

RADIO & TELEVISION RETAILING

AUGUST 1948

CALDWELL-CLEMENTS, INC.



1948-1949

DIRECTORY

ISSUE

When the Heat is On . . .



Mallory Capacitors Maintain Capacity Even at Temperatures of 185° F.

You will probably never intentionally install a capacitor to operate continuously at a temperature of 185° F. Still it's reassuring to know that Mallory capacitors have, among other plus values, the quality to take over 2,000* hours of operation at that heat with no loss of capacity.

**THE MALLORY
"GOOD SERVICE
FOR GOOD
BUSINESS" PLAN**

will increase business
and profits in your shop.

A unique follow-up file
makes it easy to keep
customers.

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

It's also reassuring to know that Mallory capacitors are ahead of your expectations on most of the points you look for in a capacitor. The carefully guarded purity of materials and protection against contamination during manufacture assure you long shelf-life without reaging, longer life in an inactive set,

low RF impedance, and the ability to withstand high ripple current.

Service men as well as set manufacturers appreciate the year-in-year-out quality of Mallory capacitors—and realize it's due to the same care in manufacturing that justifies the name "Mallory Precision Products."

***2,000 HOURS OF OPERATION**

An actual test of Mallory capacitors operated in an oven at 185° F. and 450 volts DC, plus 10 volts of 120 cycle ripple, showed them still going strong and with increased capacity at the end of 2,000 hours. Typical results:

At Start of Test		After 2,000 Hours	
Capacity	Resistance	Capacity	Resistance
20.9 mfd	6.16 ohms	23.5 mfd	6.5 ohms
20.1 mfd	6.5 ohms	23.4 mfd	6.55 ohms

BUY MALLORY ASSURED QUALITY AT REGULAR PRICE LEVELS

P. R. MALLORY & CO. Inc.
MALLORY

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

*Reg. U. S. Pat. Off.

APPROVED PRECISION PRODUCTS

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

RADIO & TELEVISION RETAILING

Including Radio and Television Today

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AUGUST, 1948

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PUBLISHER'S NOTE

Owing to the publication of the Annual Radio Trade Directory in this issue, necessitating changes in the usual makeup, the title pages of the Big 4 sections—Radio, Appliances, Records, Service—have been omitted but will be restored in future issues.

For greater convenience of readers who make constant use of the directory, this feature appears as a self-contained unit covering all Big 4 classifications in a single section of the magazine.



Member of
**AUDIT BUREAU
 OF CIRCULATIONS**

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

**Here Is a
Rich New
Market!**

**Thousands of existing radios
may be transformed *easily* into**

**WIRE RECORDER
COMBINATIONS!**

**with the
Webster-Chicago Model 78**

Many prospects would like wire recorders as part of their radio—but it may not be practical for them to buy new radios with the wire recorder built in.

These are potential customers for a Webster-Chicago Model 78 wire recorder and your service installation.

Tell them about the Model 78 and you can open up a vast, new, profitable field for both your sales and service departments.

Demonstrate the Webster-Chicago Model 78—show him how neatly it can be installed in the record album storage space of their present radios.

Suggest the fun and the valuable uses for wire recordings—preserving the first words and voices of growing children, fine music for full hour uninterrupted listening, favorite radio programs, party entertainment and home movie commentaries.

Install the wire recorder designed for the purpose—the Webster-Chicago Model 78.



Build Sales

**Put Profit in your service department
with the Webster-Chicago Model 78**



WEBSTER-CHICAGO

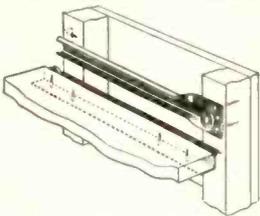
Model 78

**Was designed
for the job!**

\$99⁵⁰

West of the Rockies
\$99.95

Use Stock Hardware



The Model 78 can be easily installed using stock slide-drawer hardware, readily obtainable in your community. Or, write to Webster-Chicago Sales Engineering Department for sources of supply and installation information.

Ask about Installation Parts Kit SD-30.

- The famous simple-to-operate Webster-Chicago wire transport mechanism!
- Contained in an attractive metal case—complete, one unit, ready to install!
- Records ¼, ½ or one hour spools from microphone, radio or recorder changer!
- Push-button control for "record" or "listen" on microphone, radio, record changer.
- Meter type recording level indicator!
- "Record", "rewind" or "erase" operations are easily controlled—positive action!
- Complete with microphone and one spool of wire!
- All necessary cables and plugs included!
- Self-contained power supply, 115 volts, 60 cycles!

*Call your Webster-Chicago Wire Recorder Distributor
or write for full information.*



WEBSTER-CHICAGO

5610 West Bloomingdale Avenue Chicago 39, Illinois

FOR THE NEWEST IN TV AERIALS

Watch
WARD

MODEL
TVH-9

Here's another "first" by Ward in the rapidly expanding field of television reception. Advanced Ward design and engineering makes receivers work to their highest degree of efficiency.

That's the opinion of satisfied set owners, service installers, and major set manufacturers, who are all directly interested in the improved performance of television.

As a result of months of exhaustive scientific research and field testing, Ward now makes available a high band TV array which can be stacked above the standard television elements, and independently oriented! Also new is a kit for stacking two of Wards finest television assemblies into a two-bay array for a greater gain than ever before.

Sure, there have been other multiple antennas, but none with the scientifically measured spacing and complete adaptability of the new Ward models. You can see the difference yourself on the television screen when a "Magic Wand" aerial is connected to the set.

Send in coupon today for free copy of new Ward catalog.

Please send me free copy of your new catalog showing latest developments in television aerials.
NAME _____
ADDRESS _____
STATE _____ CITY _____
IF JOBBER OR DEALER
COMPANY NAME _____

THE WARD PRODUCTS CORPORATION
DIVISION OF THE GABRIEL COMPANY

1525 E. 45th STREET, CLEVELAND 3, OHIO
IN CANADA: ATLAS RADIO CORP. LTD., TORONTO, CANADA

WORLD'S LARGEST PRODUCER OF AERIALS FOR CAR AND HOME

GREATER TV
EFFICIENCY WITH
NEW "HIGH-LOW"
ARRAY BY WARD

All major parts pre-assembled.
Saves costly installation time.

ORIENTING AND GAIN. Each bay tilts in any plane, can be oriented in any direction to give sharpest focus possible. Eliminates awkward or tricky installations. Permits hairline adjustments for utmost gain on both the high and low band stations.

ADAPTABILITY. Ease of combination of assemblies in basic kits makes "Magic Wand" Aerials more adaptable than ever to the varying requirements of each installation. This superior flexibility means a highly specialized Ward TV aerial for each purpose, with fewer models in stock, no obsolescence, and greater profits! Write today for free catalog!

WARD
Magic Wand^{*}
AERIALS

PHILCO

The News is Out!

