection and saving of time at point of installation. **NO TOOLS REQUIRED.**

**SAVES
TIME**

**FACTORY
ASSEMBLED**

MODEL S.O-30 S

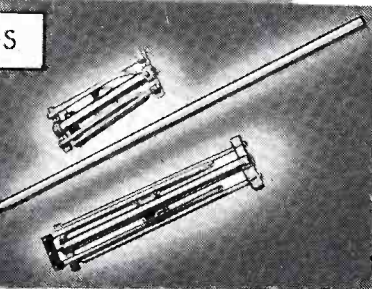


Photo shows the compact shipping position. No loose parts—complete—ready to "snap-out" and install. Complete instructions. **JOBBERS:** Many choice districts open—**WRITE NOW** and request our free catalog showing our complete line RTR 39

HY-LITE Antennae INC.
Makers of Fine Antennas for AMATEUR · FM · TELEVISION
528 TIFFANY ST., BRONX 59, N.Y.

Hopes and Facts of Television Selling

(Continued from page 35)

turers will go their own way, some of them overproducing, needling their factory workers, their salesmen and distributors into production and selling frenzy, loading the dealer with merchandise, howling their wares to high heaven in more and more extravagant advertising and tossing large bales of cooperative dollars wherever they think they can be used to secure production advantages. As competitors are forced to follow suit and the going gets rougher and tougher, the little fellow will fall by the wayside, the reserves and credit of distributors and dealers will become exhausted and capital-destroying confidence-killing dumping will be the inevitable result.

There are some manufacturers, tomorrow's survivors, who will not allow themselves to fall into that fatal error. These are the astute planners, the builders, who establish reasonably attainable goals for each succeeding period and gear their programs to known opportunities and merchandising limits.

Procedures for Dealers

It is interesting and significant that the dealers who are piling up the biggest net profits in television, whose businesses are going constantly ahead, are those who concentrate on a few lines and refuse to demoralize their salesmen, depress the value of all inventory and lose their community standing by cutting list prices. They realize that by not crowding their floors with too many models of varying makes, they can feature those which they do carry to greater advantage and with less confusion on the part of their salespeople and prospective consumers. They watch the advertising and sales promotion of the manufacturers and time their own store displays and cooperative advertising accordingly. By concentrating their purchases, they become more valuable to the distributor and therefore get greater consideration at his hands. Since they tie up less capital, they are better able to meet their commitments and to make more money.

Whatever the production and overall promotion programs of the manufacturer may be, he cannot blink the fact that it is at the point of ultimate sale where his enterprise will rise or fall. The dealer is the final representative and he is entitled to his keep.

While urging the retailer to cooperate, the manufacturer must see to it that sufficient profit margins are included in the list prices he wishes to maintain. It takes more of the dealer's time to sell a television receiver than it does to sell a radio. Television receivers absorb more store space than radio. Overhead costs are consequently higher. In the early stages, when demand was greater than supply, arbitrarily stipulated discounts had to be accepted by

(Continued top of opposite page)

NEWARK
send today for this big book of values in
TELEVISION
RADIO, ELECTRONIC,
INDUSTRIAL, SOUND &
AMATEUR EQUIPMENT

**NEW 1949
NEWARK CATALOG**

20,000 items including everything in STANDARD BRAND equipment! 148 pages packed with pictures, charts, and vital information!

KITS! SETS! PARTS! ACCESSORIES!

No matter how tiny the part, how tremendous the system...it's listed in this mammoth catalog...the one easy, satisfactory way to always get top-performing, top-value equipment! The most complete essential reference book for pros, hams, hobbyists, novices, oldtimers... anyone, everyone interested in TV, radio and sound equipment!

24-HR. MAIL SERVICE • ONE YEAR TO PAY

3 GREAT STORES! Uptown at 115 West 45th Street and Downtown at 212 Fulton Street in NEW YORK
323 West Madison Street in the heart of CHICAGO

NEWARK
RADIO & TELEVISION

MAIL COUPON TODAY

Newark Electric Co.
242 W. 55th St., NYC

Dept. C3 Please send FREE Newark Catalog to:

NAME _____

ADDRESS _____

CITY _____ STATE _____

And Now . . . Introducing
Movement with LIGHTS!

