

Engineers Tell Why

BACE TELEVISION

IS THE **WORLD'S FINEST**

First Set Ever Built Featuring Multi-Unit Viewing

BACE . . .
SETS THE PACE



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

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

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

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

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

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

Multi-Unit Television by Bace means superior engineering

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

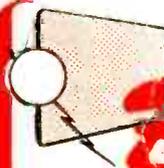
This is the set for the waiting market!

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

DEPT. C.

This New Set Offers You

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



Bace TELEVISION CORPORATION

GREEN & LEUNING STS. SOUTH HACKENSACK, NEW JERSEY HA 3-1001

PHILCO Leads at Every Price!

IN the lower price brackets, too, Philco gives you the industry's greatest sales appeal. Exclusive, completely Adjustable Shelves! Freezer Lockers up to 3 times as big as before! Deluxe extra equipment including spacious Vegetable Bin! Again, in 1948, it's Philco, for the industry's greatest refrigerator values at every price!

... in Refrigerator Value and Sales Appeal



AT \$294⁵⁰

IN ZONE I

PHILCO 883

8 cu. ft. Advanced Design model. Exclusive Philco Adjustable Shelves . . . "You shift the shelves to suit yourself!" Huge zero-zone Freezer Locker. Separate fast freezing Ice Tray Shelf. Lavishly equipped.

AT \$235⁰⁰

IN ZONE I

PHILCO 781

Sensational value leader. Oversize 7.7 cu. ft. Exclusive full-width Adjustable Shelves. Freezer Locker almost 3 times as big as before. Amazing array of quality features and deluxe equipment at low price.

AT \$265⁰⁰

IN ZONE I

PHILCO 782

Greatest set-up in the industry. Oversize 7.7 cu. ft. Exclusive Adjustable Shelves. Freezer Locker almost 3 times as big as before. 2 crispers. Added quality features give powerful extra sales appeal.



PHILCO Famous for Quality the World Over

MEAT STORAGE

Crisper Drawers

UP TO 3 TIMES AS MUCH FROZEN STORAGE

Super-Fast ICE FREEZING

full-size Vegetable Bin

Completely Adjustable SHELVES

It's a WONDERFUL Refrigerator!

ALEX H. KOLBE
Publisher

NAT BOOLHACK
Editor

Business Department
AARON LAFER

VINCENT T. COSTELLO
Art Director

MARY LOUISE KAUFFMAN
Circulation Manager

This Month's Cover



This year's Radio Parts Show is the biggest ever held; includes a veritable "Who's Who" of the radio and electronics components industry. Television's coming of age means that the components field will be bigger than it ever was in the days of radio. Our special show section begins on page 17 and goes through page 42. See you at the Hotel Stevens.

Subscribers changing their address should notify the Subscription Department one month before the change is to take effect. Both old and new address must be given. RADIO & APPLIANCE JOURNAL, 1270 Sixth Ave., New York 20, N. Y.

IN THIS ISSUE

RADIO, FM, TELEVISION

Washington News Highlights	8
The Month in Radio and Television—RAJ News Roundup	10
Institutions—A New Market for Multi-Unit Television Sales	15
Predicts Powerful Role for Television in Selling	16

RADIO PARTS SHOW SECTION

Industry Efforts at Self-Correction Cancels N. Y. Law to License Servicemen	18
Conadion "Reps" to Attend Show in Force	18
"Radio's Old Timers" Plan Get-To-Gether in Chicago	18
The Future for Components Looks Good	20
How Big Shall the Parts Show Be?	21
Complete Floor Plan of Exhibits at the Hotel Stevens	22
Program of Events	23
Should the Distributor Be Eliminated?	24
What "The Representative" Means to the Radio Parts Industry	25
A Practical Approach to Dealer Profits in Television Servicing	28
"The Time Has Come for Plain Speaking"	29
Directory of Exhibitors	30 to 35
New Components	36, 37, 41

APPLIANCES

Lewis & Conger Announces Winners in Home Safety Appliance Contest	43
New Radio Cabinet Prevents Home Sabotage	43
Ten Second Demonstration Sells Vacuum Cleaners	44, 45

DEPARTMENTS

Editorials	6
News and Notes of Manufacturers and Distributors	48
Journal Mailbox	49
Journal's End	50
Advertisers' Index	50

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REGAL DOES IT AGAIN!

3 New Portables!

and a host of other new models!



A Regal portable for every occasion!



◀ model 777

AC-DC-BATTERY

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

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

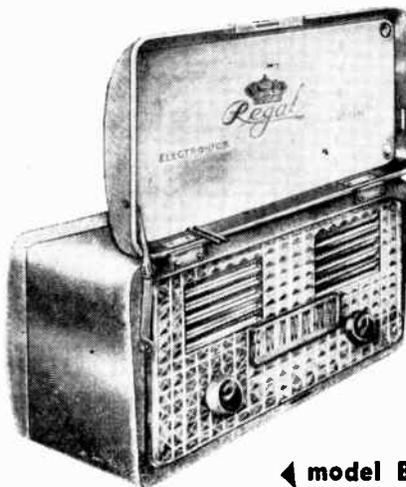
AC-DC-BATTERY

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

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



model 1877 ▶



◀ model BP47

AC-DC-BATTERY

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

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

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

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

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

Editorial

Some Thoughts About Radio and Television

WE were visiting with one of the most progressive dealers in the state of New Jersey. This dealer's store is located in one of the wealthiest communities of the state, a town with an exceptionally high proportion of above-income families.

The dealer was showing us through his beautifully-stocked display room. It contained practically every well-known model of table and console television receiver being made today, and some of the lesser-known makes. They bore price tags from \$169.50 to \$2495.00. These television receivers occupied the most prominent spots in the showroom; off to a side were some table model radios, and over in a far corner were some combination radio phonographs. They looked forlorn and seemed to be gathering dust.

As we walked through the showroom, the dealer gently patted every television receiver and said, "These are the babies—these are the babies that make my cash register sing. As far as I'm concerned, I'd just as soon give up radio altogether."

His very positiveness seemed startling. Here was a merchant who had been in the retail radio business for almost twenty-five years; who had only taken on television two or three years ago, and yet in that short period of time had reached the point where he wanted to give up radio altogether and concentrate solely on selling television.

Since our dealer friend had a reputation for being a sound businessman, we felt he must have some darn good reason for even contemplating such a step.

"Sure I've got a reason," he exclaimed, as he glared at one of last year's radio-phono combinations gathering dust: "And there's no mystery about it either. I know just how much money I take in this pocket from television and what I take in the other pocket from radio. And believe me, my friend, when I look into the radio pocket at the end of each month, it doesn't look very good. On the other hand, when I look into my television pocket, brother, it looks good, and it makes me glad I'm in this business on the ground floor."

Of course, we told the dealer he was 'nuts' to even consider discontinuing his radio line; that his thinking reminded us of the chap who shot all his horses after buying a model "T" Ford. We gave him all the convincing reasons for holding on to radio, the main reason being he that could and should use radio to sell television, and conversely, could utilize television to sell the smaller types of radio sets. During the drive back to our office, we got to thinking about

all the other dealers who might be feeling the same way as our friend in New Jersey. And suddenly the amazing situation loomed up of thousands of well-intentioned dealers murdering and burying the radio long before it was ready to give up the ghost.

WILL television replace radio as the major form of home entertainment?

This is the question that needs to be asked and answered if dealers are to play their rightful role in moving merchandise from factories into the nation's homes.

The best answer we have seen in many months is that given recently by J. H. Stickle, advertising and sales promotion manager of the Westinghouse Home Radio Division. Speaking to a group of Rochester sales executives, Mr. Stickle said:

"The radio dealer is sitting in the corner with the shakes when he should be up celebrating the birth of a son. Instead, he thinks he sees a great, colorful industry being knocked out of the ring by a powerful new-comer. Radio has a definite, deep-rooted place in the American way of life. Neither television, moving pictures or anything can disturb it as a great and universal form of entertainment. Phonograph records have found a 300-million-dollar notch in the business and now television adds sight. Actually the only thing the three have in common is that the same distributors and dealers sell equipment and reproduce all three. *The Public Needs All Three Forms of Entertainment.*"

Those are true words. It will never be fun for Pop with 20 small youngsters in the house watching a puppet show on television when he craves to get the latest news, to have no radio. And by the same token, when Pop has his friends in to see an exciting UN session in conference, the kids will run out to the phonograph to dance to hot platters. And the lady of the house will want to listen to music or recipes while she goes about her housework. Remember when radio first came along and knocked the lights out of the phonograph business? But remember that the phonograph came up from the count to chalk up \$300,000,000 in record sales alone—\$100,000,000 more than the whole industry had done at its original peak.

So don't write off radio as an industry or a product for your store. With Mark Twain, we believe that the reports of radio's death have been greatly exaggerated. As Mr. Stickle says: "Radio—Records—and God bless the new arrival—Television. Things look good for the future."

N. B.

So small! So light! So powerful!

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

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

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

HOME RADIO DIVISION WESTINGHOUSE ELECTRIC CORP. SUNBURY, PA.



Radio's first name is

Westinghouse

World Radio History



Washington News Highlights



Washington

A joint RMA-IRE engineering study of the future adaptability of the upper bands for television broadcasting, as suggested recently by FCC Chairman Wayne Coy, and a "Town Meeting for Electronic Technicians" in New York City were among new projects authorized by the RMA Board of Directors on Thursday, April 8, at the Royal York Hotel in Toronto, Canada, during the fifth U. S.-Canadian RMA conference.

The meeting of the RMA Board of Directors was the first of two days of business and social sessions during which the Canadians entertained their American guests at a dinner and reception and two luncheons. The Canadians were guests and observers at the U. S. Board meeting Thursday afternoon, with President Max F. Balcom presiding, and on Friday morning the Americans attended the meeting of the Canadian RMA Board of Directors at which President S. L. Capell presided.

Upon recommendation of Dr. W. R. G. Baker, Director of the RMA Engineering Department, the Board of Directors approved the dissolution of the Radio Technical Planning Board panels, which formerly have acted as industry advisors to the Federal Communications Commission. The RMA Engineering Department will take over television, facsimile and other former fields of RTPB and on broad industry technical problems a new FCC advisory group of engineers from RMA and IRE will be formed. The RMA-IRE advisory committees will be established as needed to study particular projects, Dr. Baker said. The first committee will be assigned the task of studying the upper frequencies from 216 to 500 megacycles for possible future television expansion.

The RMA Board also discussed projects for active sales promotion this year of television and also FM receivers.

The New York "Town Meeting for Electronic Technicians" was authorized upon recommendation of Chairman J. J. Kahn of the RMA Parts Division. The metropolitan clinic for radio and television servicemen will be similar to the first "Town Meeting" held last January in Philadelphia.

The date for the New York "Town Meeting" has not yet been fixed but is expected to be next summer or early fall.

Chairman Kahn said that requests had been received from four other cities which want RMA "Town Meetings", but the board deferred action on these until the New York clinic is held. The other cities are Boston, Los Angeles, Chicago, and Atlanta.

The New York "Town Meeting" was given priority because of RMA's recent action opposing a proposal to license radio servicemen in New York City and requests of a New York radio servicemen's organization that a clinic be held there as soon as possible. Emphasis will be placed on training for television set servicing at the New York "Town Meeting."

Plans for the annual RMA convention June 14 to 17 at the Stevens Hotel, Chicago, were approved along with the proposed joint industry banquet and simultaneous sessions of RMA's twenty-fifth anniversary convention and the Radio Parts Trade Show in 1949. Chairman Kahn reported agreement on consolidation in 1949 of the RMA convention and parts show. A joint industry dinner will be a highlight of RMA's elaborate "Silver Anniversary" program, detailed plans for which will now be arranged. As a result, the 1949 convention will be held in May, instead of June, to coincide with the Parts Trade Show.

A detailed report on the RMA Advertising Committee's "saturation test" sales campaign in Hartford, Conn., was made for the committee by Fred Eldean of the Fred Eldean Organization. Mr. Eldean said that results of the two-weeks special campaign had shown that sales of radio sets in Hartford were two and a half times as great as in Providence, R. I., during the same period.

President Balcom was authorized to appoint a special RMA committee to represent RMA members of the radio industry in dealings with the armed services and other government agencies with regard to any necessary preparations for a national emergency following a discussion of a report of the Munitions Board and other develop-

ments. The RMA committee will be announced soon.

Chairman Stanley H. Manson, of the RMA Advertising Committee, submitted a written report on current plans for "National Radio Week" observance Nov. 14-20 and on the final 1947 awards in the "Voice of Democracy" and the RMA-AWB Radio Week letter-writing contests.

A report on activities, including section meetings, of the RMA Transmitter Division and a membership drive was made to the Board by Director W. J. Barkley for Chairman S. P. Taylor.

Chairman R. E. Carlson, of the Tube Division, reported on progress of a selenium rectifier production survey, and a report was made for Chairman Fred D. Wilson of the Amplifier & Sound Equipment Division, on a membership drive and plans for new statistics on Division Members' production.

Committee reports also were made on the new RMA export reports by classifications and plans of the RMA School Equipment Committee for a new booklet on school radio receivers.

The next meetings of the RMA Board of Directors will be held during the Association's annual convention next June at the Stevens Hotel, Chicago.

New RMA Members

Seven radio manufacturers

were added to the RMA membership roster by the Association's Board of Directors April 8 at Toronto, Canada, bringing the total RMA membership to 317. Among the newly elected members is the Belden Manufacturing Co., of Chicago which was an active member of RMA in 1924, resigning some years ago and now reaffiliated.

Following are the other six new members:

Alcon Metal Products Inc., Chicago 39, Ill.

Eagle Electronics Inc., Irvington-on-Hudson, N. Y.

Ellar Woodcraft Corp., New York 1, N. Y.

The International Electronics Co., Philadelphia 30, Pa.

The LaPointe Plascomold Corporation, Unionville, Conn.

J. P. O'Donnell & Sons, Inc., Boston 16, Mass.

Tele-tone TELEVISION

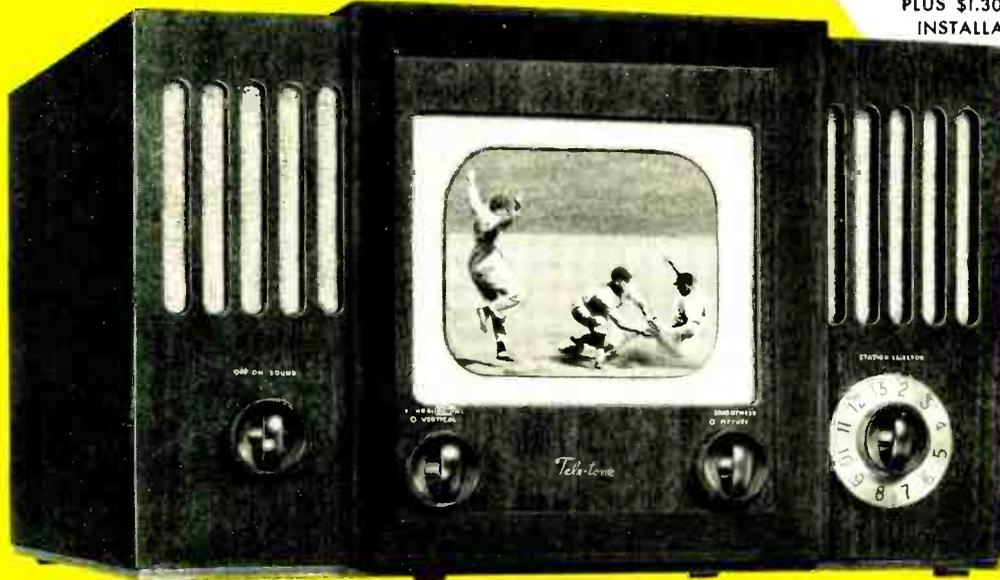
a new **LOW** in price . . . a new **HIGH** in sales

DISPLAY IT... SELL IT!

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

\$ **149**⁹⁵

PLUS \$1.30 FEDERAL TAX
INSTALLATION EXTRA



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

MODEL # TV-149

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

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

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

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



\$9.95
Model #165



\$16.95
Model #166



\$19.95
Model #182

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



\$19.95
Model #159



\$24.95
Model #160



\$34.95
Model #183

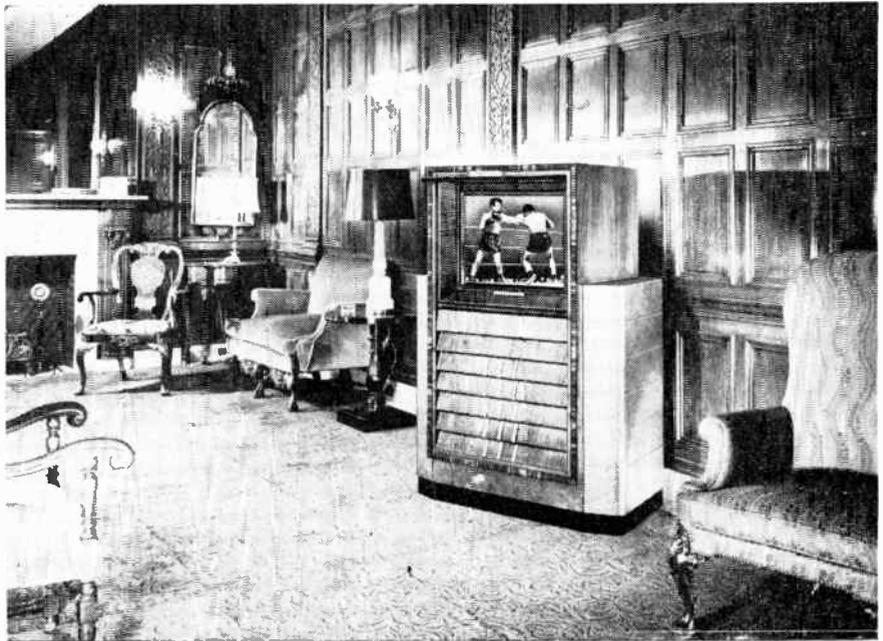
Motion Picture Television

The future bond between television and the motion picture theater underwent an important experiment on April 14 when the inter-district boxing finals of the first, third and fourth Naval Districts Boxing Contests were televised at their source, the Navy Y.M.C.A. in Brooklyn, N. Y., and within 66 seconds were shown by means of standard 35 mm. projection on the screen of the Paramount Theater in Times Square, Manhattan. This is the first time theater television in New York has utilized a full screen, and was the first multi-hop television relay. Paramount Pictures, Inc., through its wholly owned subsidiary, Television Productions, Inc., holds the first and only exclusive license for theater television relays, and used its own equipment for the telecast. It was a "sneak" preview, as the audience at the Paramount was not apprised before entering the theater of what was going to take place. They loved it. Its importance, in our opinion, lies in the fact that it will persuade many doubting "Thomases" that television has finally arrived and will open new markets for home telereceivers.

Radio is Deep-Rooted

Many dealers are worried and puzzled about whether television will make obsolete radio and other forms of mass entertainment. This idea is flatly denied as being nonsense by J. H. Stickle, advertising and sales promotion manager of the Westinghouse Home Radio Division. In a recent speech before the Rochester Sales Executive Club, Mr. Stickle said: "The radio dealer is sitting on the corner with the shakes when he should be up celebrating the birth of a son. Instead, he thinks he sees a great, colorful industry being knocked out of the ring by a powerful newcomer." Though welcoming television as another billion dollar business of the future, Mr. Stickle believes that both radio and reproduction of recorded entertainment are "solid, well-rooted forms of entertainment" adding, "Radio has a definite, deep-rooted place in the American way of life. Neither television, moving pictures or anything else can disturb it as a great and universal form of entertainment, and a necessary advertising and merchandising force." Mr. Stickle's pungent remarks coincides with our beliefs, but you'll find more about it on the editorial page in this issue.