**PHILCO FOR 1949 PRESENTS
THE GREATEST ADVANCE
OF MODERN TIMES IN
RECORDED MUSIC!**

A Full Series of Sensational Double Tone
Arm, Two Speed Radio-Phonographs that Play

*up to 45 Minutes of Music
from both sides of
One 12 inch Record!*



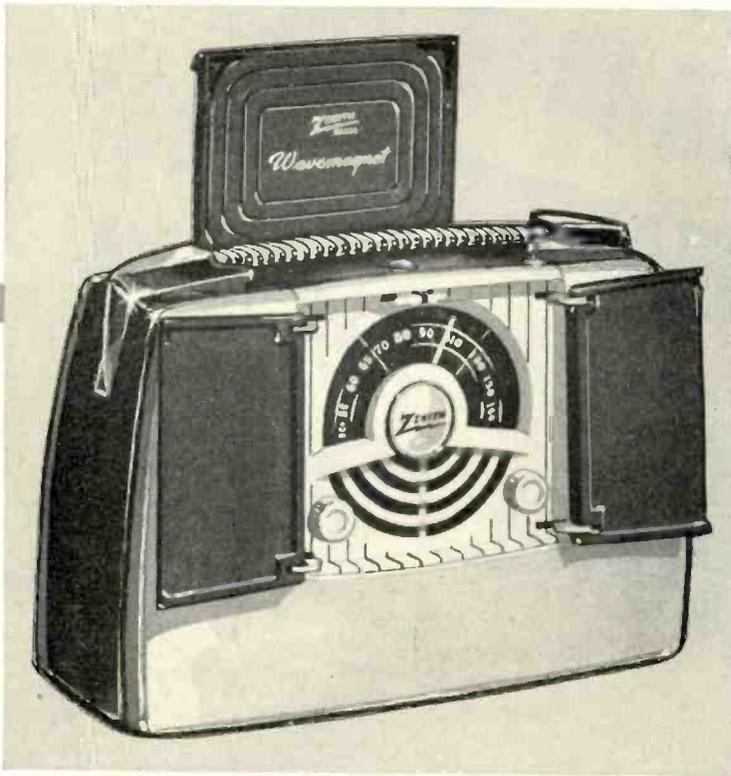
YES, Philco for 1949 presents a host of new developments from the Philco laboratories, PLUS... the foremost advance of the age in recorded music. A radio-phonograph that plays standard records automatically, and . . . the sensational new 45-Minute Record! It's the instrument the buying public will demand for the selling season of 1948-49, giving Philco dealers again the sales appeal and the promotional power they have come to rely upon from Philco, the leader, for 18 straight years!

**New Demand and New Markets for Philco Dealers...
Get the Full Story now from your Philco Distributor**

IT'S NEW!

*It's the hottest,
most demonstrable
portable*

ZENITH EVER BUILT!



THE NEW ZENITH "POP-OPEN"

Universal

Meet a radio salesman's dream come true! An eye-dazzling beauty with lustrous color accents and exciting modern lines that sets a new high in glamorous fashion styling. It's extra-light for room-to-room use as an AC-DC table set . . . yet rugged enough to go anywhere as a powerful outdoor radio. Even *Zenith* never offered more new and exclusive features in a portable before . . . and its new low price spells faster and easier sales for you!

BACKED UP BY THESE TWO

FAST MOVING SALES MAKERS



The ZENITH "TRANS-OCEANIC"

The aristocrat of all portables . . . and a champion sales leader! Displayed in your window with Waverod up and Wavemagnets suction-cupped to the glass, it pulls shoppers inside to ask questions. Standard and shortwave performance no other portable can match do the rest . . . paying you off in satisfied customers who come back for *more Zeniths!* Model 8G005Y.



THE ZENITH "ZENETTE"

The new leader in personal radios! Tips the scales at only 5½ pounds . . . yet outweighs all competition for dynamic sales appeal. It's an exquisite luxury portable . . . and an AC-DC table set with rich tone and powerful volume. Here is quality you're proud to offer your customers . . . quality that builds goodwill and adds prestige to your name! Model 4G800.

NEW

POP-OPEN BUTTON

Touch it!—Dial Speaker Opens, Wavemagnet Pops Up and set begins to play!

NEW

POP-UP WAVEMAGNET

Pops up for 100% better reception. Detachable for reception in trains, planes, etc.

NEW

METAL FRAME

Bond of lightweight metal encircles the set making it stronger yet 18% lighter!

NEW

DIALSPEAKER

Patented new Zenith "Exclusive" permits large, powerful speaker, better tone!

Keep An Eye On



ZENITH RADIO CORPORATION • 6001 DICKENS AVE. • CHICAGO 39, ILLINOIS

RADIO & TELEVISION RETAILING • August, 1948

"YOU CAN'T BEAT KEN-RAD TUBES!"



"You can't beat Ken-Rad tubes—I found that out long ago!

"Ever since 1935, when I started in business, I've been using Ken-Rad tubes.

"And believe me, they hold up—never let me down!

"I found Ken-Rad tubes dependable. So I sold them to my customers. They like them, too. I never receive a complaint.

"In fact, I think a good part of the big repeat business I do is the result of Ken-Rad tubes.

"Quality pays off!"

JOHN F. BEFANICH, 4439 West Madison St., Chicago, Ill., does a big business servicing radios, and like thousands of other servicemen he uses Ken-Rad tubes. He likes their dependable quality!



"HERE'S WHY YOU CAN'T BEAT KEN-RAD TUBES!"

"From start to finish, Ken-Rad tubes undergo strictest inspections and tests.

"I know, because I help test them!

"They're made to stand up, satisfy customers, increase your business.

"You can depend on Ken-Rad tubes because they're tested for noise, microphonics, static, life, shorts, appearance, gas, air and hum.

"Your customers can depend on Ken-Rad tubes because they're built, throughout, to the highest standards of quality, stamina, and endurance."



WALTER DOWNING, Foreman, Raw Materials Inspection Department, is in charge of comprehensive testing of all materials used in making Ken-Rad tubes. Here cathode sleeves are being tested for breaking strength.



KEN-RAD *Radio Tubes*

PRODUCT OF GENERAL ELECTRIC COMPANY

Schenectady 5, New York

**The
Serviceman's
Tube**



THEY SWAMPED

And why not?

NO OTHER

RADIO-TELEVISION FRANCHISE

COMBINES ALL THESE PROFIT-MAKING
ADVANTAGES!

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



Products... Policies... Prices... Profits

EVERYTHING'S BETTER ABOUT

BENDIX RADIO

US IN CHICAGO!



NEW POWER-PACKED DIRECT DEALER PLAN WINS AMERICA'S TOP RADIO RETAILERS

If you attended the Summer Mart you heard and saw it yourself—how radio and television dealers kept our showroom jammed . . . how loud were the praises for our sensational "Front Row" Television and new, long-distance radio line . . . how eagerly America's smartest retailers welcomed this new and better way to

get a lion's share of a billion dollar market. If you missed the Mart—if you failed to see and hear the hit of the Show—better get the story right now. Remember—this franchise will be available to only one select dealer in each community.

BENDIX RADIO DIVISION of
BALTIMORE 4, MARYLAND



WRITE TODAY FOR ALL THE FACTS DIRECT TO EDWARD C. BONIA, GENERAL SALES MANAGER

Bendix Radio

A NEW PRODUCT THAT IS MEETING TRADE ACCEPTANCE



WEBSTER ELECTRIC
Telehome
HOME INTERCOMMUNICATION

BY THE MAKERS OF
Teletalk

Intercommunication for the home!

TELEHOME COMPLETE UNIT



The complete packaged unit consists of one master station, one speaker station, 100 feet of wire.