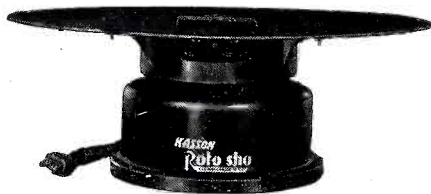
KASSON Model "712"
Roto-Sho
ELECTRIC TURNTABLES

The ACTION Display-Way
To Boost Your Sales!

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

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

Write for our complete ROTO-PRODUCTS catalog!



GENERAL DIE AND STAMPING CO.

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

the dealer. Whatever profits he made on goods which required little or no selling were more or less regarded by him as found money.

As supply edges closer to demand the dealer will have to devote more time and effort to store and outside promotion, the costs of which must be covered in his discounts. No chain is stronger than its weakest link and it follows that it is in the manufacturer's as well as the dealer's interest that point-of-sale representation be adequately supported.

Let us keep the fundamentals in mind. However it may change and improve, television has arrived and is going to stay. The ultimate and visible market for receivers in every category is every home, hotel, restaurant, tavern, office, store and institution in the country. The fluctuations of demand may be due in some instances to economic curves, to good and bad television broadcasting or to competition from other sources. But whether there will be long spells of poor business or an uninterrupted program of production and sale, will be determined to a major degree by the ruthless competition or the foresight, resourcefulness and wisdom within the television industry itself.

PA Installation

(Continued from page 69)

per loudspeaker. The price for parts must be less than what the customer could buy them for over the counter, and a 20% profit is suggested. If the dealer had arrived at a "per loudspeaker" figure which covered most of his jobs of, say, \$10., then his bill would be:

Parts	\$282
(\$225.75 cost plus \$56.25 profit)	
Installation	120
(12 spk @ \$10)	
Total	\$402

Second, the dealer might figure the job at his cost (parts and labor) plus a markup to cover overhead and profit. If he (for instance) could cover these two with a 35% margin, his bill would be for \$445. (\$289.75 cost plus \$155.25 profit).

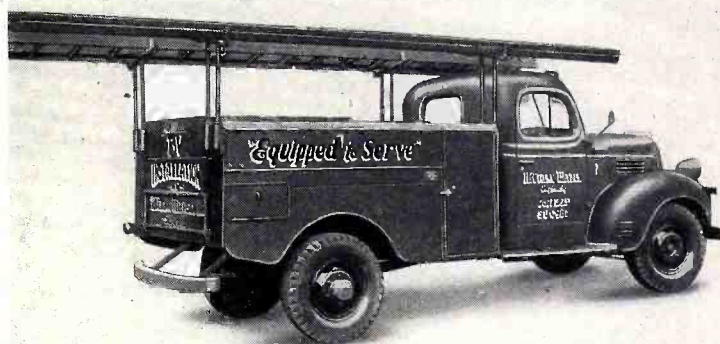
In the third instance, he might just charge for the parts at list (\$376.) and add the labor (\$64.), making a total of \$440.

It will be seen that these methods produce similar results, and the one chosen should be the one which is at the same time simplest and most reasonable to the customer. The dealer should only be careful to know his overhead so that his markup will cover it, plus a fair profit, and he should not overlook time he has spent making a survey, estimate, etc. In the end, he will also be guided by what his competitors are doing on similar jobs.

No mention was made in this outline of the special local requirements that might be made, such as compliance with building and electrical ordinances, etc., since the purpose of the article is only to give the general technical and business approach to the PA problem.