Designed for a Fast-Growing Market



This new RCA Victor big-screen television receiver, designed especially for the fast growing market represented by clubs and public places, was shown for the first time at the Television Industry Trade Show held last month at the Hotel New Yorker. The set has many unusual features, which include a tamper-proof panel with a secret lock which protects controls against unauthorized manipulation, a slide-away mahogany-finished screen which disappears beneath the cabinet top when not in use, simulated leather side panels. The set features a 15 x 20 inch screen. Many dealers who have previously ignored the specialized market for public viewing television are now showing interest in this expanding field.

Chicago Goes to Town

We like the way the City of Chicago does things, as illustrated by Mayor Kennelly's action in declaring April 5 to 12 "Television Week in Chicago." The week was designated to mark the formal opening of the Chicago Tribune's new television station, WGN-TV. Simultaneous with the "television week," some 500 Chicago and suburban radio and appliance dealers launched a two-week television merchandising campaign. It was helped considerably by the Tribune, which ran a special television section, the largest of its kind ever published by any newspaper. One of the themes of the campaign, stressed by J. R. Poppele, of the Television Broadcasters Association, pointed out that "The set you buy today will not be obsolete tomorrow or even 10 years from now." There's something you ought to keep impressing on your customers.

65,000,000 Customers

The news about television keeps coming so thick and fast that it seems the industry is 'bursting at the seams'. Here's the latest estimate as to size of the television audience: Joseph H. Ream, executive vice president of the Columbia Broadcasting System, speaking recently on "The Dimensions of Television" before the Chicago Advertising Club, forecasts that television broadcasting will reach an audience of more than 65,000,000 within the next two years. By the end of 1949, the CBS network plans to have a line of video communication running from Boston to Richmond on the East Coast, and west to Chicago, Milwaukee and St. Louis. Later, connecting links to Los Angeles and other large population areas in the far West would reach the southern tier of states embracing such cities as Charlotte, Atlanta, Birmingham, Shreveport, Dallas.

Folsom of RCA Heads Group to Honor Puckett

Frank M. Folsom, vice-president of RCA Manufacturing Company, heads a committee in the radio industry sponsoring a Testimonial Dinner to B. Earl Puckett, president of Allied Stores Corporation, largest department store chain in the nation, scheduled for May 15 at the Waldorf-Astoria according to an announcement today. The Dinner will simultaneously be the occasion for the 49th annual celebration of the National Jewish Hospital at Denver, a charity symbolic of the guest of honor's ideals of American inter-faith cooperation. The Hospital, founded in 1899, has provided free care to nearly 40,000 needy tuberculous men, women and children of all races and creeds.

Tube Sales Rise

February sales of radio receiving tubes by RMA manufacturers totalled 17,097,461, more than a million above the 16,004,927 tubes sold in January. This compares also with 18,295,955 tubes sold by RMA member-companies in February, 1947. Of the February total sales 12,908,212 tubes were sold for new sets; 3,005,092 for replacements; 1,117,295 for exports, and 66,862 to government agencies.

"Swing-A-View" Video



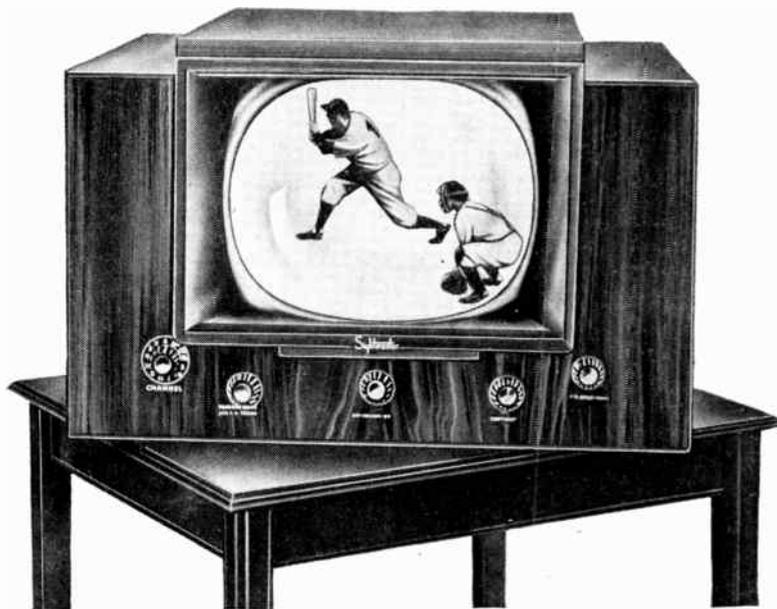
Stan Glaser, manager of radio and television for the Crosley Division, Avco Manufacturing Corporation, demonstrates the "Swing-A-View" picture tube in the new Deluxe Spectator television receiver. The three-band radio and phonograph console was introduced publicly for the first time at a press preview at the Hotel Waldorf-Astoria last month. Unique feature of the "Swing-A-View" is the picture tube which may be viewed from any point along a 60-degree arc in front of the receiver.

SIGHTMASTER LEADS AGAIN WITH THE BIGGEST VALUE IN QUALITY TELEVISION!

THE NEW Sightmaster

"LIVING STAGE"

Television Receiver with Special Roto-Table*



Features BUILT-IN PICTURE CLARIFIER and GIANT 120 Sq. In. PICTURE

Only SIGHTMASTER has this new, sensational built-in Clarifier which gives you a giant 120 sq. in. picture of amazing CLEARNESS, CONTRAST, and DEPTH . . . and a remarkable 3-dimensional effect.

7 New and Outstanding Features:

- BUILT-IN CLARIFIER . . . improves picture contrast and detail. Gives depth and 3-dimensional effect, resulting in a lifelike, deep view picture performance.
- PICTURE SIZE of 120 sq. in. is more than TWICE THE SIZE of ordinary (52 sq. in.) set.
- ENLARGING QUALITY of the CLARIFIER gives a GIANT SIZE PICTURE—at an unprecedented price.
- Powered by a 15" chassis. Improved audio. 9" speaker.
- FM RADIO is a standard feature of "Sightmaster" Television Receivers.
- STREAMLINED CABINET design . . . hand-rubbed finish. Dark Walnut Roto-Table to match.
- BIGGEST VALUE in quality television today—Model 10-S-2 "Sightmaster" LIVING STAGE, including specially designed Roto-Table, dark walnut, retails at \$495.00. Installation extra.

*ROTO-TABLE

is an exclusive Sightmaster feature. Allows rotation of the set on the table. No need to re-arrange furniture. Sit back and relax. Just turn the set to face you. Roto-Table comes with the Living-Stage set.

Expanding Manufacturing Facilities Enable us to Invite Participation of an Additional Number of Dealers on a Protected Franchise Basis.

THE SIGHTMASTER CORP.

Manufacturers of Television Receivers Exclusively
220 FIFTH AVENUE, NEW YORK 1, N. Y. MURRAY HILL 9-0174
Philadelphia Office: 1500 Walnut Street



EMERSON
PORTABLE
MODEL 560

STARTING AT
\$19⁹⁵

SMALLEST EMERSON SELF-POWERED PORTABLE

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

CONCENTRATE ON *Emerson*



New 3-Way PERSONAL PORTABLE

Emerson Radio Model 569

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

\$39⁹⁵

Model 558. Battery operation only.

\$34.95
Less Batteries



Emerson Portable Phonograph Model

542. Complete all-electric phonograph with super power and exquisite tone. Plays 10-inch and 12-inch records. Sturdy attractive carrying case—for outings and home use—of simulated leather. Strong carrying handle. **\$29⁹⁵**

Use the Powerful Advertising and Point-of-Sale Promotion

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

World's Largest Maker of Small Radio

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

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



Radio

for PORTABLE LEADERSHIP
Better Style, Tone, Performance, Value



Emerson Self-Powered Portable Model 567. Compact Portable—fully powered to bring in far and near programs, with clear rich tone. Simulated leather case, attractive and durable. **\$24⁹⁵**
Less batteries



Emerson 3-Way Portable Model 553. Plays on AC-DC socket power and self-contained batteries. Modern style cabinet of simulated leather with contrasting grille and sliderule dial frame. **\$39⁹⁵**
Less batteries



Emerson 3-Way Plastic Portable Model 559. Plays on AC-DC socket power and self-contained batteries. World's most efficient small portable in smartly styled simulated alligator plastic cabinet. **\$29⁹⁵**
Less batteries

The Portable Season is NOW!

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

Build up June gift sales!



WITH

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



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



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

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



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

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

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

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

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

Here are 7 ideal Gifts



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

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



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



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



GENERAL ELECTRIC

175-04

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

INSTITUTIONS



This vast combine of buildings, comprising the New York Hospital-Cornell Medical School is an example of the great potential for multi-unit television.

NOW that television is no longer a subject to be written of in science fiction and every family is a potential owner, dealers are asking what other television markets exist.

Schools, hospitals, factories, clubs, taverns and restaurants have in a small way gone into television. However, the major reason more sets have not been sold in these markets is because the conventional single-screen sets have proven to be impracticable in any place but homes and single rooms. Such places have many rooms find that the only way requirements can be met is with several sets or the Multi-Unit set, comprising a single control unit which simultaneously operates any number of viewing screens. Doubtless, no one will want or even consider the purchase of several individual television sets when there is on the market, the kind of multi-unit equipment which answers the need for more viewing screens without the added expense and operational problems.

For example, in a restaurant having a bar and several dining rooms the Multi-Unit set is practically tailor made. The central control unit can be

A New Market for Multi-Unit Television Sales

By Charles N. Bace

Vice President, Bace Television Corporation

placed in any convenient location to operate each screen. Only one person is required for tuning and control (eliminating tampering by unauthorized persons) and the central unit can be placed within easy reach. Perfect uniformity is maintained with the same picture being shown on all screens. Whether it is two or ten screens the response to the remote control unit is the same.

In hospitals the multi-unit set means that patients do not have to be moved as with motion pictures or the conventional television set. One screen can be placed in each room or ward with the central control unit accessible to the nurse or orderly on duty. Here is again illustrated the feature of convenience.

In factory rest rooms, multi-unit television, operated from the control unit in an office, can serve thousands of industrial employees a day. The value of relaxing entertainment for industrial workers is being recognized everywhere and employers have made known their desire to supply entertainment of this type.

In the New York area, schools have already made satisfactory use of the multi-unit sets in instruction of large groups of students. One boy's club found, after the installation of multi-unit television, that its membership had increased over 50 per cent.

There are less than 1,000 multi-unit television sets in use today. This means
(Continued on page 16)

Multi-Unit Television

(Continued from page 15)

the market has not yet been even scratched. The fact that so many club owners, factory owners and institution executives have rejected single unit television on the premise that "one is not enough and more are too expensive," means that they have only to be told about multi-unit television. No sales talk need be devised. The facts speak for themselves and buyers of television know what they are looking for.

The buyers of multi-unit television are not interested in frippery. They do want long service, ease of operation and good entertainment. Multi-Unit sets are being manufactured with these buyers in mind. Component parts are of standard makes and in constant manufacture to eliminate the possibility of obsolescence or unavailability. The use of surplus parts as a means of cheap production is not being done. Top flight television engineers are behind multi-unit television and sets are being built in the best interests of the ultimate owners.

Approximately 15 television cities will be open by Fall of 1948. As each one of these cities open, the multi-unit

market opens with it. New television cities mean new, untapped markets.

A Pioneer in Multi-Unit Television



Charles N. Bace, who pioneered in the field of custom-built television sets, has now perfected a multi-unit set which opens a vast new market for television sales in the industrial commercial, educational and institutional field in this issue of RAJ. Mr. Bace believes that live-wire dealers can do some profitable promotion in this comparatively untapped market.

Clubs, factories and institutions in these yet-to-be-opened cities are not beyond the thinking stage. When they want information, the source will be you, the dealer. You are the man who knows what set meets the particular requirement. You know what multi-unit television is, where it does its best job and who will buy it. Multi-unit is built for a specific market and that market is waiting for you.

Predicts Powerful Role For Television in Selling

One of the country's most prominent merchandising consultants has declared that television is "a full-grown power in the world of merchandising" for manufacturers and retailers.

Amos Parrish, consultant for organizations with a business volume totalling more than seven billion dollars, spoke on television and demonstrated its selling power for the more than 1,000 retail, manufacturing, and distributing executives attending the 14th Amos Parrish Executive clinic at the Waldorf-Astoria Hotel last month.

"Because you are the leading makers and sellers of goods in this country", Mr. Parrish said, "we believe television's future is going to be part of your future."

It's DEWALD for Portables



Town-and-Country Model A507

"Summer" RADIOS F.M. and TELEVISION

A complete line from \$14.95 up. Quality, Value, Engineering and Eye-Appeal all combined to make DeWALD the outstanding line.

Backed by More than a
Quarter-Century of
Successful Experience

See us in Suite 704, Blackstone Hotel, Chicago during the RADIO PARTS SHOW, May 11th to 14th.

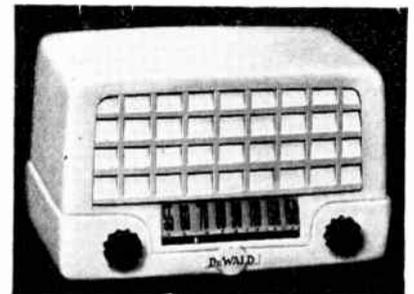
Some choice territories available
Jobbers: Write for full information

DeWALD RADIO MFG. CORP.
35-17 37th Avenue
Long Island City 1, N. Y.

Chicago Office: 624 So. Michigan Ave.



"Personal" Model B504



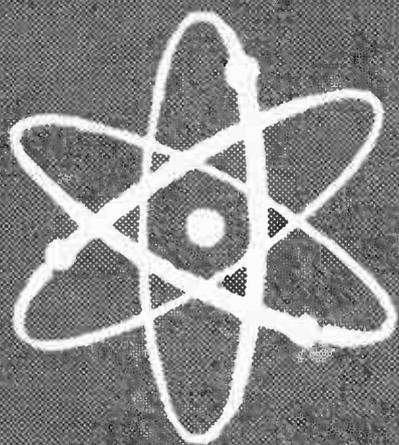
"Handi-set" Model B506

If you want
SOMETHING
BETTER

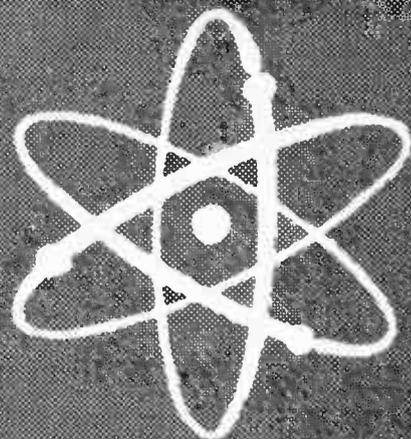
Demand

DEWALD

A FAMOUS NAME IN
RADIO
SINCE 1921



1948



**RADIO PARTS
and
ELECTRONIC
EQUIPMENT
SHOW**

Hotel Stevens • Chicago • Week of May 11-14

Special Section



SUPPLEMENT TO MAY, 1948 ISSUE OF

RADIO & APPLIANCE JOURNAL

Industry Efforts to Correct Service Abuses Forces Cancellation of N. Y. Law to License Radio Technicians

Because of the three chief elements of the radio industry—manufacturers, repairmen and franchised dealers—are now taking self-regulatory steps to correct the abuses which have crept into the repair and servicing of sets, the Commerce and Industry Association of New York, Inc., has asked Councilman Stanley M. Isaacs to withhold introduction of his proposed bill to license all radio and electronic technicians and employes. The announcement to postpone regulatory action followed a series of meetings and conferences called by the Association with representatives of various interested groups. After one of these meetings, Mr. Isaacs said that he would be guided by the advice of the Association, which he considers as the "public's representative." In a comprehensive report submitted to Mr. Isaacs, the Association made these recommendations:

1. Since the radio industry is presently taking steps to correct the abuses as they occur. (See story on "Radio Servicemen of N. Y. Adopt Ethics Code" in March, 1948 issue of Radio & Appliance Journal) the proposed bill to license radio technicians would be held in abeyance to give this industry-wide program an opportunity to accomplish its end. Should it be found, after a reasonable trial period, that this industry-sponsored program is not effective, there will further discussion of this problem.

2. This is a relatively new industry and changes are constantly appearing in radio sets which make keeping up to date on servicing so much more difficult. There are constant improvements and changes in designs and techniques. It has been suggested that the manufacturers call special indoctrination meetings at regular intervals, to which franchised dealers could bring their servicemen, or to which independent servicemen would be invited in order to learn about the new developments in the individual sets.

3. There should be a more complete understanding between the manufacturer and the franchised dealer. Such an understanding might clarify who is to be responsible for the expense of the labor in replacing defective parts covered by the 90-day guaranty.

The various meetings held by the Commerce and Industry Association were attended by representatives from radio manufacturers, department stores, franchised dealers and independent servicemen, in addition to persons from the following associations: Associated Radio Servicemen of New York, Inc., Better Business Bureau of New York, Inc., Federation of Radio Servicemen Assn., Phila., Pa., Local Union 1085, IBEW, National Electronic Distributors Association, Queens Electrical Appliance Merchants Assn., Inc., and the Radio Manufacturers Association.

Remler to Hold Private Showing

Jack Totten, vice president and general sales manager of the Remler Company Ltd., San Francisco, has extended an invitation to appliance distributors and dealers to inspect a private showing of the firm's 30th Anniversary line of radios and console combinations which will be displayed in the Remler suite at the Hotel Congress during the Show.

Canadian "Reps" Plan to Attend Show in Force

Representatives of the Canadian radio and electronic industry will be very much in evidence at the Chicago Radio Parts Show at the Hotel Stevens, May 10th—14th. It is expected that approximately 100 Canadians will be present. One of the highlights of the week will be the Fifth Annual Canadian Luncheon held in R.D.R. No. 1 and 2 on Wednesday, May 12th. Chairman of the Luncheon is Mr. D. Lou Harris, Chairman of the Parts Division of the Radio Manufacturers Association of Canada. Sponsoring this luncheon are the Radio Parts Sales Managers Association, the Canadian Electronic Wholesalers Association, and the Radio Manufacturers Association of Canada.

Room 13 at the Stevens Hotel has been reserved as a general meeting place for the convenience of Canadians visiting the Show.

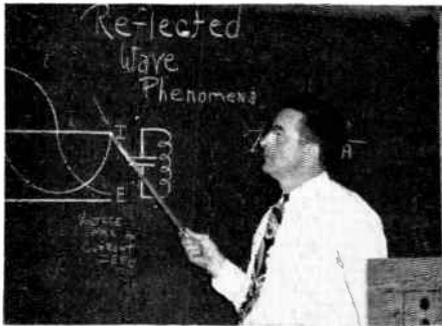
"Radio's Old Timers" Plan Get-Together

"Radio's Old Timers", a group comprised of veterans in the radio industry, will hold their annual "ROT" party in private dining room No. 2 at the Stevens Hotel in Chicago on Monday evening, May 10, 1948, from 5 p.m. to 7 p.m., during the Radio Parts Show Convention. John O. Olson, president of the "Old Timers" is in charge of arrangements.



Aaron Lippman (left) president of NEDA, Louis Calamaris, Executive Secretary of NEDA (standing) and Hugo Rogers, Borough President of Manhattan, New York appear elated over the decision of the Stanley M. Isaacs to withhold introduction of proposed law that would require all radio and electronic servicemen to be licensed. Complete story on this page.

NOW! FAMOUS \$500 TELEVISION COURSE YOURS WITH PHOTOFAC FOLDERS!



Mr. Albert C. W. Saunders' background includes association with the Marconi Company, teaching experience at Harvard and M.I.T.; founder Radio Technician's Guild; full member I.R.E.; Graduate, Portsmouth College, England. Mr. Saunders gave the first actual television demonstration in New England in 1935.

Famous Saunders' Course **EXCLUSIVE** in Howard W. Sams' PHOTOFAC

We have been able to prevail upon Mr. Saunders to transcribe his famous course on Television for PHOTOFAC *exclusively*. The only other way you can get this course is by paying \$500 and attending the Saunders School. *Now*—with PHOTOFAC at no extra cost to you—you can have this wonderful instruction that fits you for Television servicing!