SPEAKER STATION



The speaker station can be purchased separately if desired. After making a first sale, additional speakers are usually sold.

DOOR SPEAKER



The master speaker can also be hooked up to door speakers. Door speakers are sold separately.

• It's new items like "Telehome"—the device that gives voice-to-voice communication between rooms or door—that are stopping traffic in dealers' stores. Because, here's another time-saving, step-saving idea that adds comfort to modern living.

"Telehome" is furnished in table models that one can install himself and in a wall recessed model for contractor installation. Packaging as a complete unit makes it easy to handle and sell. It is priced low—within

reach of everyone—but is a profitable dealer item.

"Telehome" is a quality product with true tone, free of hum or buzz, and is not to be compared with intercommunication systems *not* expressly made for home use.

If you are not already stocking and selling "Telehome"—now is the time to do so.

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

WEBSTER ELECTRIC
RACINE WISCONSIN

Established 1909

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

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

OVER 500 FM STATIONS
ON THE
AIR!

"It spoils you for anything less perfect," says Jane Wilson, soprano vocalist of the G-E Fred Waring program. See the September General Electric FM ad in Life, Look, The Saturday Evening Post, Country Gentleman, Farm Journal and Progressive Farmer, with their 71,948,000 readers.



Model 376

Star set in a great FM line-up. Modern low-boy. Automatic radio-phonograph with G-E Electronic Reproducer. FM-AM radio that sells itself. Model 376. \$299.50*

MOVE IN ON THE BIG FM BOOM WITH GENERAL ELECTRIC

175-67

FIRST MANUFACTURER IN FM

FM stations are popping up all over the map! Right now, over 350 of them are carrying the big top-rating network programs! There's a whale of a market for the smart dealer with a full line of FM radios and radio-phonographs. The new General Electric FM line covers every price bracket, every style. First to manufacture FM sets, G.E. also has equipped more FM stations than any other producer. The name General Electric packs a lot of weight with your customers. Ask your G-E radio distributor to show you the new models. Or write to General Electric Company, Receiver Division, Electronics Park, Syracuse, New York.



Model 378

● **A PLEASURE TO DISPLAY!** Beautiful cabinet in authentic Federal period design. Full length doors with matched figured mahogany faces. Roll-out drawer for automatic phonograph with the sensational G-E Electronic Reproducer. Genuine FM and AM radio. Storage for nearly 80 records. Model 378. \$325.00*

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



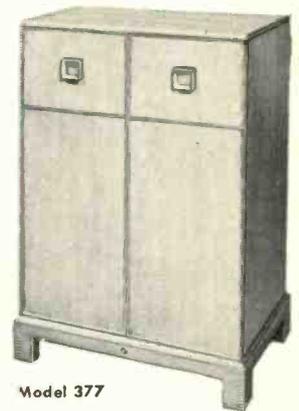
Model 356

● **FM-AM RADIO! G.E.'s DE LUXE TABLE MODEL!** Self-contained antennas for FM and standard radio. Compact, beautiful. Rich rosewood plastic cabinet. Natural color tone from FM and AM radio. 5 1/4" G-E Alnico 5 speaker. Model 356. \$89.95*



Model 210

● **DOES ITS OWN SELLING!** This beauty has real sales appeal. Genuine FM plus AM. Built-in antennas for both FM and AM. Dial light. Easy tone control. AC or DC. 5 1/4" G-E Alnico 5 speaker. All in smart rosewood plastic. Model 210. \$64.95*



Model 377

● **GREAT SELF DEMONSTRATOR!** Automatic radio-phonograph with the famed G-E Electronic Reproducer. Let your customers hear their favorite recordings on this amazing instrument. Has the same reproducer used by big radio stations. Has genuine FM and AM radio. Handsome cabinet of white oak. Model 377. \$299.50*

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

SPARTON



TELEVISION CONSOLE

LIST \$375^{00*}

PLUS INSTALLATION CHARGE AND EXCISE TAX

FM RADIO-PHONOGRAPH TO MATCH
YOUR SPARTON TELEVISION

MODEL 1040. Companion AM-FM radio-phonograph console for the Sparton television model above. New scratch filter, 10" concert speaker, fast, quiet, trouble-free record-changer. Lovely cabinet, with hand-rubbed finish \$229^{95*} in choicest, matched veneers—walnut, mahogany or blonde.

TELEVISION STEALS THE SHOW!

Yes, television's hottest rumor came true at the Chicago furniture show with the introduction of Sparton's sensational television receiver. It's designed as only Sparton could design it, with exciting new television features and a typical Sparton price tag. And it will be marketed as only Sparton can market it . . . on the direct-to-dealer, time-tested, Sparton Cooperative Merchandising Plan. No wonder it was the hit of the show!

After an exciting preview at the American Furniture Mart in Chicago last month, Sparton's television receiver is making its bow—*now—to you!*

It's a 27-tube console masterpiece, with 10-inch picture tube and a 54 square inch viewing area. Typical Sparton engineering exclusives place Sparton dealers in the foreground of the television picture.

For example . . . an exclusive Sparton Automatic Brightness Control, a Sparton "First" in television that *automatically keeps the image turned to the same degree of brightness.*

For example . . . fewer tuning controls for easier tuning, more sales appeal!

For example . . . comfortable viewing point 38" from the floor line eliminates eye strain.

And there are a host of other technical features, all handsomely encased in a matched mahogany veneer cabinet, hand-rubbed to the luster you'd expect in a fine grand piano!

Yes, here's a winning model to be distributed through Sparton's proved direct-to-dealer SCMP, and tagged with a retail price that lets you take all comers in the television market and still make a worthwhile profit.

See the sensational Sparton television *now!* It makes the Sparton franchise sweeter than ever!

**CHECK
SPARTON'S
NEW AM-FM
RADIOS, TOO**



MODEL 1064. A Sparton AM-FM radio-phonograph gem that packs eye appeal, tone appeal, price appeal! A definite winner for the big, price-conscious market. Hand-rubbed, matched mahogany veneers. **\$18995***
List



MODEL 1061. Retail value . . . plus! One of Sparton's most luxurious cabinets, housing magnificent AM-FM radio-phonograph with 10" speaker, fast, smooth, dependable record-changer. Another challenger. **\$16995***
List



MODEL 1051. There are real sales records ahead for this smart Sparton combination. Finished in matched mahogany or blonde veneers and priced to cover still another specific and popular retail price range. **\$13995***
List



MODEL 121. An AM-FM radio table model to challenge any AM-FM anywhere in this price range. Continuous tone control, new type slide-rule dial, mahogany finish. A value long sought by dealers and consumers **\$5995***
List