TELEVISION INSTALLATION & SERVICE TRUCK BODIES

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OF ALL STEEL CONSTRUCTION

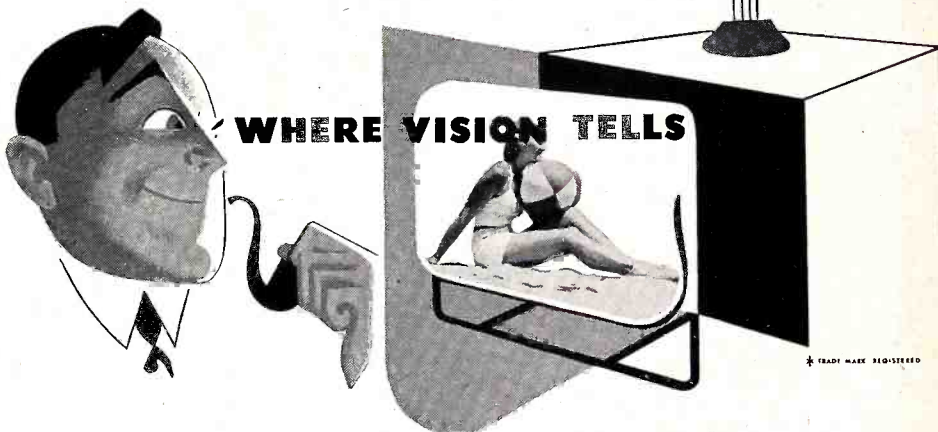
Model #75 — 75" long for the 1/2 ton Chassis
 Model #90 — 90" long for the 3/4 to 1 ton Chassis
 Write for Bulletin "A" describing Service Truck Bodies or Bulletin "E" describing Television Installation Extension Ladders.

ARTISAN PRODUCTS, INC.

3490 WEST 140th STREET

CLEVELAND 11, OHIO

* FLETRON COUNTS



For greater seeing pleasure, increased TV profits—

FLETRON Magnifying Lenses, Filters, Antennas.

Distributors! Write today for circulars describing full FLETRON line: antennas, filters, magnifying lenses. Few choice territories for factory representatives still available in the South.

**ELECTRO-STEEL
 PRODUCTS, INC.**

112-14 N. SEVENTH ST. PHILA. 6, PA.

In 1949 as Before...

BURGESS

is the *Money-Making* Portable Battery Line!

A COMPLETE LINE

★ ... of quality batteries. All sizes and voltages for all portable radios ... simplifies ordering and stock!

★ **SUPERIOR QUALITY**
... made even better by new engineering principles that increase the service life of dated, fresh Burgess Batteries!

★ **NATIONAL DEMAND**
... stimulated by advertising in nationally famous magazines read by more than 70 million battery buyers every month!

★ **MORE PROFITS**
... through the gaining popularity of this sales-winning, complete line of better dry batteries!

Get Set for Another BIG Portable Battery Season!



Make your store headquarters for popular Burgess radio batteries. Get new free counter and window displays—enclosures—streamers. Ask your jobber or write to Burgess.

If you're not already enjoying all the sales-winning, profit-making advantages of the Burgess battery line, write or phone your Burgess jobber; or for the name of your nearby Burgess distributor write to

BURGESS
BATTERY CO. FREEPORT, ILL.

News of Jobbers and Reps

F. J. Greene has become vice-president of Colen-Gruhn Company, New York City distributors, according to M. M. Gruhn, president.

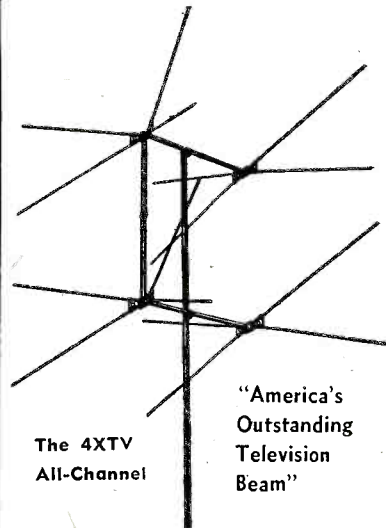
Consolidated Standard Co., 55 W. 42 St., New York, headed by A. W. Sutter, have been named wholesalers in Connecticut for the newly-launched Tele King line of home TV sets, according to an announcement received from Robert I. Erlichman, Tele King sales manager.