Get Ready to Make Big Money in Television Servicing with This Practical, Successfully Proved Instruction!

NOW! AT NO EXTRA COST TO YOU—you can have the nationally-famous \$500 Saunders' Television Course! It's the world's finest training—*practical* down-to-earth training that actually prepares you for Television and keeps you 'way out ahead of the game. Here's the *first real help* in Television for Servicemen—brought to you *exclusively* by PHOTOFAC and PHOTOFAC alone! If you want to stay in Radio Servicing, you can't afford to miss a single installment of this amazing Television Course! Read every word of this announcement and then ACT!

Not Just a Book — A Complete Training Course in Television!

You get the actual \$500 Television Course, exactly as taught in the nationally-famous Saunders Radio & Electronics School at Newton, Mass. We literally bring this course to you in print—transcribed word for word from the original lectures, supplemented by graphic training aids, exclusive PHOTOFAC "exploded" views and hundreds of visual illustrations, prepared under Mr. Saunders' personal supervision. This is the *same* course attended by hundreds of established service technicians and by service personnel of leading set manufacturers—the *same* \$500 course!

First Installment Appears in PHOTOFAC Set No. 38!

The Television Course will appear in regular installments in each PHOTOFAC Folder Set, beginning with Set No. 38. Each installment will include the *right* amount of material so that you will be able to digest it easily and completely between issues. Instruction will be kept up-to-date and will include the latest information promptly as it is available on the subject. There's no need to wait now for books that will never cover the ground adequately, or to buy books that are obsolete already. Be sure to order PHOTOFAC Set No. 38 *now*—and begin to qualify yourself for Television!

PRACTICAL, CLEAR, EASY-TO-FOLLOW TELEVISION TRAINING

Experts in the field of Television and Radio training acclaim the famous Saunders Course. It is remarkable in its ability to simplify and explain the most complicated theory and practice. It describes the action of an electronic circuit so originally and simply that it can be visualized in an unforgettable manner. The Saunders Course avoids higher mathematics and engineering terminology beyond the experience of the practical man. You know where you are every step of the

way, and you bridge the gap between Radio and Television with quick, simple understanding that makes unfamiliar subjects easy to master. As you progress in the course, Television circuits will unfold and become as clear and understandable to you as the Super-heterodyne circuit. You will be able to follow and use effectively the practical servicing data on specific Television receivers prepared for you by PHOTOFAC. Get started in the Course today with PHOTOFAC Set No. 38.

Get Television Training Worth \$500—Plus Incomparable Photo- fact Service Data at the Cost of PHOTOFAC Alone!

Here's the chance of a lifetime that really fits you for a profitable, successful career in Television servicing. Just think of it—you get the world's finest radio service data in PHOTOFAC—at only \$1.50 per set—and at the same time you train practically and successfully for Television with the finest course available in the country—a course worth \$500.00 that *costs you nothing extra!*

**DON'T MISS A SINGLE INSTALLMENT OF
THIS TELEVISION COURSE! MAKE SURE
YOU OWN IT ALL! GET STARTED WITH
PHOTOFAC SET No. 38 TODAY...!**

***Yours! AT NO
EXTRA COST***

**\$500 TELEVISION COURSE BEGINS
IN SET No. 38. ORDER TODAY!**

Mail This Order Form
to your local Parts Distributor,
or to HOWARD W. SAMS & Co., INC.
2924 E. Washington St., Indianapolis 7, Ind.
My (check) (money order) for \$1.50 enclosed.

Send PHOTOFAC Folder Set No. 38, including the first installment of the famous \$500 Saunders Television Course.

Name.....

Address.....

City..... State.....

HOWARD W. SAMS & CO., INC.
INDIANAPOLIS 6, INDIANA

Export—Ad. Auriema—89 Broad St., New York 4, N. Y.—U. S. of America
Canada—A. C. Simmonds & Sons, 301 King St. East—Toronto, Ontario

PHOTOFAC SERVICE

"The Service that pays for itself over and over again"

The Future for Components Looks Good



By CHARLES GOLENPAUL

*President, RADIO PARTS AND ELECTRONIC EQUIPMENT
CONFERENCE AND SHOW*

ANOTHER year, another radio parts show. Because the radio-electronic scene changes all the while, most distributors are coming to Chicago in search of latest information, new products, fresh sales ideas, and perhaps a bit of guidance as to how to set their 1948-9 business course.

Whatever I have to contribute at this early date is predicated not only on how it looks from the presidency of the radio parts show, or as Sales Manager of a manufacturer serving many distributors, but rather as the guy who is deeply involved in the plans and problems of distributors throughout the country. So here goes:

The business outlook as it affects distributors for the balance of 1948, looks good. Distributors have weeded out their excess stocks of surplus items. Their house is in order by way of trained personnel. The financial position is generally sounder. There is a far wiser choice of lines and numbers geared to the postwar trade. Surely we can expect good business for the rest of the year. And the Radio Parts and Electronic Equipment Show is one place where distributors can gauge the continuing prosperity of our industry.

In addition to those tens of millions of home and auto radio sets in daily use, constantly wearing out tubes and components in building up the replacement sales, there is something "extra" being added all the while. I refer to television in particular, which is building up an accessory as well as a replacement trade in many territories. This year may well see upwards of a quarter million television sets in use. Each television set represents several times as many components—and therefore replacement possibilities—as does the average AM receiver. Each television set calls for a special antenna rig, and that means an accessory trade for which we have long been looking. City apartment houses are calling for elaborate master antenna system for televi-

sion-minded tenants. It looks to me as though the Gold Rush Days of early broadcasting are being repeated.

Meanwhile, the industrial electronics field is piling up a nice potential market. Electronic equipment is now commonplace in many plants. The wise distributor is employing electronic sales engineers to round up that trade.

As for new items at Chicago, many new things will be sprung by manufacturers. The main trend in new items is by way of better quality components, especially for television.

Now more than ever before, manufacturers and distributors should concern themselves with fresh, branded, in-big-demand merchandise. Why waste time selling cat-in-the-bag stuff? Life's too short. Also, I look for more merchandising help to jobbers. The manufacturer now realizes that regardless how extensive his advertising efforts may be, it's the final lap at the sales counter that determines the winner.

As for prices, I believe we have reached a reasonable stability. I don't see any immediate danger of radical price rises or drops in our industry.

Definitely, this is the distributor's year. The emphasis from here on is on sales. Manufacturers have developed a nice variety of postwar items. Distributors can unearth many more local uses for the stuff. Certainly the television, FM, industrial electronics, atomic research and other new applications for our radio-electronic parts and supplies now call for trained specialists at the jobbing end. The garden variety of sales personnel while adequate for the usual radio trade, just won't do in

cultivating these new technical markets. Let's not kid ourselves any longer.

One of the brightest spots in our bright parts distributing picture is that distributors have learned their lesson about over-buying. Also about wartime surpluses. It was naturally the thing to over-buy immediately after the years of war shortages. Those bare shelves had to be filled. Orders had been pyramided among several sources of supply. But distributors are now back to conservative buying—ordering close to the vest—maintaining a good cash position—yet also carrying complete stocks to serve their customers and to satisfy their vendors. A nice balance is being struck.

Stop Having the Shakes

"The radio dealer is sitting in the corner with the shakes when he should be up celebrating the birth of a son. Instead, he thinks he sees a great, colorful industry being knocked out of the ring by a powerful newcomer. The folks and dealers who don't have television are the problem. They haven't had the experience and they don't do too much imagining. So far, it has taken experience to prove that today's homes need good radios, good phonographs in every room, and good television. And they never are going to be happy with merely a choice of one or the other." **J. H. Stickle, Westinghouse Home Radio Division.**

How BIG Shall the Parts Show Be?

By KENNETH C. PRINCE

General Manager and Legal Counsel

RADIO PARTS & ELECTRONIC EQUIPMENT SHOWS, INC.



THE promptness with which all our exhibit space at the 1948 Radio Parts and Electronic Equipment Conference and Show was reserved, and the probability that this year's attendance will set a new record, renews interest in a question posed at the recent Trade Paper publishers conference on the Show:

How can the Show best serve the many groups and interests represented at this annual event?

Shall it be expanded to include Days for each group—the distributors, the manufacturers, the industrial buyers, the sales groups, the representatives and the amateurs?

Shall its scope embrace the entire electronic industry, or is it advisable to continue to confine itself to the present sponsoring group, and feature distributors and manufacturers whose products are handled through them?

By common consent, the 1948 event is a distributors' show. On one day attendance is strictly limited to members in good standing of the National Electronic Distributors Association; and on the following day to NEDA and its guests.

The fact that most of the distributors travel hundreds of miles to attend the Show has been posed as an argument that regional Shows would best serve their interests. On the other hand, manufacturers point out that regional shows would mean prohibitive duplication of exhibit and display expenses, hotel accommodations and incidentals, as well as consuming much valuable time in travel, whereas a central Show

place works the least inconvenience to the smallest number.

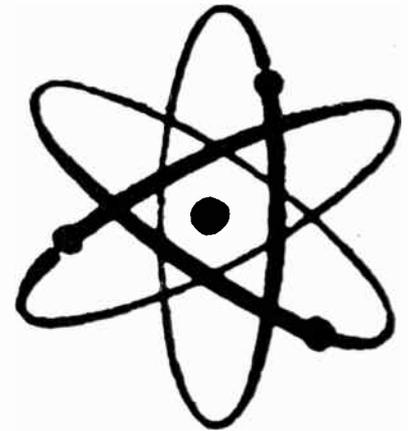
There have been many sound points made for each school of thought, but all seem in unanimous agreement on one point; the Show itself is an invaluable forum and rialto of the industry. However it may be constituted, the basic idea itself, a meeting place and exhibition of the parts industry has won a permanent place in the industry's program. How best to fill that need is a problem that can be resolved only by mutual consideration of all the problems presented by each alternative plan for the Show.

Meantime, Show time is here. All groups within the industry are represented at the Show, either as sponsors, exhibitors, visitors or guests.

In behalf of the member-exhibitors and the Show staff we welcome you to Exhibition Hall, where scores on scores of booths display the radio parts and electronic equipment that go to make up the industry's half billion dollars annual volume of sales.

Here you will find the new products, the new promotional ideas and the men and women who constitute the radio parts industry. As you make your way through the streets and boulevards of Radio Parts City, consider how the Show can best serve your interests, and when your own trade group or association discusses the Show and its future, let your views and your opinions be heard.

We bespeak for the Show your interest and your support.



"The Representatives" Schedule Meetings

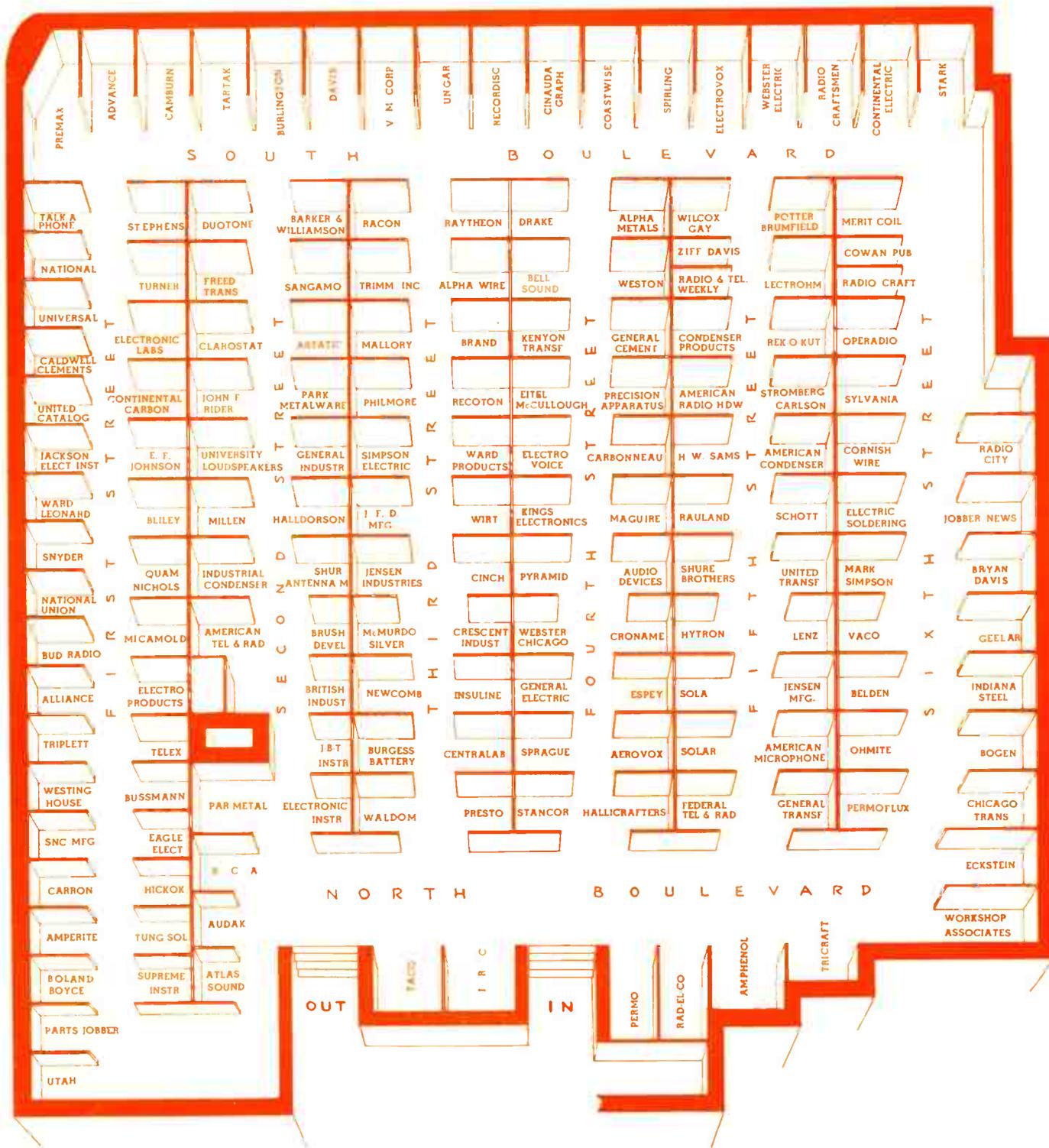
During the period of the Radio Parts Show, The Representatives have planned several meetings for their group:

Sunday, May 9—Meeting of the Board of Governors of the Representatives. At 2:30 p.m.

Monday, May 10—Meeting of The Representatives of Manufacturers of Radio Parts, Inc. At 10:00 p.m. A luncheon meeting of the members will be held at 12:45 p.m. The delegates meeting will be held at 2:45 p.m. Place of meetings will be announced on the bulletin board of the Hotel Stevens.

FLOOR PLAN

Use Map to Easily Locate Booths of Exhibitors at Radio Parts Show



Stevens Hotel — May 11-14 — Chicago, Ill.

Program of Events

Friday, May 7, 1948

10:00 A.M. Meeting of Old Board of Directors of National Electronic Distributors Association—Stevens Hotel—Private Dining Room #1

Saturday, May 8, 1948

10:00 A.M. Meeting of New Board of Directors of N.E.D.A.
Stevens Hotel—P.D. #1

Sunday, May 9, 1948

9:00 A.M. Erection of Displays
10:00 A.M. Meeting of New Board of Directors of N.E.D.A.
Stevens Hotel—P.D. #1

Monday, May 10, 1948 — "Associations' Meeting Day"

9:00 A.M. Erection of Displays
10:00 A.M. Registration Desk Opens
Exhibition Hall Lobby
General Meeting—"The Representatives" of Radio Parts Manufacturers, Inc.—Congress Hotel—Gold Room
12:45 P.M. Luncheon Meeting of Members of "The Representatives" of Radio Parts Manufacturers, Inc.—Congress Hotel—Gold Room
1:00 P.M. General Meeting—National Electronic Distributors Association—Stevens Hotel—North Ballroom
2:00 P.M. Joint Meeting of Sales Managers Club, Eastern Division, and Association of Electronic Parts & Equipment Manufacturers—Stevens Hotel—North Assembly Room
2:00 P.M. TELEVISION PREVIEW OF EXHIBITION HALL—
SOUTH BALLROOM
2:45 P.M. Delegates' Meeting of "The Representatives" of Radio Parts Manufacturers, Inc.—Congress Hotel—Gold Room
3:30 P.M. Annual Meeting of Member-Exhibitors and General Members of Radio Parts & Electronic Equipment Shows, Inc.—Stevens Hotel—North Assembly Room
5:00 P.M. } Radio's Old Timers—Cocktail Party for Members—Stevens Hotel—
7:00 P.M. } P.D. #2
6:00 P.M. Registration Desk Closes

Tuesday, May 11, 1948 — "NEDA DAY" (Exclusive)

10:00 A.M. Registration Desk Open—Exhibition Hall Lobby
EXHIBITION HALL OPENS—Attendance confined to Exhibitors, their booth attendants, sales representatives and members of N.E.D.A.
6:00 P.M. Registration Desk Closes
EXHIBITION HALL CLOSES
NO SALES MEETINGS OF ANY KIND TO BE HELD ON THIS DAY

Wednesday, May 12, 1948 — "Invitation Day" (Courtesy NEDA)

10:00 A.M. Registration Desk Opens—Exhibition Hall Lobby
EXHIBITION HALL OPENS—Attendance confined to exhibitors, their booth attendants, sales representatives, and all distributors
11:30 A.M. Cocktail Party—Radio Parts Sales Managers Association of Toronto, Canada—Stevens Hotel—P.D. #1
12:00 Noon "Canadian Luncheon"—Radio Parts Sales Managers Association of Toronto, Canada—Stevens Hotel—P.D. #2
1:00 P.M. General Meeting—Canadian Electronic Wholesalers Association—Stevens Hotel—Private Dining Room #2
6:00 P.M. Registration Desk Closes

Thursday, May 13, 1948 — "All Distributors Day"

10:00 A.M. Registration Desk Opens—Exhibition Hall Lobby
EXHIBITION HALL OPENS—Attendance confined to exhibitors, their booth attendants, sales representatives, and all distributors
6:00 P.M. Registration Desk Closes

Friday, May 14, 1948 — "All Industry Day"

Should the Distributor be Eliminated?



Executive Secretary of NEDA

By L. B. CALAMARIS

It has long been the vogue among certain groups in various industries, and among a few economic theorists in government circles to sally forth with a battle cry of "eliminate the middle man". Their purpose is to show that this "middle man" is nothing but a useless cog that absorbs a portion of the profits that could more justifiably go into other pockets.

Most of the time they look at the distributor and say — "There's your middle man. What good is he?"

What good is he? Why shouldn't the dealer buy direct from the manufacturer

at the distributor's prices, and why shouldn't the manufacturer share some of the profits that he puts into the distributor's prices? The most effective way to answer these questions would be to let them try it. Let them find out the numerous essential and important functions this "middle man" performs, by doing without these functions.

However, since this would be such an impractical way, let's just take a look at some of these functions.

- (1) By means of a distributor, buying is centralized in fewer sources. This results in less paper work: fewer purchase orders, invoices, and checks to handle. Immediate price and catalog information is available. There are superior credit facilities. And all that is needed for delivery is a phone call.
- (2) The responsibility and expenses of inventories lays with the distributor. He orders large quantities to cover the needs of many businesses. This means storekeeping expenses, unbalanced inventory, and obsolescence can be held down when the distributor can be relied on to carry necessary stocks.
- (3) Reduced paper work means lower purchasing and accounting expenditures. Since the distributor is nearby and makes delivery from his own stock, transportation costs are shaved considerably. The personal service given the distributor helps give the most for the money.
- (4) The distributor is there to help with any problem the dealer may want aid on. He can give information on new ideas, new techniques, new products, new ways to cut costs. His wide acquaintance with sources of supply helps find hard-to-get items.
- (5) A distributor speeds up delivery. He knows the dealer's business, can anticipate his needs and order months in advance from manufacturers to give prompt service. His delivery service is flexible to meet emergencies.
- (6) The distributor's reputation offers a protection on goods purchased. Adjustments and complaints are handled on the spot to save cost and delay. His reputation rests in filling dealer needs quickly, economically and with sound technical sense.