**All prices slightly higher West of Rockies*

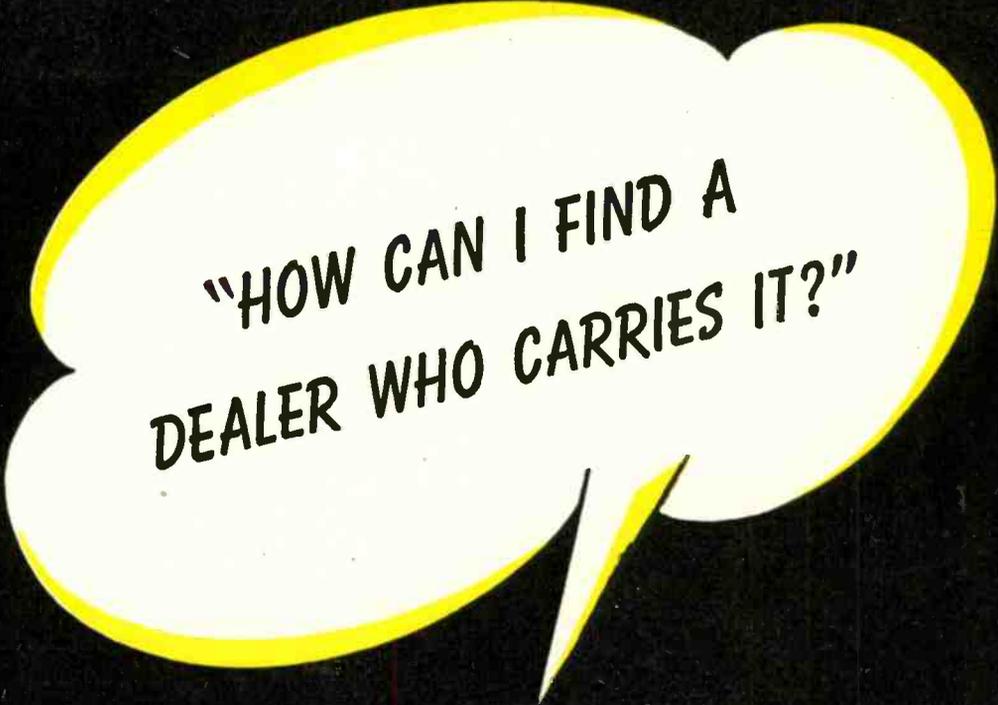
And Check the Sparton franchise

YES, THE FAMOUS PROVED SCMP* will apply to Sparton television, too. Now's the time to let us show you how the Sparton plan of one exclusive dealer for each community can protect your television profits from the start . . . and help you side-step price-cutting, dumping, meager discounts and other radio-television retailing headaches, too. Ask us about the Sparton franchise today!

*Sparton Cooperative Merchandising Plan

Sparton

RADIO-TELEVISION'S RICHEST FRANCHISE
THE SPARKS-WITHINGTON COMPANY, JACKSON, MICH.



**"HOW CAN I FIND A
DEALER WHO CARRIES IT?"**

Here's a simple way for you to answer this question

Identify your business in the 'yellow pages' (classified section) of the telephone directory.

That's where people in your community look when they're seeking radios and other appliances.

Will they find you there?

The brands of products you sell, the services you specialize in . . . all of these points can be featured through your promotion in the 'yellow pages.'

The Classified is the nation's buying guide.



For further information, call your local telephone business office.



EXCLUSIVE OPPORTUNITY FOR *Capehart* DEALERS

THE NEW CAPEHART GRAVITY INTERMIX RECORD CHANGER



So simple a child can play it.
So durable a child can't harm it.

**MAKE EXTRA SALES
WITH THIS CAPEHART
DEMONSTRATOR**

1. Display the demonstrator, shown at right.
2. A customer's attention is caught by the sign "Push the button—Watch it work." That's an invitation no human being can resist.
3. While customer "watches it work," you step in and point out some of the advantages listed below.
4. Next step is to invite the prospect to see the new record changer in action in an actual Capehart model.
5. This is your opportunity to complete the sale by a demonstration of the Capehart's outstanding tonal superiority.



CHECK THESE ADVANTAGES. NO OTHER RECORD CHANGER (EXCEPT THE CAPEHART TURN-OVER) OFFERS SO MANY DESIRABLE FEATURES.

- ✓ **Revolutionary new mechanical design.** Records "rest" on a cushion of live rubber. A straight center post will not enlarge holes in records.
- ✓ **Kind to your records.** Edges of the record are never touched—they can't get chipped. No moving parts to mar the record's surface.
- ✓ **A child can play it.** So simple to operate a small child can play it. Slip on the records—push the button—that's all!
- ✓ **Baby-proof—guest-proof.** This record changer withstands an extraordinary amount of careless handling. No need to ask guests or children to keep hands off.
- ✓ **One-button control.** Simply touch the button to start it—stop it—or reject the record. Turn, to adjust the Capehart Surfa-Sonic Control.
- ✓ **10 and 12 inch records intermixed.** Pile them on, as

many as twelve, in any order. Playing arm adjusts itself automatically for each record. Stops automatically at end of last record.

- ✓ **Amazingly silent.** Heavy, flock-covered turn-table insures quiet record drop—prevents slipping.
- ✓ **New life for old records.** Plays oversize, undersize, even warped or chipped records with equal ease. Capehart Surfa-Sonic Control can be adjusted for record surface imperfections. Like magic, surface scratch and needle chatter disappear.
- ✓ **Simplicity of design.** Tests prove that this record changer seldom requires servicing. When repairs are necessary, the simplicity of its construction reduces their cost to a minimum.
- ✓ **Matchless Capehart Tone.** This record changer is an integral part of the Capehart tonal system to give you living music clarity from each recording.

Available in Capehart Standard Models Retailing from \$295 to \$750
(with Surfa-Sonic Control from \$395 to \$750)

World-famous Capehart Turnover Record Changer is still standard equipment in The Capehart De Luxe and The Capehart Concert Grand—\$750 to \$5000.

Farnsworth TELEVISION & RADIO CORPORATION, FORT WAYNE 1, INDIANA

Profit with FADA

THE Television OF TO-MORROW...TO-DAY!



Model 799 . . .
List \$375 — Plus Tax

Wherever Fada Television is displayed it meets with instantaneous customer acceptance. Fada has everything your customer expects of Television. Luxurious Walnut or Mahogany veneer cabinets . . . 30 tubes: consisting of 25 tubes plus four rectifier tubes and kinescope tube. Full 13 channel coverage. Large 54 inch screen. Picture detail unsurpassed in quality. Truly Television at its best.



Model 802 . . . List \$109.95
Rich Mahogany Console

Model P80 . . . AC-DC and self-contained battery operation. Choice of Ebony, Walnut, Maroon or Genuine Ivory plastic cabinets.

Model 802 . . . Console Combination. AC Superheterodyne Radio and Automatic Record Changer in smartly styled cabinet of Mahogany veneers.



Model P80 . . . Less Batteries
List \$34.95 In Ebony Plastic

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



You can sell more RCA Batteries



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

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

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

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

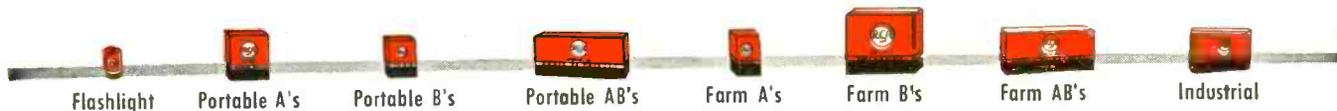
Again RCA leads the battery field in progressive merchandising with a *complete* line of powerful selling aids specifically designed for the *radio* trade!