Larry Davis, formerly district manager of the RCA Victor division of Krich-Radisco, Inc., New Jersey distributors, has been promoted to the position of assistant sales manager of that division. William W. Cone, vice-president in charge, made the announcement.

The JFD Manufacturing Co., Inc., Brooklyn, N. Y., announces the appointment of the following sales representatives: Joseph Bozzelli (manufacturing trade representative); George Pettitt, Illinois; Lewis P. Chick for Cincinnati, Dayton, Toledo, Springfield, Lima, Ohio; Kentucky and Indiana; Leonard L. Minthorne for Washington state, Oregon, Montana and Idaho, and Louis L. Wolf for No. Dakota, So. Dakota, Minnesota and Wisconsin.

telex inc.
CONICAL ANTENNAS

BOX 879, ASBURY PARK, N. J.
PHONE: ASBURY PARK 1-0119



The 4XTV All-Channel

"America's Outstanding Television Beam"

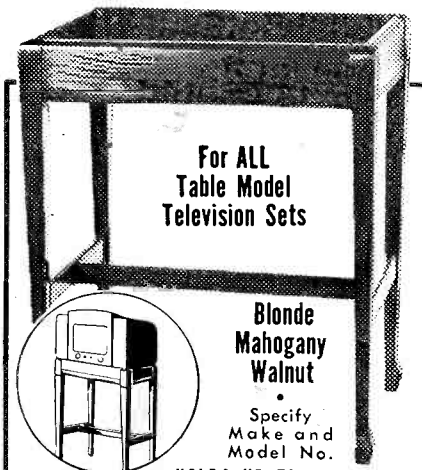
- Hi-Gain Stacked Conical "V"-Beam.
- Channels 2 to 13.
- Broad Band — Full Audio and Video Band Pass.
- Low Inception Angle, Minimum Reflections.
- Maximum Signal to Noise.
- 4 to 1 Front-to-Back Ratio All Frequencies.
- Universal Mounting Clamps.

See Your Distributor or Write Us

INCREASE YOUR TELEVISION PROFITS

HARDWOOD (Rub-Finish) TELEVISION

TABLES



For ALL Table Model Television Sets

Blonde Mahogany Walnut

Specify Make and Model No.

HOLDS UP TO 300 LBS.

Packed in individual cartons. F.O.B. Phila. ORDER A SAMPLE TABLE NOW!

\$17.95 SUGGESTED RETAIL PRICE DELUXE MODEL \$19.95

Write for the name of your nearest distributor Distributors Territories Available

Peerless Woodcraft, inc.
S. E. Cor. Ruth & Clearfield Sts.
Philadelphia 34, Pa.

CHAMPION

3 POST GUYED TOWERS
Especially designed for TELEVISION and RADIO

A Better Picture and a Good Profit, Too!

These are sturdy and economical towers which can be used where cost is a factor. Best materials and workmanship are used. Towers hot dip galvanized after holes are punched. Complete with guy wires and erection bolts. Shipped in 20 foot sections. Easily erected.

When used with suitable antennas, Champion towers will provide good TV reception in fringe and remote areas where TV is otherwise impossible.

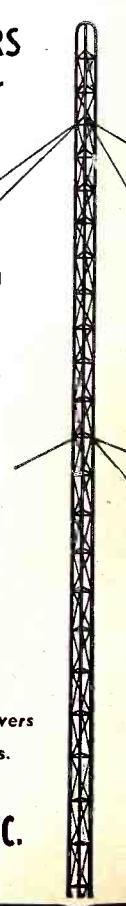
Type	Sizes Height	Weight	Cubic Feet
G-345R	45 feet	235	3.3
G-365R	65 feet	330	4.5
G-385R	85 feet	425	5.5

Also 3 Post Self-Supporting Towers

Sold thru Dealers and Jobbers.