The distributor could well consider

(Continued on page 49)

Now there are Two



Now you can offer your customers *two* types of Spencer Recording Wire. For those who want the finest possible reproduction in their recordings, Spencer High Fidelity—*Blue Stripe* is unsurpassed in quality. Where easy erasure combined with normal reproduction quality is a must, Spencer now offers its new Standard—*Red Stripe* Recording Wire.

Order your supply of the new Standard—*Red Stripe* today. Your customers will want one or both of these two fast-selling recording wires. Spools are R.M.A. standard size and fit all standard wire recorders. Plastic leaders supplied if desired.

Available in $\frac{1}{4}$ hour, $\frac{1}{2}$ hour, and 1 hour spools

SPENCER WIRE COMPANY

WEST BROOKFIELD, MASSACHUSETTS

MAKERS OF PRECISION STEEL & ALLOY WIRE

WHAT THE REPRESENTATIVE MEANS TO THE RADIO PARTS INDUSTRY

By Samuel K. MacDonald

In many industries, the small manufacturer of a worthy article has been driven to the wall simply because of his inability to solve the problem of reaching the market at a cost within his means. Unable to afford the training and maintenance of a good sales force, some producers have been forced to rely on halfway measures which result inevitably in disaster.

This type of commercial tragedy has been consistently averted in the radio and electronic parts and equipment field because of the service provided this industry by the more than 350 members of The Representatives of Manufacturers of Radio Parts, Inc.

Because he handles a number of non-competitive lines, each representative can profitably serve a manufacturer who, alone, could never afford to pay the salary of so able and talented a salesman.

His services are, of course, well within the means of the manufacturer who is assured that his sales costs will always be fixed in direct proportion to his sales volume. The producer, additionally, gains the benefit of expanding markets created by the representative's contacts with customers for other lines. Thus, through the representative's custom of selling on a commission basis plus his knowledge of both markets and products and the frequency of his contacts in the field, many a small manufacturer has been enabled to make a material contribution to his industry as well as to insure the prosperity of his own undertakings.

In one sense, the success of The Representatives, which has made it possible for the radio and electronics industry to take its place among the leaders of the country's business, is additional proof that the present age is one of specialization.

The Representatives, who are to be found in all sections of the United States, are actually "three-way" specialists.

They are, first, salesmen with all the techniques, merchandising knowledge and awareness of market potentialities that salesmanship of the highest order requires.

The Representatives are also engineers, trained to cope with the many complexities of the industry and able to solve problems facing their suppliers and customers alike. They are expert in estimating the relationship of a single item to the needs and directions of the industry as a whole and are frequently consulted when changes in design or the production of new lines

are contemplated. This contribution has been no small factor in the industry's progress because it has eliminated many costly failures naturally following trial-and-error procedures.

Third, the Representative is a business man. He must be one to operate at a profit because the success of his own organization—his very livelihood—depends upon his zeal and efficiency. He cannot profitably indulge in "good-
(Continued on page 29)



S. K. MacDONALD, Chairman Ind. Relations Comm., "The Reps".



...these GI HOME RECORDING Units



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

buyers who want *more* than just an *ordinary* combination set.

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

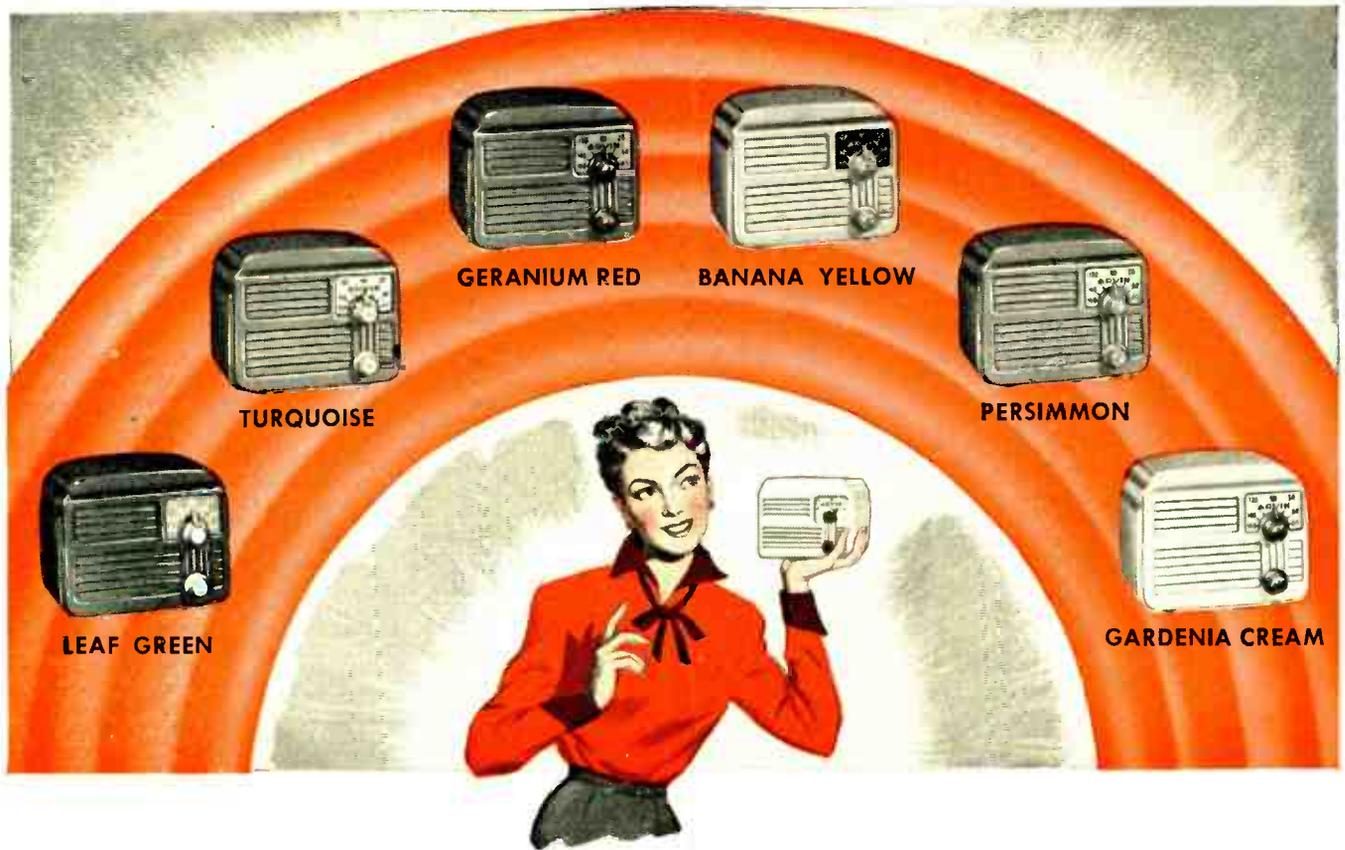
And equally important—*both units are remarkably low-priced to fit into your volume sales picture.*

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



The GENERAL INDUSTRIES Co.

DEPARTMENT F • ELYRIA, OHIO



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



ARVIN model 444 \$14⁹⁵*

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

and now

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

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

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

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

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



NOBLITT-SPARKS INDUSTRIES, INC.
Columbus, Indiana

Radio & Appliance JOURNAL • May, 1948



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

**For better profit,
faster turnover**

PUSH ARVIN PORTABLES



MODEL 250P—BATTERY AND AC/DC

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

\$39⁹⁵*

MODEL 240P—BATTERY OPERATED

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

\$19⁹⁵*

MODEL 241P—BATTERY AND AC/DC

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

\$29⁹⁵*

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

NATIONALLY ADVERTISED
in Life, Saturday Evening Post,
Country Gentleman

NOBLITT-SPARKS INDUSTRIES, INC.
Columbus, Indiana

A PRACTICAL Approach to Dealer Profits in Television Servicing

By HARRY KALKER

Sales Manager, Sprague Products Company

Television has been variously billed as the saviour of the radio industry, a brand new bonanza for the radio dealer and serviceman—and by some who live in territories already served by television—a “bust.”

Actually, of course, Television is none of these extremes. The Television industry is growing—its future is assured. It is big business—it *will be bigger*. There is no reason to get hysterical about Television, one way or the other. There is every reason, however, to realize that this is a big new business that is still in its infancy, to analyze its possibilities, and to plan to get your share of the profits that are bound to be available.

First of all, Television is an electronic science similar to, but considerably more complicated, than everyday radio. This means that as a service

technician, you have a natural head start in understanding television and fitting yourself to be a competent Television Technician. But it also means that your first step should be to better equip yourself technically to do a competent television repair job.

Remember that television is spreading out. In those areas that are now served by television, more and more antennas are going up on every street, every day. As relay station and co-axial cables are completed and installed, the areas served by television will increase until we have virtually nation-wide coverage. The market is taking shape—and it's a really big one. Regardless of what you hear or read, *remember that whenever a complicated product becomes widely distributed, a local independent serviceman or organization is required to service it and keep it op-*



HARRY KALKER

erating satisfactorily.

Assuming that you are interested in getting your share of this new business, the first real question is: “How can I equip myself to properly service television receivers?” The answer is not hard to find. More and more manufacturers are developing training courses, printed literature and material to help you get the information and experience you need. Television schools and correspondence courses are available to all who are interested enough to really go after the necessary information. Many technical books and publications offer comprehensive technical coverage of this relatively new field. Your radio trade papers bring you up-to-the-minute technical articles detailing the latest authentic information.

The required information is available. All you have to do is decide to take advantage of it—and then conscientiously devote the necessary time and energy to make television servicing a job you can attack with confidence.

In addition to television “know-how” you will probably need more test equipment, too. However, the increased cost of a satisfactory television receiver means that you, too, can collect better than your usual hourly rate for service, thus justifying the cost of added equipment. When you are in television servicing you are in a bigger business . . . a business that will pay you increased profits for your investment in shop equipment and your very real investment in “know-how.”

The television replacement market will be bigger than it ever was in radio. Realizing this, many manufacturers are developing a special line of television
(Continued on next page)

REVOLUTIONARY

THE NEW *Astatic*

Magneto-Induction

PICKUP



● Yes, this is it! A radically new pickup cartridge that opens broad new vistas of listening pleasure.

The Astatic Magneto-Induction Pickup represents the first clean break with traditional principles employed in the manufacture of magnetic type reproducers. Discarded now is the need for delicately spaced “air gaps,” which collect lint and dust, become a prime source of trouble in other type magnetic pickups. Their elimination in the Magneto-Induction cartridge is a newly opened door to peak fidelity of reproduction that is stable and troublefree, even under the most consistent service or adverse climatic conditions.

MODEL MI-1 **MODEL MI-2**
Standard Housing **Mumetal Housing***
*Provides increased shielding effect for maximum reduction of hum.

Also Two Equalizer-Amplifier Models

NOW AVAILABLE

Here are the OUTSTANDING FEATURES

1. No “Air Gaps.”
2. No necessity for delicate handling.
3. No costly armature balancing problems.
4. Longer-lived performance without distortion or change.
5. Transcription quality reproduction.
6. Velocity response flat to 12,000 cycles.
7. Output is 100 millivolts, approximately 20 db. greater than most light-weight magnetic pickups.
8. Needle pressure, 1 oz.
9. Impedance, 7,500 ohms at 1,000 c.p.s.—110,000 ohms at 10,000 c.p.s.
10. Interchangeability: Can be employed with most standard pickup and transcription arms.



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replacement parts right now. At Sprague, for instance, we are developing capacitors to satisfy the requirements of many television circuits calling for units which will perform satisfactorily under high-voltage, high-temperature conditions completely unknown in the average radio set.

These special requirements serve to accent another point in which I have always believed. Any service technician who is seriously trying to build a successful business should guard his reputation just as jealously as a doctor or a dentist. A good reputation—a list of satisfied customers—is the best possible advertisement any service shop can have. This being the case it follows logically that every service technician should use only the best of reliable replacement parts. A reputation is too valuable to risk for the few pennies that might be "saved" by buying bargain or inferior merchandise. After all, most radio parts look about the same. You can't tell by looking at a resistor, a tube, a transformer, or a capacitor how long it will last in the circuit.

There are, however, some things you can bank on. First of all, deal only with reputable distributors whom you know handle dependable merchandise. Next, buy only those parts which are made by manufacturers who have wide experience in the field and have established a reputation for quality. If you follow these two simple rules, you'll be building a reputation for quality work, and a more profitable business at the same time!

Television can play an important part in a more profitable business for you—if you decide that it should and then follow through to make your plan come true.

What "The Rep" Means to Parts Industry

(Continued from page 25)

will trip" and other unproductive efforts that the salaried salesman sometimes practices. He is relentless in his search for and development of new markets—for upon the development of his supplier's business depends the expansion and increased profit of his own business.

The result of the representative system of selling is that the manufacturer has the services of skilled engineers, expert salesmen and successful business men at his disposal. And between supplier and representative there grows up inevitably a bond of loyalty founded upon mutual and enlightened self-interest, stronger than any other observable in the world of commerce today.

"The Time Has Come for Plain Speaking"

By Jerome J. Kahn
President, Standard Transformer Corporation

How can the various organizations and groups in the electronic field make their greatest contribution to the welfare of the industry as a whole?

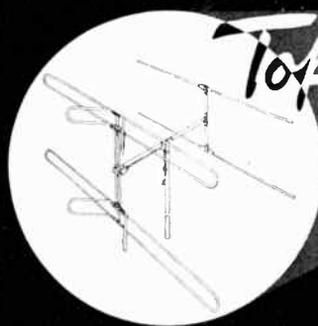
The time has come for plain speaking on this vital subject—for frank and open discussion of the policies and attitudes of the various groups that make up the industry, and their relation to the well-being of the entire business.

This industry is completely inter-dependent; neither distributors, representatives, sales groups or manufacturers can hope to prosper without the goodwill and active support of the others. We are fortunate in the calibre and character of the trade associations and groups which represent the industry. And we must be vigilant to preserve that integrity; we must foster the basic prin-



JEROME J. KAHN

...ciples of cooperation that are vital to the well-being and growth of the industry. And above all we must resist all efforts to lead us into paths of petty bickering, suspicion and programs of self-aggrandisement.



Top Performance*
with **JFD**
F-M and TELEVISION ANTENNAS and Accessories

Here is the last word in television antennas. This double stacked folded dipole with high frequency lobes and reflectors gives full reception on both TV bands and on the FM band. Frequency Range is from 44 to 216 mc. JFD's exclusive "ROTO-LOCK" insulator, molded of a special modified polystyrene, guarantees maximum insulation efficiency and TOP PERFORMANCE on upper television channels. Heat and cold resistant in extreme temperatures.

This lightweight, durable antenna is precision engineered of heavy wall 1/2" aluminum tubing and is completely adjustable in both horizontal and vertical planes. Mast and supporting members are the heaviest in use today — 1" diameter and 1/16" wall thickness. Assembly can be completed in a few minutes — all pre-assembled. Every screw, nut, and bolt is right in place — no need for a hardware bag.

Cat. No. TA105 List Price **\$35.00**
Cat. No. TA105L (No. TA105 with 60' or 300 ohm Twin Lead). List Price \$37.50

ASK YOUR JOBBER FOR FREE LITERATURE DESCRIBING OTHER JFD TELEVISION AND FM ANTENNAS OR SEND DIRECT TO US.

WRITE FOR JFD FOLDER 248-S

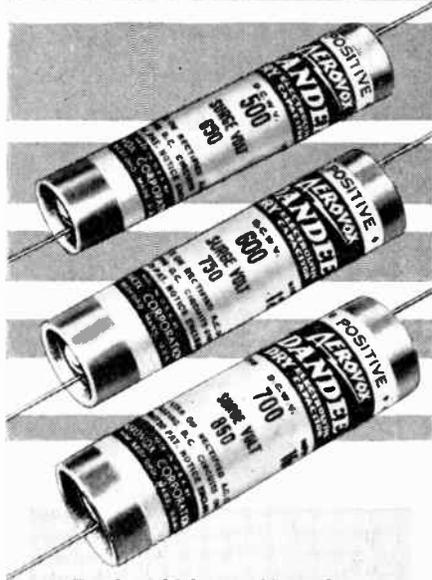
"Pioneering in F-M and Television Antennas Since 1939"

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4111 FORT HAMILTON PARKWAY, BROOKLYN 19, NEW YORK, U.S.A.

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ELECTROLYTICS



• For those higher working voltages—particularly television receivers, oscillographs and other latter-day electronic circuits—with high capacitance values for filtering or by-passing—Aerovox has the answer:

Popular Aerovox Type PRS Dandees are now available in extended D. C. working voltages of 500, 600 and 700 D. C. W., or 650, 750 and 850 surge. Capacitance values are 8, 10, 12 and 16 mfd.

And of course the tried-tested-proven Dandee construction: hermetically-sealed aluminum can; waxed paper jacket; spun-over ends eliminating "shorts"; bare pigtail leads that won't work loose.

• See Our Jobber...

These extended-voltage Dandees are being stocked. Our jobber can supply them. Order your requirements NOW.



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1948 RADIO PARTS and ELECTRONIC EQUIPMENT SHOW

Company	Booth	Company	Booth
ADVANCE ELEC. & RELAY CO. ... new type relays. Frank S. Schaumburg and Fred W. Falck, Jr.	19	BELDEN MFG. CO. ... Radio electronic wire and cable. Les A. Thayer, R. G. Wise.	44
AEROVOX CORP. ... Capacitors, resistors, capacitor test instruments, vibrators, moulded plastic paper dielectric, Charles Golenpaul.	86	BELL SOUND SYSTEMS ... Sound equipment, amplifiers, recorders, inter-com. H. H. Seay, Jr.	97
ALLIANCE MFG. CO. ... Fractional horsepower motors, model B, a new motor for sound recorders. R. J. Wilson.	8	BLILEY ELECTRIC CO. ... Quartz crystals and crystal controlled oscillators. W. S. Riblet.	150
ALPHA METALS, INC. ... Tricore rosin filled and acid filled leakproof solder. Solder performs in all sizes and shapes. Solder for all applications. Martin A. Boyle, sales manager solder div.	77	BOGEN, DAVID CO., INC. ... Industrial sound equipment, high fidelity phono equipment, new inter-communication equipment, pk-phono kit. Sidney Harman, sales mgr.	39
ALPHA WIRE CORP. ... Wire and cable. Peter Bercoe.	100	BRAND & CO., WM.	101
AMERICAN CONDENSER CO. ... Condensers. D. Shevelenko, chief engineer.	57	BRITISH INDUSTRIES CORP. ... Garrard record changers and ersin multi-core solder, new model changer, new solder flux. Leonard Carduner.	131
AMERICAN MICROPHONE CO. ... Microphones. Vastly improved line. F. A. Yarbrough, sales manager.	62	BRUSH DEVELOPMENT CO. ... Acoustic products, magnetic recording products. C. L. Wheeler.	130
AMERICAN PHENOLIC CORP. ... Microphones, shock absorbers, antennae, RF components. Ben Boldt.	65	BUD RADIO, INC. ... Radio and electronic transmitting components, sheet-metalware. A. N. Haas, pres.	9
AMERICAN RADIO HARDWARE CO. D. Ted Mitchell, in charge.	73	BURGESS BATTERY CO. ... Complete line of dry batteries. L. H. Harriss, sales manager.	113
AMERICAN TELEVISION & RADIO ... ATR auto radio vibrators, DC-AC inverters, battery eliminators. Albert Goffstein.	137	BURLINGTON INSTRUMENT CO. ... Electrical indicating instruments, voltage regulator controls, automatic synchronizers, new secondary standard testers. W. S. Kramer, vice-pres.	22
AMPERITE COMPANY, INC. ... Ballast, Tubes, Delayed relay tubes, Dynamic Microphones, Kontakt Mikes. Sam Ruttenberg.	3	BUSSMAN MFG. CO. ... Fuses for protection of electronic and other types of equipment. A. A. Sommer.	155
ASTATIC CORPORATION ... New pick-up, new dynamic microphone, new magnetic cartridge. William J. Doyle.	125	CAMBURN, INC. ... FM and T.V. antennas and auto aerials. M. B. Bernstein.	20
ATLAS SOUND CORP. ... Loudspeakers, microphone stands, Alinco V-Plus speaker. Robert C. Reinhardt.	134	CARBONNEAU INDUSTRIES, INC. ... Speakers. G. S. Carbonneau and staff.	81
AUDAK COMPANY ... Electronic recorders, tuned ribbon reproducers, Maximillian Weil, Frank Murphy, George Sullivan.	135	CARRON MFG. CO. ... Speaker parts, coils and accessories.	4
AUDIO DEVICES, INC. ... Audiodiscs (recording discs). Bryce Haynes.	83	CENTRALAB ... Hi-vo-kaps (high voltage capacitors), Hi-Kaps (bypass and coupling capacitors), Centrakut tool and adashaft controls. A. L. Tuttle, R. A. Mueller, W. S. Parsons, D. E. Thatcher.	108
BARKER & WILLIAMSON, INC. ... Coils, capacitors, components, new test equipment. Louis W. Dingler.	123	CHICAGO TRANSFORMER CORP. ... Transformers, reactors and a complete new line of units, sealed in steel. Newton Cook.	40

Whole-Hearted Approval

BY USERS OF THE

Lyte

F-M and TELEVISION

ANTENNAS

THE "QUALITY" ANTENNA OF THE TELEVISION INDUSTRY

"CURES
MANY OF
THE ILLS OF
TELEVISION
RECEPTION"

Leon Braun
A.R.C. TELEVISION
CENTER

Increases signal and reduces interference on all FM and Television receivers, Highest gain on all frequencies, Factory adjusted for maximum efficiency.