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

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

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

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



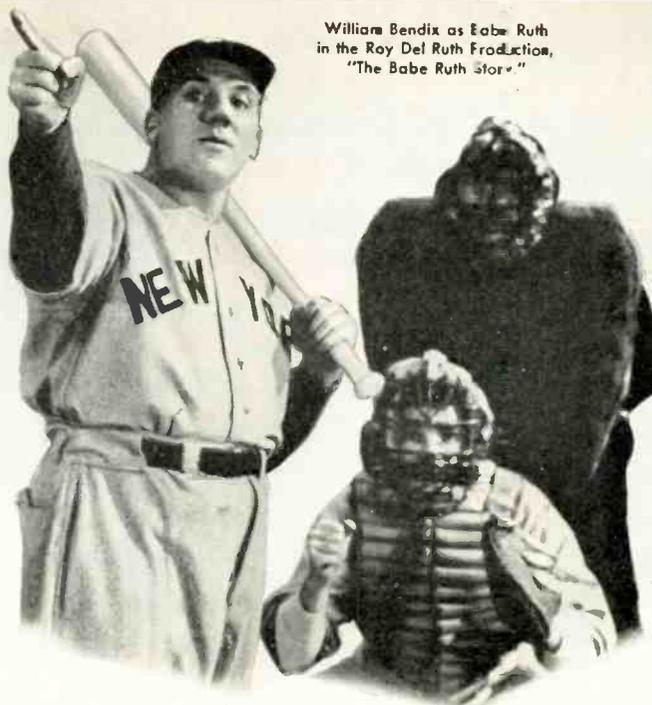
RADIO CORPORATION of AMERICA

HARRISON, N. J.

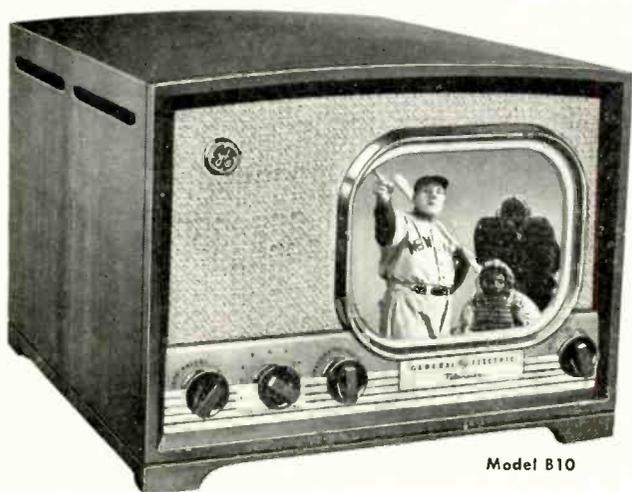
**HOLLYWOOD HITS A
"GRAND SLAM" HOMER FOR
G-E TELEVISION DEALERS!**

Talk about red hot publicity—this (Hollywood has a word for it) is COLOSSAL! G-E Television is starred in "The Babe Ruth Story", one of the great motion pictures of the year. Don't miss it! Tie in with this big movie plug when it hits your town. Check with your local theatre managers.

General Electric Company—Receiver Division—Electronics Park, Syracuse, N. Y.



William Bendix as Babe Ruth in the Roy Del Ruth Production, "The Babe Ruth Story."



Model 810

GE DAYLIGHT TELEVISION

NOTHING TOUCHES IT AT \$325.00* The great new table model 810. The first and only table set on the market with the famous G-E Daylight Television. Big 10 inch tube — 52 sq. in. picture. All television channels with factory pre-tuned circuits. It's ahead of "everything in sight."

\$325.00*
(installation extra)

BIG-SOCK, HIGH-FREQUENCY ADVERTISING!

Month after month, full pages in Life with its 26,000,000 readers. Frequent, hard-blasting newspaper ads that dealers can merchandise in every television city. Popular G-E telecasts that round up television's best prospects.

G-E DAYLIGHT TELEVISION! FM-AM RADIO! AUTOMATIC PHONOGRAPH—Television's brightest picture. 10" tube. All U. S. channels with factory pre-tuned circuits. Sales-clinching phonograph performance with the G-E Electronic Reproducer. Both FM and standard radio in natural tone. **\$725.00*** Model 802D. (installation extra)

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



Model 802D

GENERAL  ELECTRIC

160-08

Now, as in past years... it's
Recordio
T. M. REG. U. S. PAT. OFF.
by **WILCOX-GAY**

As pioneers in the home recording field, Wilcox-Gay has led the way in both scientific research and in fair, sound merchandising policies. In today's radio market, a market loaded with topsy-turvy selling and price inconsistencies, RECORDIO dealers are assured that they can still depend on Wilcox-Gay...

For policies and management that *protects* dealers

A successful thirty-year record in the radio industry under one management with one basic policy has proven the stability of Wilcox-Gay. Orphan sets, factory insolvency, changes in management or basic policy have never plagued Wilcox-Gay dealers.

For product leadership and *sales* appeal

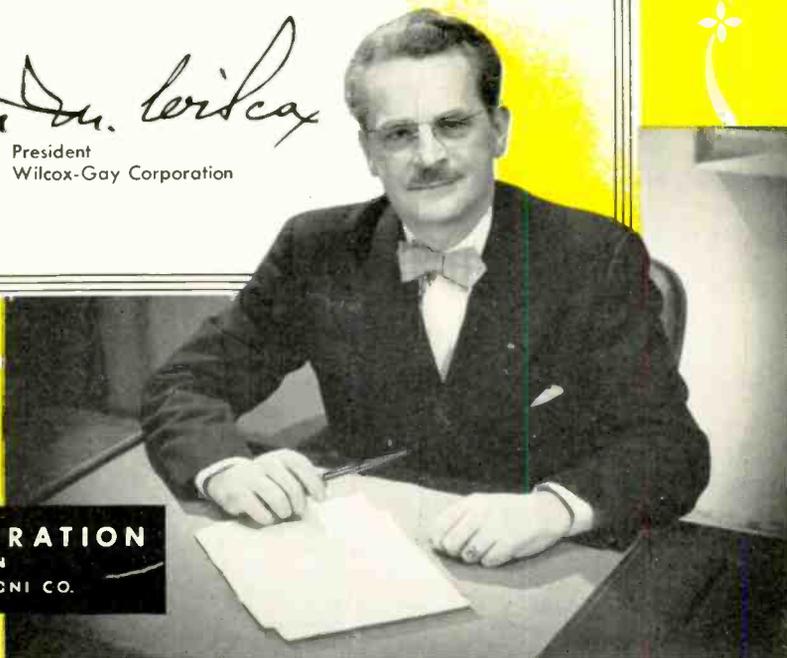
Always conscious of the importance of developing products with extra sales opportunities Wilcox-Gay pioneered the home recording field and has maintained its leadership in this now important industry. The RECORDETTE, with its amazingly low price and its equally startling performance, augments the regular RECORDIO line and broadens the interest in home recording.

For *profitable* selling 12 months a year

In addition to giving you a complete line of home recorders—the Disc RECORDIO, the Tape RECORDIO, the RECORDETTE—Wilcox-Gay gives you a profit-line of accessories that mean repeat sales every day of the year. Your initial profit on each sale of a RECORDIO or a RECORDETTE is increased by continuous sales of RECORDIO discs, magnetic tape and needles—sales that bring you steady profits and increased store traffic month after month.