Write for Literature.

NORMAN M. SEWELL, INC.
Susquehanna Ave. at Derstine
Lansdale, Pa.



FEDCO
MADE IN U.S.A.

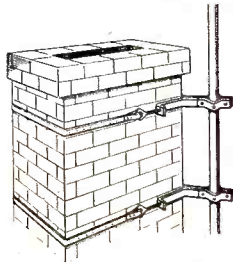
**POINTS THE WAY
TO NEW PROFITS
WITH THESE 3 TV NEEDS!**



< FEDCO Picture-Vu

Portable mirror and stand makes TV adjustments a simple one-man job. Unbreakable 10" x 14" mirror on an adjustable, collapsible stand. You stand behind the set while adjusting, yet you can see everything clearly in the mirror. Complete with protective bag for mirror . . .

..... \$6.00 DEALERS NET



FEDCO CHIMNI-MOUNT >

Fits any chimney, and accommodates any television antenna mast up to 1 1/2". Rigid, all steel construction, rust-proofed and weather-resistant. One man can easily install. Complete with hardware and strapping.

\$4.95 LIST

< FEDCO TENNA-MOUNT

One-piece hi-strength aluminum alloy. For high quality and fast installation of TV-FM antenna masts on chimneys, poles, corners. Simply wrap straps around the support and tighten nuts. No special holes needed. Easily installed with regular tools. With two 12-ft. straps, hardware, all rustproofed. \$7.50 LIST

Immediate Delivery!

FEDERAL ENGINEERING CO.
37 Murray Street New York 7, N. Y.

BOWERS Television Booster



*Designed for Unexcelled
PERFORMANCE!
Priced to Sell
PROFITABLY!*

Model TB-213 (illustrated)
Channels 2 to 13—
List Price \$30.00

Model TB-26
Channels 2 to 6—
List Price \$21.75

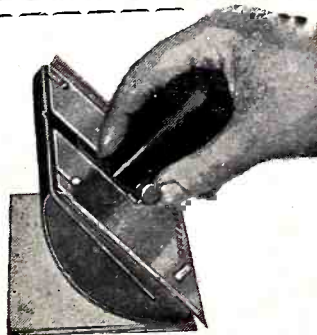
**DISTRIBUTOR and DEALER
TERRITORIES OPEN**

BOWERS BATTERY & SPARK PLUG CO.
TELEVISION RECEIVERS READING, PA. TELEVISION BOOSTERS

**PRINT YOUR OWN
POST CARDS**

**COMPLETE OUTFIT
only \$7.50**

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**Patent Notice
Re: Television Filters**

PLEASE TAKE NOTICE that United States Letters Patent No. 2,461,464 were issued February 8, 1949 to Robert Aronstein on Filters for Fluorescent Screens and that a license of exclusive rights to manufacture, sell and use Filters for Fluorescent Screens under said Patent has been granted by said Robert Aronstein to the undersigned, manufacturers under said license of the Television Filter known as the Transmirra Image Definer.

All requests for a license to sell and use Filters for Fluorescent Screens under said Patent should be directed to the undersigned.

Dated: New York, February 8, 1949

TRANSMIRRA PRODUCTS CORP.
1650 Broadway, New York 19, N. Y.

Success! IT'S HERE!



**TRICRAFT
VIDEO
ANTENNA
for
Indoor Use**

Model "600"
Patents Applied for

The indoor model television antenna the industry has needed!

- Appearance
- Operation Principle
- Simplicity
- Reception

Here is the new VIDEO ANTENNA you've been waiting for . . . new luxurious appearance which blends with any type furnishings . . . new design and operation, no mechanical adjustments to change stations, turn switch to channel desired, electrically tuned to station . . . good reception for as far as 25 miles, 1 to 1.5 standing wave ratio in each channel . . . easy to use, instantly ready for use . . . operates anywhere in the house, no landlord's permission needed . . . net weight only 3 3/4 lbs.