Extensive field and lab tests are proof of superior performance.

Have you used our 35 ft. TELESCOPING MAST? For a real time and money-saver ask for details about LYTE telescoping Antenna Mast Model LTM-35.

LET LYTE SOLVE YOUR "IMPOSSIBLE" TELEVISION INSTALLATION PROBLEMS.

- Fully insulated with Plastic for better results.
- Designed for 72 ohms to 300 ohms
- All 13 TV channels. All FM bands
- All locations
- All parts protected from weather

Visit us during the Radio Parts Show, May 11 to 14, at the Congress Hotel in Chicago.

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ANTENNA FOR
AIR CHECKING
OUR SETS"

W. D. Starns
FARNSWORTH TELEVISION
& RADIO CORP.

Lyte PARTS CO.,

PLAINFIELD, N. J.



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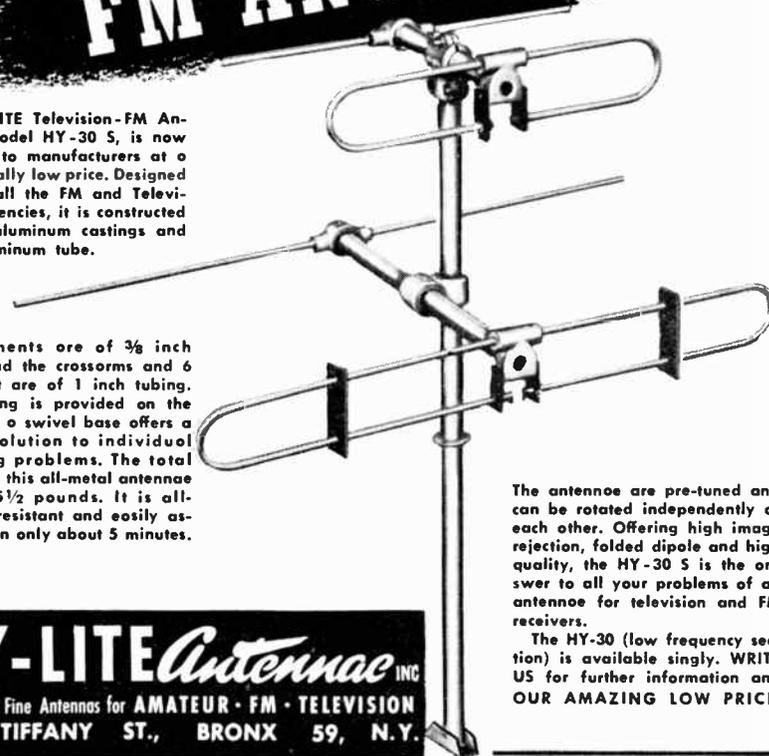
(Continued)

Company	Booth
CINAUDAGRAPH SPEAKERS DIV. 24 ... Loudspeakers, jobbers display board and new cinaxial 12" speaker for FM and television. M. R. Jones.	
CINCH MFG. CO. 105 ... Tube sockets, multi contact plugs and sockets, terminal strips, etc. C. W. Nelson.	
CLAROSTAT MFG. CO. 142 ... Composition and wire wound variable resistors, fixed wire wound resistors, other electronic parts and new miniature parts. Jim Youngblood, Victor Mucher.	
COASTWISE ELECTRONICS 28 ... R.F. Generator, audio oscillator, electronic vacuum tube volt ohm meter, F.M. television signal generator, R.F. replacement probe, test speaker. J. P. Hoffman.	
CONDENSER PRODUCTS CO. 74 ... Plasticon capacitors and power supplies (HiVolt). M. H. Levenberg.	
CONTINENTAL CARBON CO. 148 ... "Carbonite" composition resistors, "Nobleloy" precision resistors, suppressors, filternoys, "Nobleloy" precision metal film resistors and carbon film precision resistors. W. M. Wood.	
CONTINENTAL ELECTRIC CO. 29 ... Special Purpose Tubes.	
CORNISH WIRE CO., INC. 48 ... Insulated wire and no-flame cor. W. F. Osler, Jr., J. F. Miller.	

Company	Booth
CRESCENT INDUSTRIES, INC. 106 ... Speakers, Wire Recorders, Paul Mallenhauer.	
CRONAME, INC. 84 ... Tuning dials, knobs, panels, title plates, amplifier and speaker cases, instrument controls, auto radio controls, and other accessory items for radio and television. John L. Robinson.	
DAVIS & CO., J. W. 23 ... Speaker baffles and radio cabinets. J. W. Davis, owner mgr., J. Watt Davis, chief engineer.	
DRAKE ELECTRIC WORKS 98 ... Soldering irons, George Pettit.	
DUOTONE COMPANY 144 ... Phonograph needles, recording blanks and accessories, shockproof nylon phonograph needle. Stephen Nester, pres., William Boeger, sales mgr.	
EAGLE ELECTRONICS, INC. 156 ... Kits and coils. Victor Kranz.	
ECKSTEIN RADIO PRODUCTS 41 ... Three-band car communications receiver. E. A. Eckstein, pres.	
EITEL-McCULLOUGH, INC. 95 ... Transmitting type vacuum tubes, and variable vacuum capacitors, both single and multiple units. J. A. McCullough, O. H. Brown, Bill Eitel.	
ELECTRIC SOLDERING IRON CO. 47 ... Soldering irons. L. P. Young.	

Company	Booth
ELECTRONIC INSTRUMENT CO. 133 ... Vacuum tube voltmeter, multi-testers, signal generator, tube tester. Harry Ashley.	
ELECTRONIC LABORATORIES, INC. 147 ... Auto radio replacement vibrators, vibrator power supplies, telephone intercom systems, a new line of vibrator converters, noise free and suitable for television operation. F. T. Hegeman, district sales mgr.	
ELECTRO PRODUCTS LABS., INC. 153 ... Power supplies, battery eliminators. R. C. Crossley.	
ELECTRO-VOICE, INC. 94 ... Microphones, crystal phonograph pick up cartridges, microphone accessories, broadcast microphones. Web Soules.	
ELECTROVOX CO., INC. 30 ... Walco tele-vue lenses for television sets, Walco phonograph needles, and Walco tele-vue magnifiers. R. G. Walcutt, E. M. Ward.	
ESPEY MANUFACTURING CO. 85 ... AM-FM receiver chassis, television kits, AM chassis, FM tuner, AM-FM tuner, AM-FM chassis. Walter Jablon, vice-pres.	
FEDERAL TELEPHONE & RADIO CO. 66 ... Federal selenium rectifiers, intellin wire and cable, federal transformers, new line of miniature selenium rectifier stacks. Harold G. Mason.	
FREED TRANSFORMER CO., INC. 143 ... Transformers, reactors and laboratory test instruments. L. Freed.	
GEE-LAR PRODUCTS CO. 37 ... Radio knobs and associated parts, new numbers of knobs. E. S. Johnson.	
GENERAL CEMENT MFG. CO. 79 ... Radio parts and chemicals, new tools. S. B. Valiulis, R. G. Ellis.	
GENERAL ELECTRIC CO. 90 ... Complete line of basic Tubes, Parts, Components and Accessories. J. M. Lang, Eugene Frutschel, W. Hayes Clarke, Russel W. Metzner, Joseph W. Whiteside, Philip G. Caldwell.	
GENERAL INDUSTRIES CO. 127 ... Electric phonograph motors, home recording assemblies, combination record changer-recorders and recording motors. F. N. McGlynn.	
GENERAL TRANSFORMER CORP. 63 ... Perma-power (battery eliminator) and television transformers. Messrs. Schaffner and Wasson.	
GUARDIAN ELECTRIC CO. 31 ... Relays, Switches, Electrical Control Assemblies. J. J. Rowell, Sales Manager and staff of sales engineers.	
HALLDORSON COMPANY 128 ... Transformers, chokes. P. J. Hall-dorson.	
HALLICRAFTERS COMPANY 87 ... Communication receiving and transmitting equipment. Crystals, Speakers, Bill Halligan, Rolly J. Sherwood, R. W. Durst, Charlie Shapiro.	
HARDWICK, HINDLE, INC. 54 ... Resistors and rheostats. T. B. Ure.	

TELEVISION FM ANTENNAE



The HY-LITE Television-FM Antennae, model HY-30 S, is now available to manufacturers at a phenomenally low price. Designed to cover all the FM and Television frequencies, it is constructed of rigid aluminum castings and dural aluminum tube.

The elements are of 3/8 inch tubing and the crossarms and 6 foot mast are of 1 inch tubing. A guy ring is provided on the mast and a swivel base offers a simple solution to individual mounting problems. The total weight of this all-metal antennae is only 5 1/2 pounds. It is all-weather resistant and easily assembled in only about 5 minutes.

The antennae are pre-tuned and can be rotated independently of each other. Offering high image rejection, folded dipole and high quality, the HY-30 S is the answer to all your problems of an antennae for television and FM receivers.

The HY-30 (low frequency section) is available singly. WRITE US for further information and OUR AMAZING LOW PRICE.

HY-LITE Antennae INC
Makers of Fine Antennas for AMATEUR · FM · TELEVISION
528 TIFFANY ST., BRONX 59, N.Y.

(Continued on next page)

- Company** **Booth**
- HICKOK ELECTRICAL INST. CO.** 157
... Test equipment for every purpose. H. D. Johnson.
- HYTRON RADIO & ELECTRONICS CORP.** 69
... Radio tubes: receiving, transmitting, special purpose and will feature a new Hytron contest for radio servicemen. John Q. Adams.
- INDIANA STEEL PRODUCTS** 38
... Permanent magnets. Robert F. Smith.
- INDUSTRIAL CONDENSER CORP.** 138
... Interference eliminators, Fluorescent ballast capacitors, Wax, Oil Electrolytics.
- INSULINE CORP. OF AMERICA** 107
... Radio-electronic components, auto radio antennas and accessories, FM and television antennas. S. J. Spector.
- INTERNATIONAL RESISTANCE CO.** 110
... Volume controls, resistors, rheostats, special industrial resistors, all purpose volume control kit. R. D. Ferree.
- JACKSON ELECTRICAL INST. CO.** 13
... Radio testing instruments, FM signal generator, dynamic conductance tube tester. Paul F. Jackson.
- J-B-T INSTRUMENTS, INC.** 132
... Electrical and temperature measuring instruments and test equipment, shurite meters. 4123 hearing aid and pocket battery tester. Roland M. Bixler, Charles B. Bryan, Phillips Stevens.
- JENSEN INDUSTRIES, INC.** 116
... Phonograph needles. Odin Jester.
- JENSEN MANUFACTURING CO.** 61
... Loud speakers, reproducers, projectors, cabinets and customode. B. H. Clark.
- J. F. D. MANUFACTURING CO.** 117
... Television and FM antennas, accessories, electronic parts and components. Julius Finkel and Sons.
- E. F. JOHNSON COMPANY** 149
... Radio transmitting and electronic products. E. F. Johnson, Frank Mann.
- KENYON TRANSFORMER CO., INC.** 96
... Transformers and Reactors. R. B. Shimer.
- KINGS ELECTRONICS CO., INC.** 93
... FM and Television Antennae, Microphone plugs and Jacks, Variable condensers. M. R. Weissman, president; Larry Willis, Andy Ciraba, George Nurenberg.
- LECTROHM, INC.** 54
... Vitreous enameled resistors and electric solder pots. V. J. Mueller.
- LENZ ELECTRIC MFG. CO.** 60
... Wire and Parts. R. G. Zender.
- MAGUIRE INDUSTRIES** 82
... Coils, Transformers, Vibrators. E. M. Braun, William Atkin.
- MALLORY & CO., P. R.** 120
... Radio replacement parts: volume controls, capacitors, vibrators, "Mallory vibrator decl.", Mallory midget control, first 15/16" replacement control in the field. W. E. Harvey, mgr. wholesale div.

- Company** **Booth**
- MERIT COIL & TRANSFORMER CORP.** 52
... Transformers including a new industrial and ham line. John Crockett.
- MICAMOLD RADIO CORP.** 152
... Capacitors and equipment and new XTR-1 CW transmitter kit. W. E. Boyce.
- MILLEN MFG. CO., INC., JAMES** 139
... Transmitters and Parts. James Miller, Gene E. Williams.
- NATIONAL COMPANY, INC.** 16
... Complete line of communications, receivers and selected radio parts, AMT 500 watt transmitting condensers and AR-18, 500 watt coils C. C. Rodimon.
- NATIONAL UNION RADIO CORP.** 10
... Electron tubes and basic service parts, capacitors. E. J. Maginot.
- NEWCOMB AUDIO PRODUCTS CO.** 114
... Sound equipment. Robert Newcomb.
- OHMITE MFG. CO.** 43
... Rheostats, resistors, tap switches, chokes. R. S. Laird, R. D. Fonda.
- OPERADIO MANUFACTURING CO.** 50
... Amplifiers, public address speakers, radio replacement speakers, intercommunication equipment, central sound control equipment. R. E. Carson.
- PARK METALWARE CO., INC.** 126
... Screwdrivers, nut drivers and new nut driver sets. F. B. Farrington.

(Continued on page 34)

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Featuring **SIMPLIFIED
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CONVERTS ANY RADIO RECEIVER or SOUND AMPLIFIER for F-M

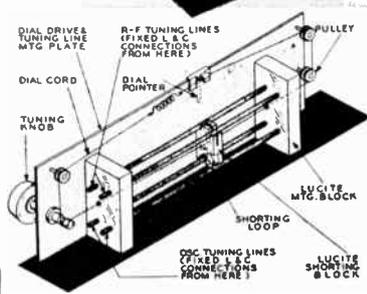
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New and revolutionary tuning principle* makes EDWARDS FIDELOTUNER most efficient F-M CONVERTER on the market today! All the great advantages of F-M reception are yours, with this compact, efficient new tuner. Five tubes, plus selenium rectifier.

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DSC TUNING LINES (FIXED L & C CONNECTIONS FROM HERE)
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168 Washington Street New York 6, N.Y.

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Company	Booth	Company	Booth
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... Racks of all types, chassis, panels and cabinets. Oren H. Smith.		... Twelve and sixteen inch recording equipment, 12" disc recorder, recording amplifiers, 12" recording mechanism, 12" turntable. George Silber.	
PERMOFLUX CORP.	42	JOHN F. RIDER PUBLISHER, INC.	141
... Loudspeakers. M. E. Neil.		... Rider manuals, radio text books, books on FM broadcast operation. John F. Rider, William Hynes, William J. Marcus.	
PERMO, INCORPORATED	88A	HOWARD W. SAMS & CO., INC.	72
... Phono needles. G. S. Carter.		... Photofact publications: photofact folders, record changer manual, dial cord stringing guide, tube placement guide and new releases on television. Howard W. Sams, A. M. Rodabaugh.	
PHILMORE MFG. CO., INC.	119	SANGAMO ELECTRIC CO.	124
... Radio kits, crystal sets and detectors, coils, microphones, headphones, complete television kit. M. L. Granat.		... Fixed mica, paper and electrolytic capacitors. John G. Twist.	
POTTER & BRUNFIELD SALES CO.	53	WALTER L. SCHOTT & CO.	58
... Relays. Bob Barr.		... Radio hardware, radio chemicals, refinishing kits, alignment tools, staple driver, WALSCO unbelt and new service tools. Walter L. Schott, pres.	
PRECISION APPARATUS CO.	80	SHUR-ANTENNA-MOUNT, INC.	129
... Radio electronic test instruments. Messrs. Mentzer, Goldberger, Weingart, Kirshbaum.		... Home antennae, universal mounts, spaced line. Jack Shure.	
PREMAX PRODUCTS DIVISION	18	SHURE BROTHERS	70
... Antennae and accessories. S. M. Ryder, G. O. Benson.		... Microphones, phono pickups, acoustic devices. S. N. Shure, Jack A. Berman.	
PRESTO RECORDING CORP.	109	McMURDO SILVER CO., INC.	115
... Various recording transcriptions, turntables, amplifiers, blank recording discs. Tom Aldrich.		... Laboratory caliber electronic test instruments and communication transmitters and receivers. McMurdo Silver, Paul W. Nief Owen Shepherd.	
PYRAMID ELECTRIC CO.	92	SIMPSON ELECTRIC CO.	118
... Electrolytic capacitors, Radio noise filters. Sy. A. Wolin.		... Test equipment and Panel meters. George H. Cook R. T. Brown.	
QUAM-NICHOLS COMPANY	151	SIMPSON MANUFACTURING CO., MARK	46
... Replacement speakers and new 3 1/2", 6" x 9", 5 1/2", 7" PM and electro-dynamics. H. A. Staniland, John O'Brien.		... Amplifiers, portable sound systems, intercommunications, school system amplifiers, recorders and transcription players. Miryam Simpson.	
RACON ELECTRIC CO.	122	SNC MANUFACTURING CO.	5
... Loudspeakers and loudspeaker units. A. I. Abrahams.		... Transformers, Reactors, Filters. Henry Beekman.	
RAD-EL-CO MFG. CO.	87A	SNYDER MANUFACTURING CO.	11
... Aerials, R. R. Cull.		... Auto radio antenna, mike stand and television and FM antenna. Dick Morris.	
RADIO CITY PRODUCTS CO.	35	SOLA ELECTRIC COMPANY	68
... Radio, television, electronic test equipment. Milton Reiner.		... Sola constant voltage transformers. C. H. Humes.	
RADIO CORP. OF AMERICA	135A	SOLAR MANUFACTURING CORP.	67
... Tubes, batteries, test equipment, electronic components and sales aids. Fred Favre.		... Capacitors. S. L. Chertok.	
RADIO CRAFTSMEN, INC.	32	SPRAGUE PRODUCTS COMPANY	89
... AM-FM tuner, amplifier and speaker. John Cashman.		... Capacitors, wire wound resistors, tel-ohmic capacitance resistor analyzer. I. J. Kahan.	
RAULAND CORP.	71	STANDARD TRANSFORMER CO.	88
... Amplicall intercommunications equipment, Rauland and Lyric sound equipment, phototubes, television picture tubes, FM-Television antennas, Lyric amplifiers, model 155 broad band television antenna, model 1825 phonograph amplifier. M. C. Peppos.		... Transformers and reactors for radio receiving, transmitting and low power industrial and special applications, radio transmitter kits, power packs, volt adjusters and ST-203-A mobile radio transmitter. Earl Champion.	
RAYTHEON MANUFACTURING CO.	99	STARK SOUND ENGINEERS, INC.	34
... Radio receiving tubes, bantal tubes and subminiature tubes for pocket radios. F. E. Anderson.		... Sound equipment.	
RECORDISC CORPORATION	26	STEPHENS MFG. CO.	145
... Blank recording discs, phonograph needles and styli. L. Friedman, S. S. Gould.		... Loudspeakers, microphones, amplifiers.	
RECOTON CORPORATION	102		
... Phonograph needles, new nylon needle, recording discs and cutting styli. H. H. Borchardt.			