Chester W. Wilcox

President
Wilcox-Gay Corporation



WILCOX-GAY CORPORATION
CHARLOTTE, MICHIGAN
IN CANADA: CANADIAN MARCONI CO.

Admiral

FIRST WITH

F M

**in a Smart New Table Combination
at the Price of an FM-AM Radio alone!**

Another first . . . another great value from Admiral . . . this smart new automatic phonograph with FM-AM radio. Costs little more than a straight FM-AM table radio *without* phonograph. Here's 3-way entertainment at the price of two! First, standard AM radio. Second, static-free "ratio-detector" FM radio. Third, automatic phonograph with famous Miracle tone arm . . . greatest improvement in record playing since invention of phonograph. All in a brilliantly styled cabinet at a profit-making, volume-boosting price. Get full details from your Admiral distributor today.

\$ **89** **95**

Model 6R10
Ebony

Model 6R11
Mahogany

*Prices slightly higher in far south . . .
subject to change without notice.*

JOIN THE ADMIRAL PROFIT PARADE OF HITS



Table Model Radios



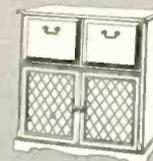
Portable Radios



Table Combinations



Television Table Models



Console Combinations



Not a makeshift, but the same superlative "ratio-detector" FM engineered by Admiral and found in the finest Admiral consoles. As easy to tune in FM stations as standard AM broadcasts. Automatically recognizes and rejects false tuning points, making for pin-point accuracy and highest fidelity. Completely eliminates between station noise common to ordinary sets. Hear . . . compare the difference!



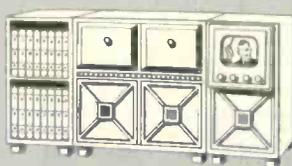
RADIOS — COMBINATIONS — TELEVISION — APPLIANCES



Television Consoles



Radio-Phonograph-Television



Matched Unit Ensemble



Dual-Temp Refrigerators



Electric Ranges

everything you've wanted in home entertainment . . .

all in one set



Motorola
GOLDEN VIEW
TELEVISION

Motorola
AUTOMATIC
Phonograph

Motorola
FM-AM
RADIO

Motorola
GORGEOUS
Furniture-Styled Cabinet

**RECORD
STORAGE SPACE**

Television's most outstanding buy

Never before such crystal-clear television . . . such lifelike FM-AM radio . . . such true cabinet beauty! Yes, all this, and a marvelous radio-phonograph, too, with MOTOROLA'S amazing VF-102! Large television screen . . . picture area approximately 55 square inches. Picture size 8½" x 6⅞" high. Pre-aligned to cover all 13 television channels. Continuously variable tone control. 5 simplified controls: (1) Off-on and tone. (2) Volume. (3) Station Selector with vernier tuning control. (4) Brightness. (5) Contrast. Record storage space. See it! Hear it! Thrill to its beauty, today!

WRITE, WIRE OR PHONE YOUR *Motorola* DISTRIBUTOR FOR DETAILS!

Motorola

RADIO & TELEVISION RETAILING

Including Radio and Television Today

O. H. CALDWELL, Editorial Director



M. CLEMENTS, Publisher

A Vicious Circle—Price-Cutting

Price-cutting, now on the increase in many sections of the country, is one of the most difficult of all merchandising evils to side-step. It spreads like a contagious disease, drawing into its net even those merchants who do all in their power to keep from being exposed to its ruinous influence.

Price-cutting's sinister effect is felt by the profit-minded, ethical dealer who finds himself "caught" with a stock of merchandise being slashed by his competitors. Which products, of course, he cannot expect to sell to his customers at list prices.

Price-cutting injures the manufacturers' good-will structure. It hurts the wholesaler, too, because it sets up sales resistance to repeat business.

At the manufacturing level, over-production stands out clearly as the number one factor contributing to price-cutting. Such over-production can mean just too many of a certain item to be readily absorbed. Or it can mean the arbitrary manufacture of models for which there is little or no demand.

Still another factor at the manufacturing level is the "surprise" launching of new models; hitting the market while older types remain in good supply.

Discriminatory "long" discounts, offered without regard to quantities purchased, provide the favored retailer with something to "give away"—causing his less fortunate competitor to wonder how he can sell at prices which appear, on the surface, to be profit-less.

At the retail level there are four outstanding reasons for price-cutting, stacking up something like the following: 1. The store features cut-price, which it substitutes for salesmanship. Such outlet often gets "special" price concessions from its suppliers. 2. The merchant is in a bad financial position, and hopes to raise capital by slashing prices. 3. Prices are cut because dealer has a large inventory which isn't moving fast enough to suit him, and he fears dumping or price-cutting by his competitors. 4. Prices have been cut on brands now in stock, forcing the retailer to follow suit.

We know the reasons for price-cutting, but we do not know of an across-the-board remedy. Those manufacturers and jobbers who are presently policing their list prices are certainly working in the right direction. But too many others are not.

In the meantime the dealer who wants to survive needs to buy with both eyes open. He should keep up to the minute on merchandise sales rates. He should buy fast-moving lines. Most of all, he should buy from those whose ethics, so far as he can discover, are beyond reproach. Such practice will help to keep him from getting knocked out in disastrous "price-fights."

What's Ahead!—in Radio,

CREDIT-BUYING ON THE INCREASE, even in the wealthier communities, dealers report. "Easy terms" being featured as sales attractors in big cities. It is interesting to note that because of the high employment level, the turn-down rate on credit applications is much lower than it was pre-war.

HITTING THE MARKET ARE a number of new "two-speed" record changers. Some come as original equipment with combos, some as attachment units, and some as replacement products.

THE NATIONAL BETTER BUSINESS Bureau has issued a set of recommended standards for the advertising and merchandising of television receivers. The recommendations cover prices, installation, advertising of terms, program claims, picture sizes, guarantee terms, etc.

ADOPTING A SLOGAN SUGGESTED by Chairman Wayne Coy of FCC, the RMA school equipment committee approved a proposed guide for school officials on the varied uses of a radio receiver in a classroom. "A radio for every school-room" is the goal of the RMA committee which plans issuance of the guide this Fall.

DEALERS IN DOMESTIC AND COMMERCIAL refrigeration have been having a tough time for themselves on the hot-weather service front because of the very real shortage of efficient repairmen. The situation is felt most keenly in the large cities where many apartment house owners are trying to keep a bunch of old dogs going. One owner told a dealer that he was unwilling to buy a single new box because, as he put it, "everyone in the house will want one then."

DEALERS PLEASED WITH THE ELECTRIC ironer sales picture in cases where before-and-after-sales demonstrations are made by experts "lent" by jobbers. Such practice insures satisfied customers and prevents bounce-backs.

COMBINATION BED-LAMP AND RADIO announced by Mitchell Mfg. Co., 2525 Clybourn Ave., Chicago. Adjustable brackets fit any type bed. Radio has 4 tubes, plus rectifier, and a PM speaker. Lamp and radio operate separately. Unit comes in walnut or ivory.

NUMBERS OF SHOPPERS STILL SEARCHING for those small refrigerators to fit into limited spaces, but the supply is still very short.

HISTORY REPEATING ITSELF IN THE RADIO field. In the early days of radio, almost all of the buyers of sets were men. Dealers report that the same situation exists now in television, with the menfolk choosing the make, but double-checking with their wives when it comes to selecting the cabinet.