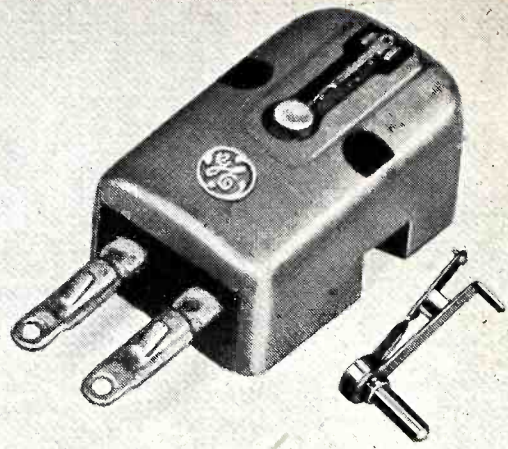
"Tricraft" antennas are available at leading jobbers. If your jobber cannot supply you, write us for nearest jobber.



Tricraft Products Co.
1533 North Ashland Ave., Chicago 22, Ill.

Manufacturers of complete line of Television, FM and AM antennas and accessories

NEW!



G-E VARIABLE RELUCTANCE CARTRIDGE


*with the replaceable stylus for
Conventional and Long Playing Records*

NOW—in one small unit—all the sales and performance advantages of the G-E Variable Reluctance Cartridge plus this additional consumer economy feature—the Replaceable Stylus.

Negligible needle scratch and needle talk, minimum record wear, wide frequency response, freedom from resonance peaks, realistic reproduction—these are maintained at all times, simply, easily, economically with the Replaceable Stylus.

No more changing of the entire cartridge means more frequent replacement of stylus by the consumer because he can do it himself so easily.

Four simple steps—and presto! The worn stylus is replaced and maximum high quality performance is restored for the critical listener.

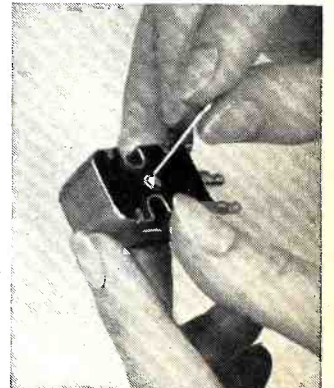
Note, too, these additional features: 

- New notched design . . . one-third smaller . . . improved shape . . . more generally adaptable to various tone arms.
- More clearance for record changers.
- Higher lateral compliance for more faithful tracking.
- More economical for the customer—more sales for the dealer.
- Cartridges available for LP records with 1 mil stylus; for conventional records with 3 mil stylus.

For complete information on the new Variable Reluctance Cartridge write: *General Electric Company, Electronics Park, Syracuse, New York.*



1 Simply remove cartridge from tone arm.



2 Use paper clip or wire to force stylus out of the cartridge.



3 Insert new stylus into cartridge with fingers.



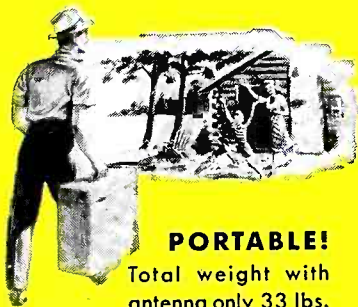
4 Press firmly into position with thumb nail.

You can put your confidence in—

GENERAL  ELECTRIC

178-H1

GET READY FOR FAST SALES!



PORTABLE!

Total weight with antenna only 33 lbs. Demonstrate it wherever AC current is available and wherever there is television broadcasting.

Here is the Sensational New

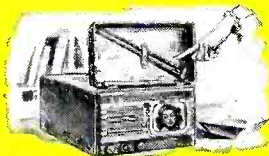
Motorola PORTABLE Television

INSTALL IT YOURSELF . . . NO LANDLORD'S PERMISSION REQUIRED



YOU INSTALL IT!

It's as simple as pressing a light switch button. Antenna snaps into place and rotates as necessary for peak performance.