Company	Booth
STROMBERG-CARLSON COMPANY 56	
. . . Telephone systems, inter-com systems, sound equipment, new IM-20 inter-com, new inter-com tele-phones and switchboards. G. L. McKay.	
SUPREME INSTRUMENTS CORP. 154	
. . . Electronic test equipment and panel meters. T. C. Bilello.	
SYLVANIA ELECTRIC PROD. INC. 49	
. . . Receiving tubes, transmitting tubes, CR tubes, electronic products, servicemen's test equipment (osciloscopes, polymeters, etc.) and 12" cathode ray tube. Terry P. Cunningham.	
TALK-A-PHONE COMPANY 17	
. . . Intercommunication Systems. Harry Liberman, Jay Greengard.	
TARTAK SPEAKERS, INC. 21	
. . . Loud speakers and a very small speaker for personal sets. Paul H. Tartak.	
TECHNICAL APPLIANCE CORP. 111	
. . . Television and FM antennae, new line of high gain antennae. Tore Lundahl.	
TELEX, INC. 154	
. . . Telex monoset (headphone), telex pillow speaker, magnetic pillow speaker. Kenneth H. Dahlberg.	
TRICRAFT PRODUCTS CO. 64	
. . . Television-FM radio antenna and new models 400 and 200 television antenna. Mr. Marks.	
TRIMM, INC. 121	
. . . Headsets, antenna matching star. Paul A. Bortorff.	
TRIPLETT ELECTRICAL INST. CO. 7	
. . . Testers and electrical measuring instruments. N. A. Triplett.	
TUNG-SOL LAMP WORKS, INC. 158	
TURNER COMPANY 146	
. . . Microphones and wire recorder heads, new velocity microphone, new cardioid microphone. Wm. J. Nezerka, sales mgr.	

Company	Booth
UNGAR ELECTRIC TOOLS 25	
. . . Soldering equipment and new improved handle. Leon B. Ungar.	
UNITED TRANSFORMER CORP. 59	
. . . Transformers, audio filter. Ben Miller, S. L. Baraf, F. Manville.	
UNIVERSAL MICROPHONE CO. 15	
. . . Microphones, recording components and accessories, RC recording chassis. Jame L. Fouch.	
UNIVERSITY LOUDSPEAKERS, INC. 140	
. . . Loudspeakers, driver units, tweeters, line transformers, micro-phones. Irving Golin.	
UTAH RADIO PRODUCTS DIV. 1	
. . . Replacement speakers. Wm. McNow, Jobber sales mgr.	
VACO PRODUCTS CO. 66	
. . . Screw and nut driver, vacombo kits, duplex reversibles, neon testers, etc. featuring the new Vaco slo-burn underwriters approved plastic handles. James T. Pettingill.	
V-M CORPORATION 24	
. . . Complete line V-M automatic record changers and new V-M model 402. Earl Rush.	
WALDOM ELECTRONICS, INC. 112	
. . . Speaker cone assemblies and parts, an electronically operated magnetizer and de-magnetizer. Jerome Prince.	
WARD LEONARD ELEC. CO. 12	
. . . Resistors, rheostats, relays. Ken Hathaway.	
WARD PRODUCTS CORP. 103	
. . . TV and FM antennas, auto aerials, special communication aerials, new antenna arrays for FM and TV radios. J. L. Fine.	
WEBSTER-CHICAGO CORP. 91	
. . . Record changers, Pickups, Automatic phonographs, Nylon phono needles, Pickup cartridges and motors, Wire recorders. Wynn S. Hartford, Norman C. Oruen, S. T. Seaman.	
WEBSTER ELECTRIC CO. 152	
. . . Crystal and magnetic pick-up cartridges, retractable cartridge. K. J. Norman.	
WESTINGHOUSE ELEC. CO. 6	
. . . Electronic tubes. J. J. Doyle.	
WESTON ELECTRICAL INST. CORP. 78	
. . . Electrical measuring instruments and their accessories. G. E. Martin.	
WILCOX-GAY CORPORATION 76	
. . . New tape Recordio, a portable dual-speed disc, Recordio discs, Recordio-point cutting and playback needles. W. G. Gram.	
WIRT COMPANY 104	
. . . Wire wound resistors, switches, suppressors. C. R. Lawson.	
WORKSHOP ASSOCIATES, INC. 41A	
. . . New TV receiving system, new coaxial switch. Gardiner G. Greene.	

PHILSON F-M and TELEVISION ANTENNAS



NEW ADJUSTABLE FOLDED DIPOLE

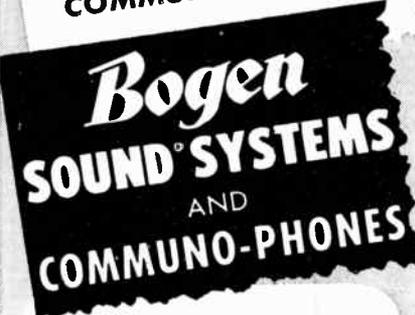
Because F-M and Television operate on very high frequencies, it is necessary to make extremely exacting adjustments for maximum results in reception. This "trombone type" Dipole enables you to make critical antenna adjustments in a matter of seconds, to get the perfect antenna length for a particular location. Another advantage of the Adjustable Folded Dipole is that adjustments can be made to changes in frequency as more channels are added.

Adjustable from 68" to 108". 4 Ft. Upright. All Aluminum Construction, with Lucite Insulation. MODEL FD-150 List Price 13.50

A complete line of F-M and Television antennas with or without reflectors. Write for catalog.

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FINEST OFFICES
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COMMUNO-PHONE



A completely new series of Bogen Communo-Phones combining magnificent functional design with infinite flexibility and beauty.

MODEL 11X



UNDERWRITERS APPROVED
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MASTERS AND REMOTES CAN BE MIXED
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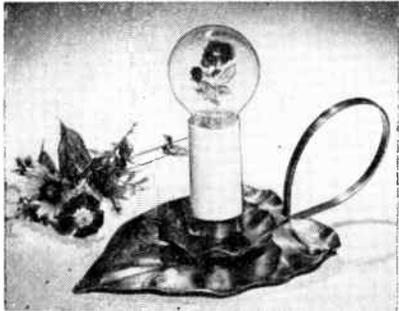
AEROLUX

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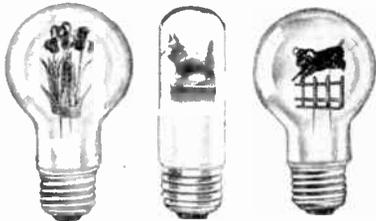


Elegance for the top of Your RADIO

This charming little lady tends the Magic light of the Electric Flower—soft rays of iridescence shine forth to soothe and cheer.



Autumn Leaf motif of solid copper—the Electric Flower is a 2 watt bulb and lights up in the true colors of real flowers.



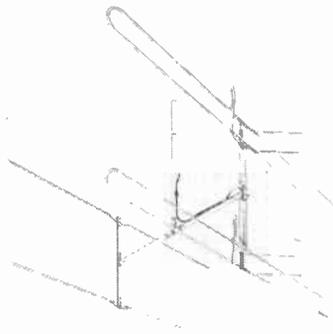
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LIGHT CORPORATION
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NEW COMPONENTS

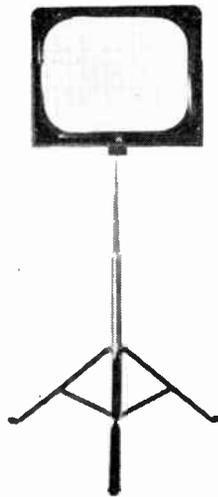
Antenna Conversion Kits
Manufactured by J. F. D. Mfg. Co.,
4117 Fort Hamilton Parkway,
Brooklyn, N. Y.



These are designed to enable the serviceman to convert small FM and television antennas to larger ones right on the job. Included are 22 different, pre-assembled types ranging from the single straight dipole to the double stacked folded dipole with high frequency lobes. Say you saw it in *Radio & Appliance Journal*, May, 1948.

Television Lens Stand

Manufactured by M. Black Mfg. Co.,
300-02-04 No. Third St., Phila., Pa.



This stand can be used with most any make or model television receiver employing the 7-inch or 10-inch tube. It is adjustable, lock positioning, all steel and good for table model or console.

Say you saw it in *Radio & Appliance Journal*, May, 1948.



The RECORDISC
Concerto
for
Cash Register

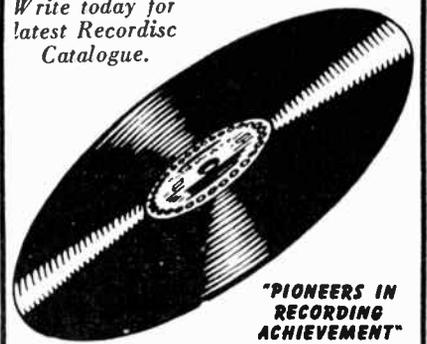
THE RECORDISC LABEL RINGS UP RECORD SALES

BECAUSE the proof is in the platter! Thousands of home recordists have tried RECORDISC blanks . . . they come back for repeat sales, they tell their friends.

BECAUSE RECORDISC blanks are made by the world's largest home recording blank manufacturer according to the most exacting professional standards.

BECAUSE the same holds true for precision - perfect RECORDISC styli and needles. Remember just one fact: when your customer sees the RECORDISC label, your cash register plays a concerto. And that, Mr. Dealer, is proof positive!

Write today for latest Recordisc Catalogue.



"PIONEERS IN RECORDING ACHIEVEMENT"

THE RECORDISC CORP.
395 Broadway, New York 13, N. Y.

Ultra-Sensitive D.C. Microammeter

Manufactured by Radio Corp. of America, Camden, N. J.

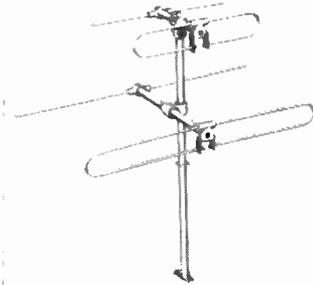


This new portable, battery-operated, vacuum-tube meter is capable of accurately measuring DC currents down to one billionth of an ampere. By adding suitable external multiplier resistors the microammeters can be converted to an extremely high-resistance voltmeter and can also be used as a high-range ohmmeter when connected to a suitable power supply.

Say you saw it in *Radio & Appliance Journal*, May, 1948.

Television-FM Antenna

Manufactured by Hy-Life Studios, 528 Tiffany St., Bronx, N. Y.



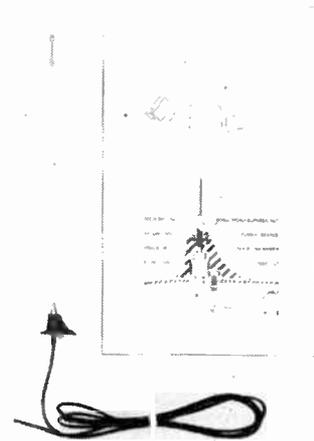
A newly designed antenna for 44 meg. to 216 meg. broadband signal reception in a stacked parallel feed system and employs a folded-dipole and reflector with a high front to back ratio, giving a maximum unwanted signal rejection factor.

Say you saw it in *Radio & Appliance Journal*, May, 1948.



High Frequency Auto Antenna

Manufactured by L. S. Brach Mfg. Corp., 200 Central Ave., Newark, N. J.



This device which is designed for speedy and simple installation on roofs of automobiles and styled to avoid disfiguring the car, affords more effective transmission and reception during mobile communication.

Say you saw it in *Radio & Appliance Journal*, May, 1948.

CORWICO
the *Service* line
of **CORDS** and **CORD SETS**
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LAMPS
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THIS IS IT!

another **NEW**
VISION item

the "ALL-CHANNEL"
TELE-BOOSTER

Model TVX
Channels 2-13
Size: 6" x 4 1/2" x 5"

VISION RESEARCH LABORATORIES has developed a new highly efficient all channel booster circuit. Model TVX incorporates many of the features that made models TVL (Channel 1-6) and Models TVH (Channel 7-13) so successful plus several new circuit features that provide for even greater effectiveness in boosting those weak television stations. Design of Model TVX is the result of many months of actual field experience with television pre-amplifiers.

CHECK THESE FEATURES:

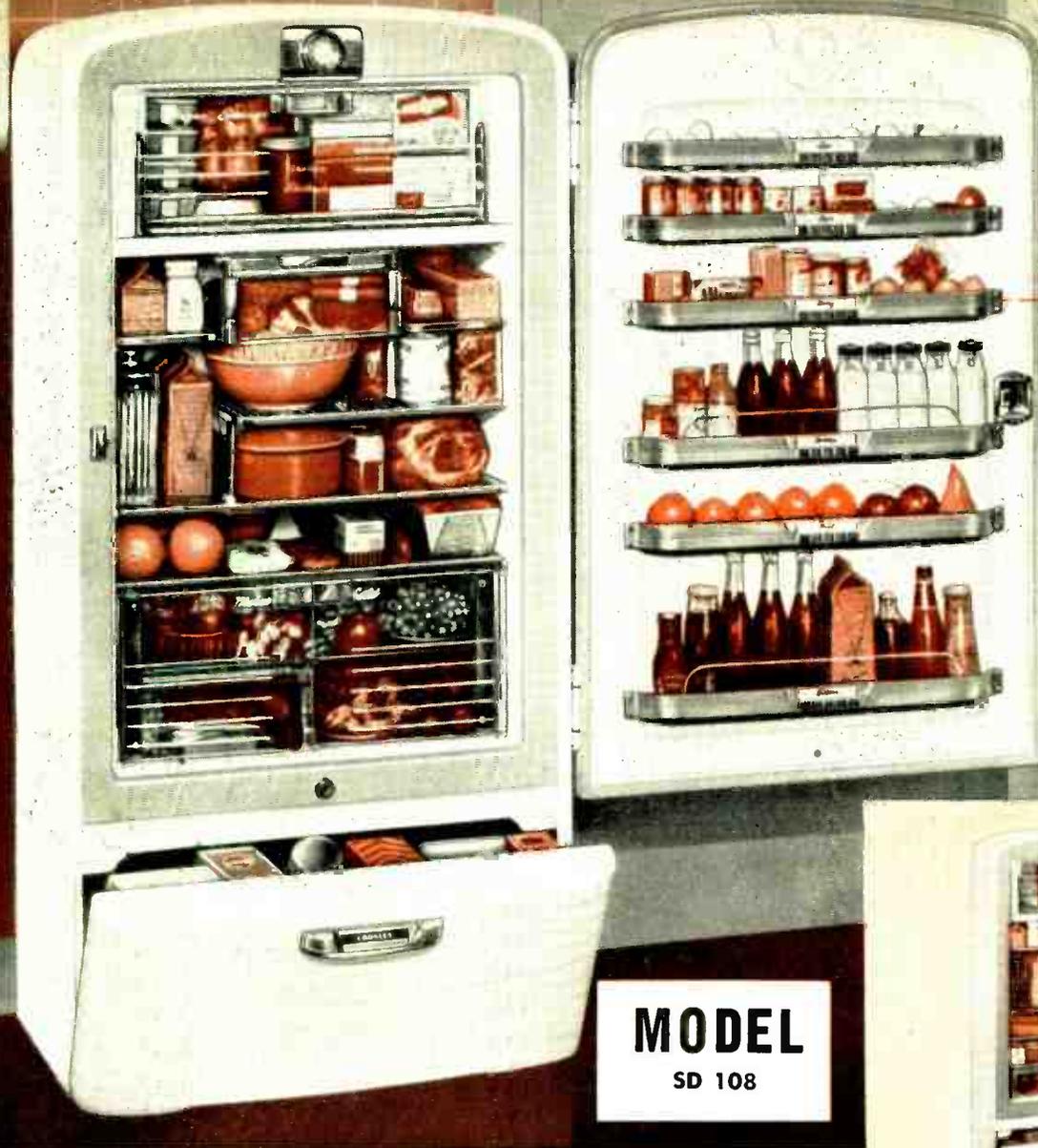
- Uses two type 6AK5's in an extremely stable and efficient wide-band amplifier circuit.
- Self-contained power supply using selenium rectifier.
- Covers all television channels.
- Just turn switch to position for channels 2-6 or to position for channels 7-13 and tune for best picture response.
- Eliminates need for outdoor antennas in many locations.
- Will actually make difference between "FLAT" and very bright pictures on weak stations.
- Improves receiver immunity to off-channel interference. Can be tuned to boost weak station or turned off to provide normal reception.
- Simple to install and operate, requires only external connection to receiver.
- Will work on any television receiver.
- Furnished in attractive mahogany or walnut finished cabinet.
- Attractively priced.

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\$37.50
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MODEL
SD 108



MODEL F108

*More features—
for more sales!*

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

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

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

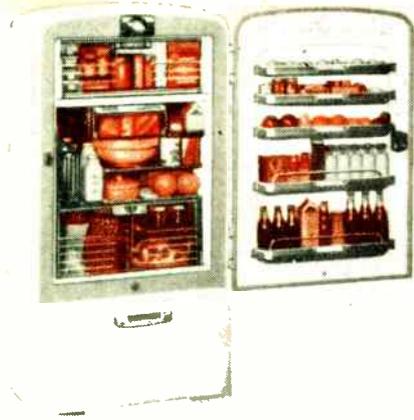
IT'S
THE

New CROSLEY

Shelvador*



A COMPLETE LINE . . . MODELS PRICED FOR EVERY MARKET



MODEL SD 88



MODEL D 88



MODEL M 88

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

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

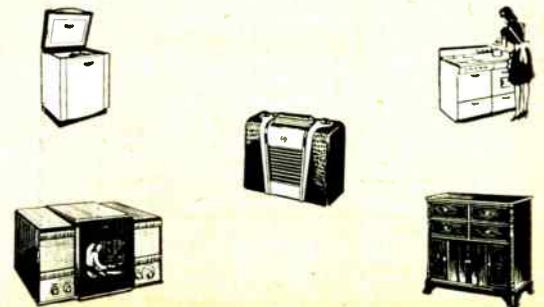
CROSLEY

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

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

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World Radio History



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IN COMPONENTS**

**ELECTRONIC
EQUIPMENT
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RADIO PARTS**

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TELEVISION
PARTS**

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Radio Servicemen's Contest Sponsored by Hytron Corp.

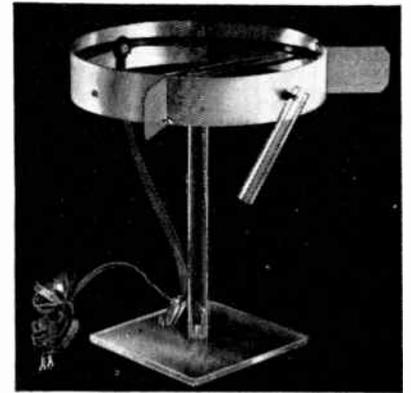
Based upon the belief that radio servicemen, as a class, are ingenious, resourceful and inventive, the Hytron Radio & Electronics Corp. of Salem, Massachusetts, has organized a contest to attract servicemen competition from all sections of the country to offer their best inventions so as to make them universally available to the industry. The prizes will consist of high grade electronic test equipment. The best of the prize-winning tools will be manufactured in quantity and made available to all servicemen, at cost, by Hytron and through its distributors.