UPSWING IN PHONO RECORD SALES looked for this Fall by retailers and manufacturers. In addition to the start of the theatre, opera and entertainment season, more in-the-home-living, etc., there's the possibility for a new deal on the part of Mr. Petrillo.

THE SECOND IN A SERIES OF articles on Public Address merchandising, installing and servicing will appear in our next issue. The series is designed to present a complete picture of PA, pointed profit-wise for retail radiomen.



IT WON'T BE LONG NOW BEFORE THE great trek back from the outdoors to in-home living will commence, and alert dealers are planning a big business servicing radio receivers for customers who will want to get the best out of their sets for the fine programs which will be on the air this Fall.

RADIO EXPORTS BY AMERICAN manufacturers during the first quarter of 1948 totalled nearly 11 million units with an aggregate value of almost \$22 million. In 1947 the radio industry in this country exported more than 79 million units valued at about \$114 million. Commenting on the foregoing figures which were released by RMA's export committee, which he heads, James E. Burke says that there seems little prospect that American exports will rise greatly above present levels or will return to the 1947 peak in the near future. Mr. Burke also said that there is no foreign market at this time for American FM or television receivers.

THE MAGNAVOX COMPANY has re-entered the portable market with the "Playfellow" phonograph and "Playfellow" radio-phonograph combination. The phonograph retails at about \$29.95; the combo at about \$49.50.

Appliances, Records and Television

TELEVISION TUBE SHORTAGE STILL *plaguing manufacturers, with rumors of gray market conniving prevalent. No immediate easing of the situation is foreseen.*

THE MAHOGANY SUPPLY SITUATION is improving according to officials of the Mahogany Association, Inc., located in Chicago.

"WITH THE EXCEPTION OF SOME BRANDS of refrigerators, most major appliances in most parts of the country are already in a market situation where they must be sold," Harry M. Kelley told a group of dealers attending a NERA conference at Chicago. Mr. Kelley is manager, appliance sales, of Frigidaire Division, General Motors Corporation.

NEW NORGE PRODUCTS ANNOUNCED include a refrigerator, a gas range, two electric ranges, a water heater, a beverage cooler and a milk cooler. The new refrigerator brings to seven the number of models in that line and was designed to fill a gap between the lowest priced model or 8 cubic-foot capacity and the de luxe, non-automatic defrosting unit. Introduction of the beverage and milk coolers marks Norge's re-entry into this field.

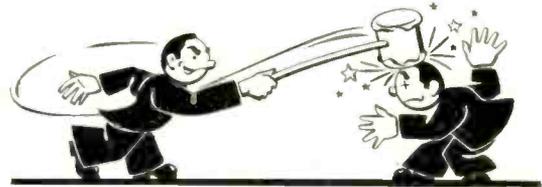
SEVEN NEW RADIO models in ten cabinet variations have been added to the current Westinghouse line, bringing the line up to 21 models. The new receivers include the model 187, a console combination, in a modern cabinet; the 186, Hepelwhite design, both listing at \$389.95, as well as the model 191 console, featuring an inter-mix changer and FM, selling for \$269.95. Also in the new line is the model 190 console combination at \$199.95, Westinghouse has also brought out a new 3-way portable, model 185, at \$29.95; a new AM-FM table model, 204, at \$59.95, and a table model, 188 an AM receiver listing at \$24.95.

A NEW LOWER-PRICED MODEL OF RCA'S television magnifier has been announced by the firm's tube department. The oil-filled plastic lens enlarges the image of a seven-inch or ten-inch tube to the approximate size and brilliance of those produced by a 15-inch tube. It sells for \$36.95.

FLOCK OF NEW ELECTRIC SPACE HEATERS being announced by manufacturers, with more to be released before Fall. In addition to improved operating features, the new models stress attractive design.

HYTRON ANNOUNCES THAT Radioman Harry L. Smith, Long Island City, N. Y., won the first prize in the first of the monthly contests launched by the firm. The first prize for May, won by Mr. Smith, was a Du Mont type 274 five-inch oscillograph. Servicemen still have opportunity to share in the prizes offered for tools that may be made economically. Blanks may be obtained from Hytron jobbers.

IN ADDITION TO HIS REGULAR STORE, one progressive dealer has opened another nearby in which he features television sets, exclusively. An article describing this unique operation will appear in a forthcoming issue of this magazine.



MR. DEALER NEEDS TO BE HARDY INDIVIDUAL who can take it these days with the numbers of problems he has dumped into his lap. Foremost among these problems are discounts, trade-ins, and "dumping," and they will be fully discussed, with no punches pulled, in a special feature article in next month's issue.

ONE OF THE MORE OBVIOUS immediate applications for the new Bell Laboratories transistor units can be as amplifiers in central television antenna system installations, according to Dorman D. Israel, executive vice-president of Emerson Radio & Phonograph Co. Mr. Israel further points out that hearing aids and like devices can also be affected.

"TELE SPECS" COMING IN THE SEPTEMBER ISSUE!

All the technical and merchandising information about ALL of the TV sets on the market will be another great first for RADIO & TELEVISION RETAILING. The "Tele Specs" issue will be useful for many months to come. Readers will see "Tele Specs" through "rose-colored glasses" because it will portray the magnitude of the TV business today—and the rosy future ahead.



610V1



711V3



77V1

CONSOLES...

PORTABLES...

AM...

RECORDS...

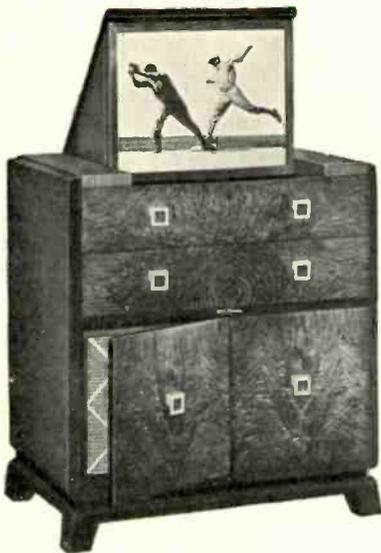
TABLE MODELS...

TELEVISION...

FM...

There's an RCA VICTOR

8PCS41

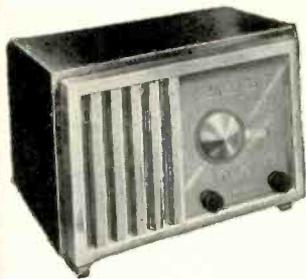


730TV2



612V4





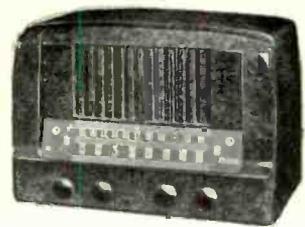
75X12



77U



65X1



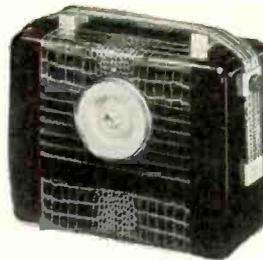
68R1



66X13



8BX6



8BX5



721TS

instrument for every customer

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

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

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

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

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

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

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



FINEST TONE SYSTEM IN RCA VICTOR HISTORY

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

RCA VICTOR



DIVISION OF RADIO CORPORATION OF AMERICA

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

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

Sell the

HARD Way..... for

• The salesman who gives a little more than is expected of him *before and after* the sale sets himself up to get numbers of "easy" repeat sales from his old customers, and from "recommended" new ones.