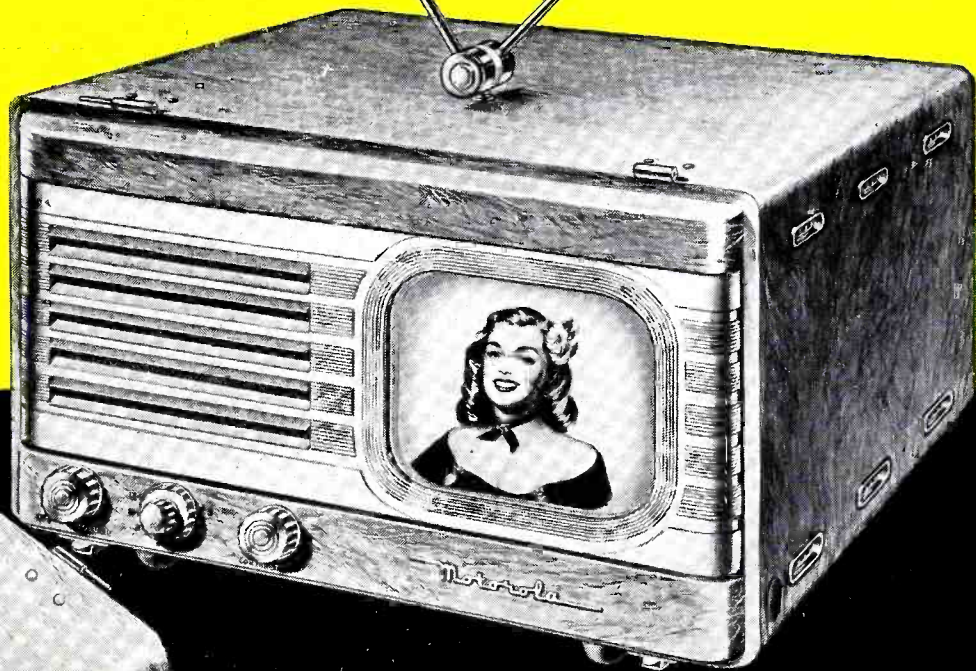
COMPLETE!

There's nothing extra for your customers to buy. The case is handsomely covered in fine, long-wearing leatherette. The hardware is rugged and handsome. It's wonderful looking and it performs as well as it looks.

Here is the celebrated Motorola television receiver now known and enjoyed in thousands of homes coast to coast . . . the same star bright picture automatically synchronized with rich, Golden Voice sound . . . all beautifully redesigned for complete PORTABILITY. It's the new and excitingly handsome Motorola Model VT73 in a rich sun-tan leatherette cabinet.

Take it to your customer's home, snap the amazingly efficient antenna into position and you're ready to demonstrate television at its best. Point out how it can be easily moved from room to room . . . out on the porch . . . or to your customer's summer home. Anywhere within range of a television station, the Motorola Model VT73 will get a very satisfactory reception.