The contest is on a monthly schedule and runs from May through October. Complete details about the contest may be obtained by writing to the Hytron Radio & Electronics Corp., 76 Lafayette Street, Salem, Mass.

W. Hamilton Walter has been appointed to the newly created position of coordinator of sales for the Raytheon Manufacturing Co., Waltham, Mass. He will supervise Raytheon's marketing, advertising and public relations and will also serve as a member of the advisory staff of president Charles F. Adams, Jr.

— VISIBEAM —

INDOOR TELEVISION ANTENNA
ELIMINATES GHOSTS and REFLECTIONS



For Use with all Television Receivers.
Compact, attractive lamp shape size. Blends with set and room.

THERE IS NO INSTALLATION OR LANDLORD PROBLEM WHERE THE VISIBEAM IS USED.

Clear picture on all Stations.

VISIBEAM retails at **\$16⁹⁵**

At your dealers

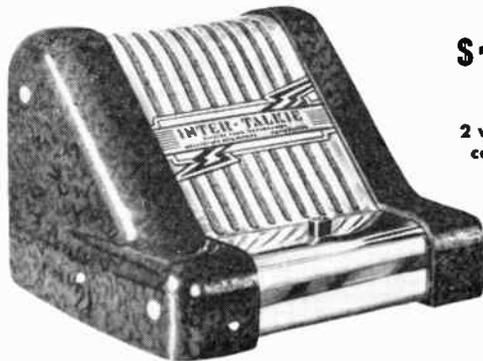
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BURNETT SERVICE CO.

178 W. 168 • JE 7-4592 • New York 52, N.Y.

\$ EASY PROFITS \$

DISPLAY — DEMONSTRATE — SELL
INTERCOMMUNICATION FOR ALL!



list
\$19⁹⁵
set of
2 way units
complete

Beautiful walnut chrome or black chrome cabinets, customer installation — Simple — Foolproof — Real loudspeaker volume — No phones or radio. No tubes or electric "plug in" connections needed!

Direct Factory 3 Year Service Guarantee

"UP TO 7 STATION MULTITALKIE" \$12⁹⁵
for OFFICES, STORES, LARGE HOMES, etc. per unit

Nationally advertised—Color counter displays. Hand-out and mail-out circulars—Newspaper mats.

Write for full information now!

PAKETTE PRODUCTS INC. Dept. RA-S
KEARNEY, NEBR.

Television Lens Stand

For any Direct-View
Television Receiver



Easy to use • all steel construction • no attachments necessary • A sure-fire tie-in sale with any Picture Magnifier.

List Price:
\$7.50

Individually boxed
Immediate delivery
Inquiries invited. Write:

BLACK MANUFACTURING COMPANY
300 NORTH THIRD STREET
PHILADELPHIA, PENNA.

"Flying Spot" Cathode Tube

Manufactured by Tube Department,
Radio Corporation of America,
Harrison, N. J.



This new Flying-Spot tube furnishes a small, rapidly moving spot of radiant energy for scanning a slide transparency or opaque object. It thus makes possible a relatively simple and inexpensive video-signal generator capable of producing not only a repetitive picture signal like the monoscope, but also of permitting change of picture at will and of reproducing the picture with the halftone fidelity of photographic film.

Vacuum Tube Voltmeter

Manufactured by Electronic Inst. Co.,
Inc., 926 Clarkson Ave., Brooklyn, N. Y.



Completely electronic on all functions and ranges this model also features among others, one single linear scale for AC and DC measurements, a meter which cannot be burned out, a special type electronic bridge circuit which practically eliminates all zero drift after short warm up.

**Rig-Fast
TV & FM Antennas**

See our display during the Radio Parts Show, May 10 to 14 inclusive, at the Congress Hotel, Chicago.

OAK RIDGE ANTENNAS
239 East 127th St., N. Y. 35, N. Y.

ESPEY

The Custom-Built Chassis



How many times have you wished you could replace that worn out AM set now housed in a beautiful, highly thought-of cabinet? At last it's possible—and at a price within the reach of everyone! The **ESPEY** line of custom-built chassis is designed for just such installations, as well as for custom-built and other special applications. Take the **ESPEY MODEL 7-B**, for instance. It's a top-quality AM-FM receiver, featuring high fidelity reception, illuminated slide rule dial, full tone control, and is wired for phonograph operation.

Its superheterodyne circuit contains 10 tubes plus a rectifier tube, and operates on 105/125 volts AC, 50/60 cycle. Furthermore, it's supplied ready to operate, with 10" speaker containing an Alnico No. 5 magnet, both AM and FM antennas, and all hardware needed to make the installation easy and complete.

For full details write to Dept. V-5

ESPEY MFG. CO., INC.

528 East 72nd Street
New York 21, N. Y.



Cordially Invites you to a

PRIVATE TELEVISION SHOWING

of the latest in Video receiving and projection television equipment, during the PARTS SHOW May 11 through 14th at the

CONGRESS HOTEL, CHICAGO

TELEVISION ASSEMBLY CO. • TELEVISION INDUSTRIES CO.
540 BUSHWICK AVENUE, BROOKLYN 6, N. Y.

TELEVISION KITS

SEND FOR CATALOG AND
DEALER PRICES

B AND D DISTRIBUTING CO.
639 Tappin Avenue
Staten Island 5, N. Y.

Also well known manufactured 30
Tube T.V. in Beautiful Cabinet.

YOUR PRICE \$272.95

(1/3 Deposit Required on All Orders)

RIDER'S *Continuing* LEADERSHIP MEANS CONTINUING PROFITS FOR YOU!

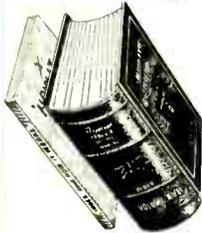
Anticipating the Servicing Industry's Needs has resulted in an important chain of Rider "Firsts"

Being the leader means being first. First in volume of sales; first in the offering of new, time-saving, money-making ideas and services.

During eighteen years of continuing service to the servicing industry, the leadership of Rider has been constantly maintained by regular releases of new books anticipating the needs of the industry. New books, of new ideas, timed for the greatest profit to all concerned.

That is our record. That record we intend to maintain! The books shown on this page demonstrate that policy in action. All these titles were released within the past few months!

**RIDER
MANUALS
NOW IN 17
VOLUMES**



The "How It Works" book and the cumulative index covering Vols. XVI and XVII, are included at no extra cost. "How It Works," clarifies the underlying theories of new radio circuits and the mechanical innovations of the latest sets.

Complete \$15.00

Within the past two months we released
RIDER MANUAL VOL. XVII
The latest addition to the "The World's Greatest Compilation of Radio Servicing Data."

Here are 1648 pages of authentic servicing information, factory-facts on the products of 115 manufacturers. Here, Rider-exclusive "clarified-schematics" break down every multi-band job into individual schematics of each circuit as it exists with each turn of the wave band or equipment switch. The circuit analysis has been done by Rider.

Then there's: **UNDERSTANDING
VECTORS AND PHASE**
(Also released in the past few months)



160 pages—
Cloth bound \$1.89
Paper bound 99¢

The serviceman or student will have difficulty in furthering his knowledge if he does not understand vectorial presentations in technical articles and books. These illustrations—the engineer's shorthand—are explained simply and understandably. This book is equally valuable to servicemen, students or anyone who wants to get the most from information contained in radio books and periodicals.

**VOLUME 1
RIDER Television MANUAL**
Publication date June 1st



Here is a companion volume to the famous Rider Manuals—This time on television receivers. Everything that must be known about the 1946-1947 television receivers produced by the industry's leading manufacturers. Complete and kit receivers are covered.

APPROXIMATELY 1350 PAGES—Circuit Descriptions—Schematics—Patterns—Alignment—Voltage and Resistance Tables—Chassis Views—Parts Lists—Double-Spread and Giant Pages—Standard Rider Looseleaf Binder.
Separate "HOW IT WORKS" BOOK (about 200 pages) Explanation of the theory of Antennas—R-F Sections—Sound and Video Channels—Sync and Sweep Circuits—Waveforms in Circuits—Power Supplies—Alignment and Servicing.

Complete \$15.00

Another New Rider
Publication, issued in the past few months
(One of the hottest we have released since pre-war days)

FM TRANSMISSION AND RECEPTION

Here is the most inclusive, the most practical book on one of the hottest subjects in the industry. Written in easy-to-understand style, it has proved of equal interest to engineers, "hams," servicemen and students. FM in homes, and even television, receivers—in "ham," police, marine, aircraft, taxi, railroad, and other point-to-point communication applications, make this new book of widespread interest. It has the latest in theory, method of operation, high and low power, antennas, methods of alignment, solutions of servicing problems, everything needed. And—it is priced spectacularly, even for a Rider publication.



416 pages
Cloth Bound \$2.70
Paper Cover \$1.80

**BROADCAST
OPERATORS HANDBOOK**

tells how to operate a radio station and keep it in operation. Transmitter operation and maintenance, what to do and how to operate the control room, the master and remote controls. Written in operator's language by an operating staff engineer. 288 pages—profusely illustrated **\$3.30**



Still another
release of the
past few months!

AND—MORE TO COME!

Watch for early publication dates on the following

PA Installation and Servicing
Microwaves in the Ham Shack

Radio Amateurs' Beam Pointer Guide Book
and others to be announced soon!

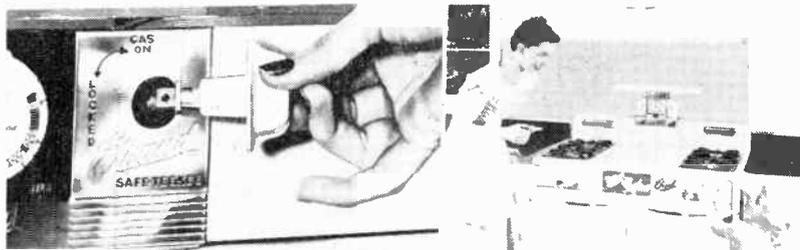
**JOHN F. RIDER
PUBLISHER, Inc.**
404 Fourth Avenue,
New York 16, N. Y.

Export Agent: Rocke International Corp., 13 E. 40th St., N.Y.C. Cable ARLAB

"Eighteen Years of Continuing Service to the Servicing Industry"

NOTE: The Mallory Radio Service Encyclopedia, 6th Edition, makes reference to only one source of Radio Receiver Schematics—Rider Manuals.

Lewis & Conger Announces Winners in Annual Home Safety Appliance Contest



Once each year, the New York City Retail appliance store of Lewis & Conger sponsors a national safety competition among manufacturers of new home devices or products likely to contribute most to home safety. This is the third year that the award is being given by Lewis & Conger, which is one of the nation's outstanding retail appliance stores. The contest was started as a means of helping to cut down the yearly toll of 100,000 lives (one-third of which take place in homes).

Chief honors went to the Grand Home Appliance Company of Cleveland, Ohio for their development of the "Safe-Tee-Kee", an ingenious safety valve (see photo above) which is now an exclusive feature of every gas range produced by this company.

Serving in much the same way that an ignition key does on an automobile, the Safe-Tee-Kee by a simple twist locks all the main burners so that the flow of gas is cut off and it is then impossible for a child playing with the gas range to light any of the burners. When the housewife is ready to use the range again, she simply replaces the Safe-Tee-Kee and turns it to the "on" position. The pilot lights are not affected by the key, so it is not necessary to re-light the pilots when the key is put back in position. While families with small children are the chief beneficiaries of this device, it is worth noting that it also affords protection against careless, irresponsible, or despondent persons who may have to be left alone in a house and who might otherwise give cause for worry.

In addition to the main award winner mentioned above, an honorable award mention with special ci-

tation was given to the Non-Shock Safety Socket, a new development which promises to revolutionize all of the sockets in homes, both in wall fixtures and in floor and table lamps.



This socket was designed to safeguard children who are particularly apt to play with lamp sockets, and every year there are many cases where infants and children have been electrocuted as a result. By means of a simple yet highly efficient automatic disconnect mechanism, this new Safety Socket (lower picture) prevents accidental shocks. The automatic disconnect mechanism is comprised of a flat phosphor bronze spring based in the bottom of the screw shell. The circuit can only be completed when the bulb is screwed into the socket, overcoming the tension of the safety spring. Although contact is made by screwing in the bulb in the same way as the conventional socket, no amount of downward pressure with an inserted finger will close the circuit.

Other products receiving honorable mention were: A white odor-

New Radio Cabinet Prevents Home Sabotage



A Micarta material developed for use in radio cabinets and featuring extreme durability and quality appearance has been introduced by the Home Radio Division of the Westinghouse Electric Corporation at Sunbury, Pa.

Indistinguishable in appearance from a finished wood product, the new Micarta cabinet has the warmth, texture, and deep grain of highly polished mahogany. Yet its resistance to abrasion, chipping, denting or breaking is more than twice that of standard wood models of much greater thickness.

Moreover it will not splinter or crack. Heavy objects such as ash trays, bottles and even hammers can be dropped on the cabinet without scratching, denting or chipping it.

Its rich mahogany luster cannot be blemished or stained by food, grease, fruit juice or alcoholic beverages. Impervious to both fresh and salt water, the cabinet will not warp or buckle in the most humid areas.

Age and moisture, which inevitably cause checks—minute cracks—along the grain of all wood cabinets, have no effect upon the Micarta finish. And lighted cigars and cigarettes can be left burning on the Micarta surface without marking or blistering.

less powder called "Ruf Safe" which, when sprinkled under rugs holds them tight; a new type of fuse that actually has six lives and is equipped with a neon light which goes on when a fuse has blown; the "Hotlifter", a pair of ingenious kitchen pliers or tongs designed to prevent burns; a smoker's robot which makes smoking in bed fairly safe.

How to Sell Vacuum Cleaners From the Floor . . . in Minutes!

A RECENT survey by the Vacuum Cleaner Manufacturers' Association disclosed that about 16 million families of wired homes in the United States do not own vacuum cleaners. Half of these families do possess electric refrigerators and washing machines. Reasons given for non-ownership of vacuum cleaners show an amazing consumer ignorance about a cleaner's function and use in the home. Recognizing that the problem of overcoming public apathy really began with the dealer, the Lewyt Corp., Brooklyn, N. Y. has designed and created a "Market Place" which, for the first time makes it possible for dealers to give store demonstrations which really sell cleaners. How the "Market Place" operates to stimulate sales is shown on this and the facing page.



1. Appliance dealer G. Isabella of Long Island City, N. Y. has just sold a Westinghouse iron to a young housewife. Knowing that young homemakers offer an excellent market for vacuum cleaners, Mr. Isabella doesn't consider this a "closed sale" and is already planning the next step in his sales campaign.

2. As he hands the customer her purchase, Mr. Isabella says: "By the way, if you can spare a few moments, I'd like to show you something new in vacuum cleaners, something to lighten your household tasks." The customer is interested and replies she certainly would like to see it.

3. Dealer Isabella leads the customer just a few steps from the counter to the Lewyt "Market Place", an ingenious, self-contained display and demonstration unit where everything is in place for a perfect demonstration. No fuss or delay in hooking up or pushing other appliances out of the way to make room for the demonstration.





4. With the help of the illuminated picture display, Mr. Isabella is able to quickly point all the salient features of the Lewyt. The customer is able to visualize every point made. Complete customer understanding is an important factor in selling major appliances.



5. Now comes the actual demonstration: everything is in place, ready to operate. Every attachment is at arm's-length. Even the rag is down! Customer is impressed; tries the machine herself. Bear in mind that only minutes have elapsed since the customer was prepared to walk out of the store with her electric iron.

6. Dealer Isabella, with his eye on the "sales ball" already has his order book out and is making a sale of a new Lewyt cleauer. This is real selling, right from the floor, and to make certain that the unit stays sold, the Lewyt Company follows through, after the cleaner has been delivered to the customer, by sending a trained instructor to the home to make a 'Demo-Call', a call which tells the customer how to take full advantage of the unit's features and to uncover good prospects for additional sales. Thus, what started out as a routine sale of an iron is turned into an excellent major appliance sale.



JFD Plans Forums on Television Installation

The JFD Manufacturing Company of Brooklyn, New York, has initiated a nation-wide series of forums on the installation and servicing of television antennas. The purpose of the forums is to assist all servicemen in specific antenna installation problems relating to location and selection of arrays. The forums, which are under the direction of Albert J. Friedman, JFD antenna engineer will include the following subjects: choosing location, broadside tuning, connection to receiver, matching of lead-in, noise, excessive signal.

Heads N. Y. Farnsworth



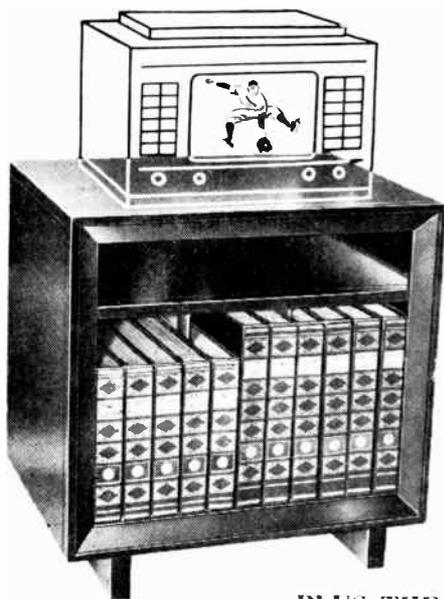
J. H. Robinson, appointed manager of the Farnsworth Television and Radio Corporation's New York Branch.

Named Director of Home Economics by Crosley



Appointment of Mrs. Catherine Beck as Director of Home Economics of the Crosley Division, Avco Manufacturing Corporation, has been announced by S. D. Mahan, Director of Advertising. Mrs. Beck joined Crosley on November 1, 1946, and has been active in conducting demonstrations of Crosley major appliances. Since July, 1947, she has been serving as Acting Director of the department. Mrs. Beck has inaugurated and is conducting a half-hour television show, "The Crosley Kitchen Klub," six days a week on Station WLWT, Cincinnati.

Newest Addition to the Family of



RECORD CABINETS

TELEVISION TABLE with ALBUM and UTILITY SHELVES

MODEL NO. 4840
The table that will accommodate any make Television Set:

Large enough to hold the DuMont, Philco, RCA, Farnsworth, Motorola, Belmont and all other makes. 26 1/2" high, 25 3/4" wide, 19 1/2" deep. Holds 11 albums . . . 132 records. Walnut or mahogany veneers . . . available in Walnut, Mahogany or blond finishes.

PLUS THESE 5 OTHER STYLES:

MODEL NO. 4880
Holds 22 albums, 264 records. With doors. Mahogany only. Dimensions: 32x16 1/2 x 24 1/2.

MODEL NO. 4885
Holds 22 albums, 264 records. With doors. Blond only. Dimensions: 31 1/2 x 24 3/4 x 16 1/2.

MODEL NO. 4860
Holds 22 albums, 264 records. Doors with hidden pulls. Dimensions: 31x18x23 1/2.

MODEL NO. 4850
Holds 22 albums, 264 records. Dimensions: 31x18x23 1/2.

MODEL NO. 4875
Holds 20 albums, 240 records. With doors. Walnut only. Dimensions: 30x22x16.



Write or wire for Full Details to:

MANUFACTURED BY
ECKENROTH CO.
32-50 ROSS ST., BROOKLYN, N. Y.

BELL
Novelty Records
Jewish & English Comedy
BY - BENNY BELL
BELL RECORDS, Inc.
2382 Pitkin Ave., Brooklyn 7, N.Y.