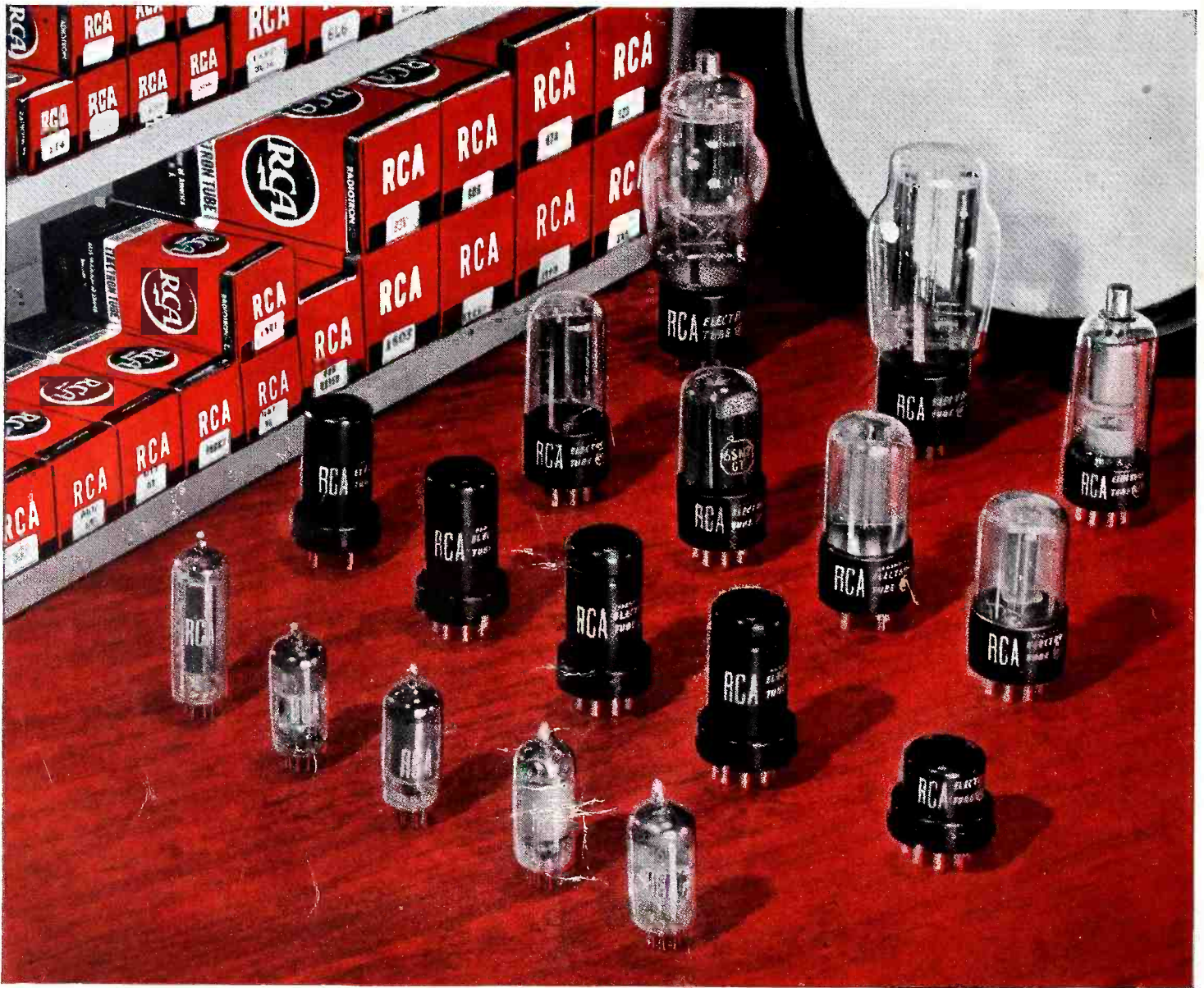
A mere demonstration is a sale. Reap quick, new profits now!



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Motorola Inc.

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AM, FM, or TV... practically every make and model receiver you're called upon to service can be completely re-equipped with RCA tubes... from glass, metal and the latest miniatures to television kinescopes. Your RCA Distributor carries extensive stocks for your convenience.

Having the tubes your customers need... and the brand they prefer... means more business for you—from more people!

Keep up-to-date... ask your RCA Distributor for the following bulletins:

- *Receiving Tubes for AM, FM, and Television Broadcast (1275-D)*
- *Receiving Tube Manual (RC-15)*
- *Receiving Tube Price List (2F215R7)*
- *New 1949 Movement & Inventory Guide (2FR933)*



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AND MAKE MUCH MORE!**

A proved traffic stopper is this "Top Performers" display in full colors—part of a new Display Service. Ask your RCA Distributor for the latest flyer "Stop 1 in 4 and Make Much More," for complete story.

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TUBE DEPARTMENT

RADIO CORPORATION of AMERICA

HARRISON, N. J.