STEADY PROFITS

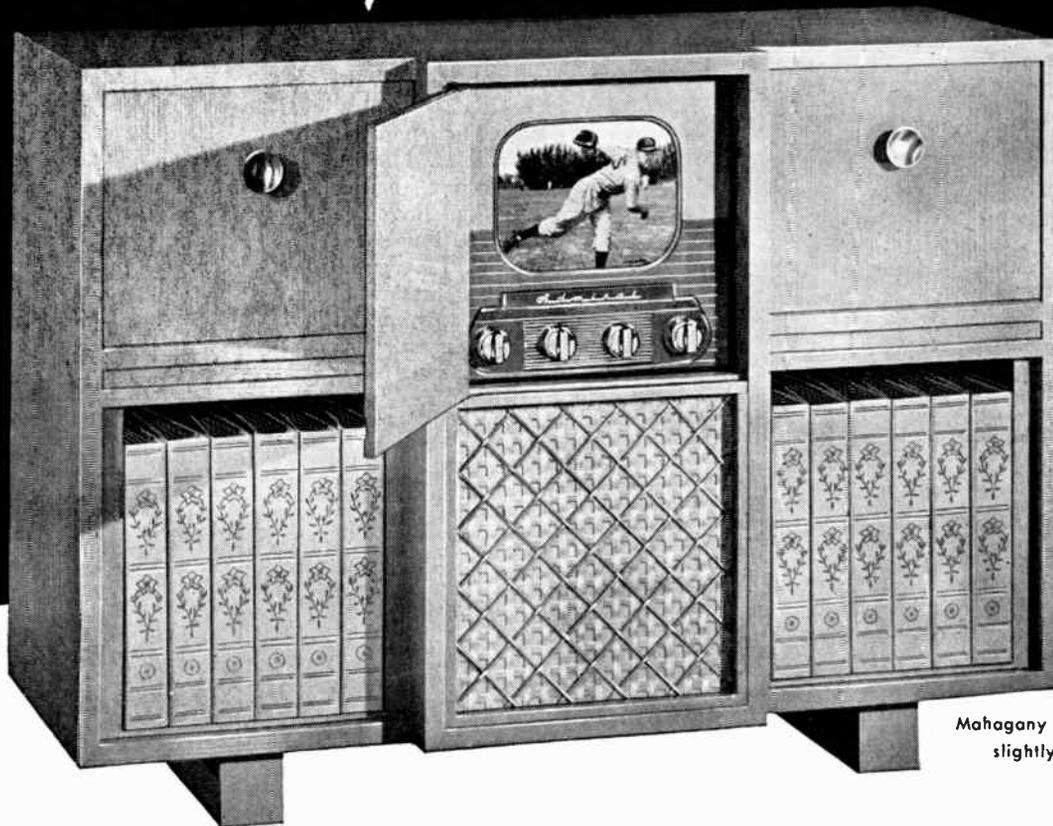
YOUR OWN BUSINESS with **CORADIO** *The Coin Operated Radio*

Place these specially built radios that play 1 or 2 hours for 25c in the thousands of available hotel rooms, tourist courts, etc. They yield immediate profits and steady income. Install Coradio, the finest made limited control required. Send for further information. Write today.

CORADIO Coin Operated Radio
128 W. 31 Street New York 1, N. Y.
Dept. RAJ

Admiral presents

A NEW *three-way* COMBINATION SENSATION



Mahogany and Blende
slightly higher

Model 8C11, Walnut

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

\$499⁹⁵
plus
Installation

South and west coast prices higher

Complete home entertainment in strikingly beautiful compact console



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

NEWS AND NOTES OF MANUFACTURERS AND DISTRIBUTORS

New Appointments

A. E. Sinclair has been named personnel director of Zenith Radio Corporation. Mr. Sinclair came to Zenith from the P. R. Mallory Co. of Indianapolis, Ind., where he had held the position of personnel director for more than six years.

David M. Salsbury has been elected president of the Westinghouse Electric Supply Company after serving as executive vice president of WESCO, a wholly-owned subsidiary of the Westinghouse Electric Corporation since 1946. He succeeds B. W. Clark, who will continue to have responsibility for all sales activities of the Westinghouse Electric Corp. The Westinghouse Electric Supply Company is the wholesale marketing outlet for the Westinghouse Electric Corp. and many other manufacturers of home appliances. It has branches in 104 cities and employs more than 6,000 persons.

Two new directors have been elected to the Board of Directors of Lear, Incorporated at Grand Rapids, Michigan, and a new Secretary was elected by the Board. The directors are: Frederick D. Gearhart, Jr., President of Gearhart & Company, Inc., New York, financial underwriters, and L. R. Raemer, Vice President and Treasurer of Encyclopaedia Britannica. Mr. Gearhart is also a director of Higgins Industries, Inc., Consolidated Industries, Wilcox-Gay Corporation, Radio and Television, manufacturers of Brunswick radios. Joseph A. Golde of Chicago, Counsel for Lear, was elected Secretary. The firm manufactures wire recorders, home radios, aircraft radios and electronic equipment for the military forces.

Appointments of J. J. Harris, with Philco for 16 years, to the position of General Manager of the New York Branch of Philco Distributors, Inc., and of W. T. Donnelly as General Sales Manager, have been announced. At the same time, Philco released news of its last year's sales indicating that it had established new records in every phase of its activities, with sales in 1947 reaching the total of \$226,508,000, an increase of \$104,911,000 or 86 per cent over 1946, and 194 per cent over pre-war 1941.

Ray L. Hoefler has been appointed Manager of Distribution for Zenith Radio Corporation. He has been active in the radio and appliance merchandising fields for more than 25 years.

The Farnsworth Television and Radio Corporation has appointed seven regional managers who will supervise field sales and service activities for both the Capehart and Farnsworth Divisions. The new regional managers and the location of their home offices are: Southwest Region, George S. Jeffers, Dallas; Eastern Region, W. R. McAllister, New York; East Central Region, Lee V. Hadin, Indianapolis; Southwest Region, Frank H. Merritt, Atlanta; Los Angeles Region, Charles R. Ward, Hollywood; San Francisco Region, Eustace Vynne, San Francisco; Chicago Region, Paul W. Plamgren.

Ellar Woodcraft Corporation of New York announce the appointment of the Perry Saftler Sales Organization as their representatives for the New York metropolitan area. The firm manufactures a complete line of custom television cabinets.

Thrun Joins Lear, Inc.



Arthur G. Thrun, named sales manager of its Aviation Radio Division by Lear, Incorporated. He will make his headquarters in Grand Rapids, Mich. Mr. Thrun has been active in the radio industry for almost twenty years. He succeeds Henry J. Hamm who is being transferred to Lear, Inc. of California.

New Crosley Executives



Two new sales promotion managers appointed by Crosley Division, Avco Manufacturing Corporation. **Leo B. Pambrun** will head radio and television sales; **Duff H. Baldwin** will be in charge of refrigeration sales promotion.

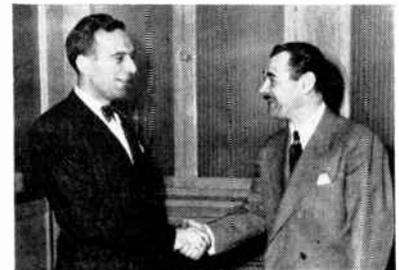
G. E. Promotes Rondel



J. W. Rondel, appointed merchandise manager in the General Electric Company's receiver division at Electronics Park, Syracuse, N. Y. He was formerly district manager of radio and electronic sales for the General Electric Supply Corporation at Houston, Texas.

New Tele-Tone Distributor for New England

John S. Mills, (extreme right), vice president of Tele-Tone Radio Corp., N. Y., congratulates **Manny Beckwith**, general manager of the Hub Cycle and Radio Company of Boston on the latter's appointment as Tele-Tone distributors in Massachusetts, Rhode Island, New Hampshire and Vermont. The Hub Company, in business since 1897, is the largest radio distributor in New England and pioneered in the distribution of table model radios. The appointment of the Hub or-



ganization coincides with the introduction of Tele-Tone's new \$149.95 television set.

box

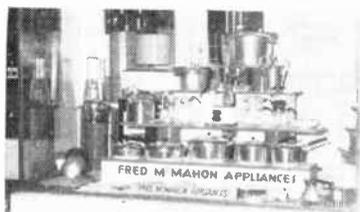
About Window Displays

TO THE EDITOR OF
RADIO & APPLIANCE JOURNAL:

Please refer to your Radio & Appliance Journal issue of January 1948, page 37, where you will see a picture of a window reproduced from our store. I have been intending to write to you regarding this for a couple of months but have been too busy. I just want to criticize the thought behind the story, for this window was displayed in 1946 when women were begging for all types of housewares, and I remember that this window clicked a thousand and one per cent, and wish to say that the time and condition had something to do with the display of this particular window. Also, many writers who write stories for publication in magazines definitely write from the basis of theory and are not practical. I thought you would be happy to have this information.

FRED McMAHON,
FRED McMAHON APPLIANCES
SPRINGFIELD, MISSOURI

The window in question was part of an article which appeared in January's RAJ under the heading "Window Displays Can Make or Break a Sale" and



cited Mr. McMahon's store window as a rather uninteresting example of good window display. We can certainly appreciate his chagrin at our calling his window uninteresting, especially in view of the fact that this display attracted considerable attention and brought in lots of business. Frankly, we agree with Mr. McMahon that time and condition have a lot to do with display. Our only criticism of this window was that despite the fact that it was soundly planned and conceived (devoting the entire display to related items—in this instance cooking utensils) it could have been made somewhat more dynamic and attractive. But, Mr. McMahon, who are we theoretical fellows to take a poke at your window if it worked for you? Thanks for writing. Ed.

The \$64 Question

TO THE EDITOR OF
RADIO & APPLIANCE JOURNAL:

There has recently been quite a stir as to disreputable service men and most of the "hullabalu" concerns the high prices charged. I read the article last month in your magazine "We Have Our Faults But We're Not a Racket" and I think the author pretty well hit the nail on the head. Well, I want to show a little different angle. We are located in a farming community and the population of our town is around 1,000. We are 35 miles from the nearest wholesaler, so must necessarily carry quite a large inventory of parts. We are an authorized Philco service station and belong to several other good national organizations, but we do not specialize on any one make radio. The biggest percentage of the sets coming to us for repair these days were bought in the 1934-1939 period! Here are just a few of the models in my shop currently awaiting repair: Pacific—4-38; Pontiac car set—984147; Silvertone 6436; Cable Nelson—Model D; Crosley O3CB, etc.

Not very new, are they? Why don't we sell them new sets instead of repairing the old ones? *Well, we try . . .*

Now to get to the point I want to bring out. We have about 280 different tubes in stock and that is still not enough to service every one of these different sets, and lots of them won't move more than one (1) tube per year! The same goes for coils, transformers, speakers, condensers, and on down the line. Now we have good service equipment and must keep up with the new as well as the old, so we would like the boys that are doing the hollering, including the public, to tell us and thousands of other shops like ours, how we can make a living and keep up our investment without charging prices that, on the surface, seem outlandish. If we hunt for two hours to find a bad, intermittent part, and it costs 20c for the part and \$3 or \$3.50 for the labor—that doesn't seem fair, but it is. Really, to live right, it should be from \$5.00 to \$7.00 for the labor. *Then our critics would shoot us sure!*

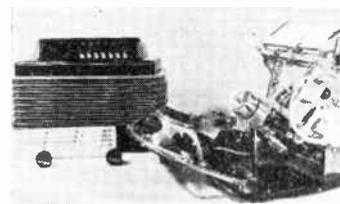
E. & R. FIXIT SHOP
SYCAMORE, OHIO

Thanks for the informative letter, E. R. We invite our readers to try and answer some of the pertinent questions you have asked. Perhaps a campaign of public education is needed. Ed.

Educational Market for TV

Television was given a tremendous boost as an educational medium last month by a leading New Jersey educator, Dr. Ehud Priestly, Principal of Nutley (N. J.) High School. Since the school installed a large-screen, direct-view, remote control teleceiver last September, television has become a potent educational factor, but it has been shown to be even more valuable as a recreational aid, in curbing juvenile delinquency and in the promotion of intergroup understanding and race and cultural relations. "We feel," wrote Dr. Priestly to Horace Atwood, Jr., president of Industrial Television of Nutley, N. J., "that it has been a valuable teaching instrument and we are extremely optimistic as to its future potentialities."

This British Radio Opens Like a Flower



Servicing ease is an important characteristic of this new British radio shown earlier this month at the British Industries fair in London. With the release of a bolt, the set opens like the petals of a flower, making all components immediately accessible for servicing and testing. Another feature is the plastic-moulded cabinet, the performance of which is claimed to be equal to wood.

Eliminate Distributor?

(Continued from page 24)

this a message to the dealer and manufacturer in praise of himself, but primarily it is meant for the distributor. It is long and impressive, but don't forget these are the functions you MUST perform in order to justify your existence as a distributor. Without offering these services and advantages you do become the useless "middle man". This is why some distributors fall by the way while others climb to the heights of success.

Journals' End

By Nat Boolhack

THE political boys have a word for it: "**Landslide**", to describe what happens when one party runs away with all the votes. Well, fellows, that's what's happening in **Television**, only landslide is a mild word for what's really going on! Of course, everyone felt that 1948 would be a great year for television but even the most optimistic of forecasters could not foresee this tremendous upsurge of public enthusiasm, this vast interest. No question about it . . . the thing's long past the talking stage and is *on the march*. Take, for instance, The Parts Show. It's hard to know where components begins and television ends, what with many manufacturers showing new **television models** at both the **Congress** and **Blackstone Hotels** in **Chicago**. Even the components industry is taking on that 'television look' . . . in fact, the growth of television will really skyrocket the parts business.

★ ★ ★

The **Admiral** boys put on an admirable showing of their complete new line of radios, portables, consoles, and **television optional** models at the Waldorf-Astoria's Wedgewood Room for several hundred eastern distributors last month. Admiral President **Ross D. Siragusa**, **Dick Graver**, general sales manager and **Seymour Mintz**, advertising director were all on hand, and they arranged the showing with all the precision of a Broadway hit. But you should have heard those distributors applaud when Dick announced the lowered prices for those new models. . . .

★ ★ ★

Bendix' new Gyromatic washer, unveiled last month, caused many a happy exclamation by big city dealers whose biggest sales potential is among apartment house dwellers. The new washer needs no fastening down to

the floor; remains quiet and silent during the extraction cycle. Designed especially for 'cliff dwellers' who live in apartments.

★ ★ ★

The pleasant part of an editor's job is his mail . . . even when it brings brickbats. But all those dozens of wonderful letters about my "**Bombshell**" article on the Hartford Test Campaign in the March **RAJ**, plus the laudatory comments on our April issue is turning my head. Whatsamatter fellows, losing your touch? Isn't there anything you don't like about "**The Journal**"?

★ ★ ★

J. Herb Stickle's pungent remarks about the future of radio in a television-minded world makes just about the best sense on this complicated problem that we have read in a long time. Mr. Stickle, who is advertising and sales promotion manager for **Westinghouse'** Home Radio Division, believes that television will never replace radio or the phonograph as a major element in home entertainment. See our editorial on page 6, this issue.

★ ★ ★

It was hard saying goodbye to **Iz Zam**, **RAJ's** Technical Editor for many years, who left last month to become assistant sales and advertising manager for **Television Assembly Corp.** in Brooklyn, N. Y. Iz will be associated with Michael Muckley. Iz had been working with television for so long that he finally fell in love and up and married the gal! Good luck, fellow.

★ ★ ★

That article on "How Not to Sell Radios" in our April issue evidently hit home. Wrote one midwestern dealer: "Brother, that story opened my eyes; it was like holding up a mirror. Keep telling us what's wrong, maybe we'll reform." . . . See you in Chicago.

ADVERTISERS' INDEX

May • 1948

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	Page
ADMIRAL CORPORATION	47
<i>Agency: Craftenden & Eger</i>	
AEROLUX LIGHT CORPORATION	36
<i>Agency: Direct</i>	
AEROVOX CORPORATION	30
<i>Agency: Austin C. Lescaurhaur & Staff</i>	
ASTATIC CORPORATION, THE	28
<i>Agency: Wearstler Advertising, Inc.</i>	
BACE TELEVISION CORPORATION	Second Cover
<i>Agency: Conti Advertising</i>	
B & D DIST. CO.	41
<i>Agency: Direct</i>	
BELL RECORDS	46
<i>Agency: Direct</i>	
BLACK MANUFACTURING CO., M.	40
<i>Agency: Abner J. Gelula & Assoc., Inc.</i>	
DAVID BOGEN COMPANY	35
<i>Agency: George Homer Martin Assoc.</i>	
BURNETT SERVICE COMPANY	40
<i>Agency: Mitchell Advertising</i>	
CLAROSTAT MFG. CO., INC.	34
<i>Agency: Austin C. Lescaurhaur & Staff</i>	
COMPONENTS SUPPLY CO.	40
<i>Agency: Direct</i>	
CORADIO	46
<i>Agency: De Perri Advertising</i>	
CORNISH WIRE COMPANY	37
<i>Agency: Hart Lehman Advertising</i>	
CROSLEY DIV., AVCO MFG. CORP.	38, 39
<i>Agency: Roy S. Dierstine, Inc.</i>	
DE WALD RADIO MFG. CORP.	16
<i>Agency: Morton M. Magidson</i>	
ECKENROTH COMPANY	46
<i>Agency: H. A. Lifton Assoc.</i>	
EDWARDS FM RADIO CORPORATION	33
<i>Agency: Bergman-Jarrett Company</i>	
EMERSON RADIO & PHONOGRAPH	12, 13
<i>Agency: Grady & Wagner Co.</i>	
ESPEY MFG. CO., INC.	41
<i>Agency: Chas. R. Tighe Advertising</i>	
GENERAL ELECTRIC COMPANY	14
<i>Agency: Mason, Inc.</i>	
GENERAL INDUSTRIES COMPANY	25
<i>Agency: Moldrum & FeenSmith Advertising</i>	
HY-LITE ANTENAE, INC.	32
<i>Agency: Adrian E. Clark Jr.</i>	
INDUSTRIAL TELEVISION, INC.	33
<i>Agency: Chester Parish Assoc.</i>	
J.F.D. MANUFACTURING COMPANY	29
<i>Agency: Bergman-Jarrett Company</i>	
LEAR, INC.	Third Cover
<i>Agency: John B. Van Domelen</i>	
LYTE PARTS COMPANY	31
<i>Agency: Direct</i>	
NOBLITT SPARKS INDUSTRIES, INC.	26, 27
<i>Agency: Roche, Williams & Cleary, Inc.</i>	
OAK RIDGE ANTENAS	41
<i>Agency: Knapp-Shepard, Inc.</i>	
PAKETTE PRODUCTS CO., INC.	40
<i>Agency: Arroc Advertising</i>	
PHILCO CORPORATION	3
<i>Agency: Hutchins Advertising</i>	
PHILSON MFG. COMPANY	35
<i>Agency: Bergman-Jarrett Company</i>	
RADIO CORP. OF AMERICA	Fourth Cover
<i>Agency: J. Walter Thompson Co.</i>	
RECORDISC CORP., THE	36
<i>Agency: Cromwell Advertising</i>	
REGAL ELECTRONICS CORPORATION	5
<i>Agency: Advertising Aides</i>	
JOHN F. RIDER PUBLISHER, INC.	42
<i>Agency: Lansford F. King</i>	
HOWARD W. SAMS & CO., INC.	19
<i>Agency: George Brodsky</i>	
SIGHTMASTER CORPORATION	11
<i>Agency: H. J. Gold Company</i>	
SPENCER WIRE COMPANY	24
<i>Agency: Howard Wesson Company</i>	
TELE-TONE	9
<i>Agency: Lester Harrison, Inc.</i>	
TELEVISION ASSEMBLY COMPANY	41
<i>Agency: Sternfield-Godley</i>	
VISION RESEARCH LAB.	37
<i>Agency: Altomari Advertising</i>	
WESTINGHOUSE ELEC. CORP.— HOME RADIO DIVISION	7
<i>Agency: Fuller & Smith & Ross Inc.</i>	