The path to the establishment of a substantial following isn't an easy one. It calls for long hours, fortitude in facing customer's problems, and for *more time*, as a rule needing to be spent on each sale.

To spend more time than many merchandisers will consider *necessary* on each sale, does on the surface, seem to be a time-wasting method, but the man who follows out the procedures outlined in this article will find that most of his repeat sales, and many of his customer-recommended sales will be push-overs to the extent that he will sign 'em up without *even asking for the order!*

This amazing method of operation results from the careful building up of the utmost confidence in the integrity and ability of the salesman on the part of large numbers of customers.

So far as the time is concerned, no salesman in this field spends *all*, or even *most* of his time actually selling. Therefore, he is able to give the time necessary to sell the *hard* way without cutting down the number of contracts he should make in developing new business.

The time is ripe for business building by the salesman who goes out of his way to thoroughly convince the customer of the advantages of making a particular purchase *before the sale*, and who keeps the customer "sold" by after-sale follow up.

That little extra measure of goodwill and service, plus the willingness to discuss other things than the products he sells, on occasions when the customer seeks his advice or help, pays *time and a half*, and then some to the salesman! In a market wherein all too many customers are still being pushed around, and promptly forgotten after they've parted with their money, considerate salesmanship will pay off doubly.

Operating on the premise that the



Giving something *extra*, the salesman quickly learns, is returned in kind. Confidence in the firm makes sales easier!



Dealers and salesmen who go to bat for the customer always find the welcome mat and open hands awaiting them —*more money in the bank!*



The salesman who goes out of his way to be friendly and courteous to his customers finds that he has insured future *easy* sales!



Plenty of shoe leather can be used in selling the *hard* way, but as a result, the salesman finds he can afford more and better shoes!

**The Salesman Who Goes "Out of His Way"
to Keep His Customers Happy
Builds Up a Worthwhile Following**

More **EASY** Sales

best way to get something is to give something, the salesman who is building a backlog of buyers sells like a human being, not an automaton. He finds that customers ask his advice about all sorts of things not associated with the products he sells.

Perhaps they want his "expert" opinion on roofing material, lawn seed, or ask the name of a good auto mechanic. From the "under obligation" viewpoint, such salesman and his customers operate on a fifty-fifty basis. The "one-shot" salesman who sells 'em and leaves 'em is *entirely under obligation to his customer.*

The writer saw a good example of the superiority of the "hard-way" brand of salesmanship versus the cut-and-dried variety the other day in a small grocery store.

"Here comes that pest," the grocer said, as a car drove up in front of his place. He explained that the salesman in question "bored the life out of him" with his pressure methods; that he tried to unload a lot of slow-selling merchandise on him, and, to quote the grocer, "he doesn't give a damn about my requirements. He's only interested in himself."

An enlightening period followed. The salesman reeled off one offer after another, followed each time by the grocer's "no." When the storekeeper would advise that he was already overstocked and so-and-so, the salesman failed to offer some suggestions as to how to *move the product.* Instead, he intimated that the grocer's methods were all wrong, because a certain competitor was "doing a big job" with the same line.

When the salesman had left, the grocer said, "He's put too many bum deals over on me. I'm fed up with him. I don't like to be forced into buying anything, anyway."

Upon being asked what sort of salesmen he liked to deal with, the grocer proceeded to describe several of them, one in particular. "This fellow comes in and aids me with my problems," he said, explaining that the salesman had helped him select the right kind of fluorescent lights, which would en-

hance the appearance of fruits and vegetables. That he always had some good merchandising plans on hand; had taken back shelf-warming products, and kept the grocer posted on what was selling well in other stores, even including those products which he, the salesman did not carry.

"How does he find time to sell you anything?" the writer asked.

"Oh, he doesn't sell *me, I sell myself,*" the grocer explained. "I buy everything I need from him. He tells me how much of each thing I should buy, what stuff to get to compete with the chains, and so forth."

Just a peep into the methods of a salesman who *gives* something extra along with the products he sells, in practicing the "hard" way to make "easy" sales. His methods signal his interest in his customer as a human being, as well as appreciation for the patronage.

Satisfied Customers Reorder

In the case-history notebook of a suburban specialty salesman one sees the record of 25 sales of oil burners made in two months, each at more than \$500, where, in no instance did the salesman *ask for the order*—the customers did the asking! This was because all were recommended prospects—sold up to the hilt by satisfied users. 25 pre-sold jobs in a period of the fiercest competitive merchandising.

But, in such examples of in-the-bag sales, we do not see an "order-taker" in action, but a genuine salesman, who has *prepared* his field through hard work, skilfull sales presentations of products, and the willingness and know-how needed to make staunch friends of his customers.

There are plenty of headaches for the salesman who builds such firm foundations of good-will. For instance, he is often imposed upon by some customers. He may have to buck service managers who are opposed to follow-up calls on the assumption that they originate free, and often unnecessary service. (Which, while true to a certain extent, seems impossible to avoid, and

still retain good-will.)

In going to bat for his customer over service problems, the salesman needs the whole-hearted support of his employer. The latter should be cooperative and understanding, even in cases where the customer is *wrong*—because, actually, the salesman has been taught that the customer is always right.

The employer who brushes off the salesman with a curt, "look, are you working for *me*, or for the *customer*?" is pulling a boner in not trying to keep both his *salesman* and his *customer* happy.

The sort of salesman we are talking about is not the kind of chap who can shrug off customer-trouble, or live happily with it. Here, salesman and dealer must see eye-to-eye. They must agree too that *considerate* salesmanship is not an eager-beaver, knock 'em dead proposition.

The green salesman, for instance, may believe that there's a *psychological* time to whip out an order blank or a contract—and that certain signals the prospect gives are infallible clues.

However, since the experienced man knows that if he guesses *wrong* he may push himself right out of the picture; bringing the would-be buyer to a decision climax, which may well be a "no," he feels it safer to give the customer *all the time* he requires. When he does ask for an order—which is certainly what he's in business for, there's nothing tense about the request, nor is it "sprung" abruptly on the customer.

That's the way it goes. The salesman who elects to adopt the "hard" way may take longer to close a first sale with a customer, but the next ones will come easy.

It's the same thing with too literal an interpretation of the old advice, "get the order, and get out," which is based on a sound principle—that of the possibility of talking oneself *out of a sale* after it has been made.

Here, though, the "hard-way" salesman usually stays as long as the customer seems to want him to do so—talking about the customer's favorite

(Continued on Page 108)



Carmen Torres, soprano, makes her RCA Victor Red Seal recording debut in an album entitled "Seven Popular Spanish Songs" by Manuel de Falla. The songs are performed with a true flair.



"Jennie Tourel Sings Offenbach," is a noteworthy Columbia Masterworks album, MX-299 featuring the mezzo-soprano with orchestra conducted by Maurice Abravanel.



Johnny Desmond, new to the MGM Records Label, does "I Wonder Where My Baby Is Tonight" backed by "P.S. I Love You" for his debut recording.



Patti Page, cute Mercury songstress, is as easy to look at, as she is pleasant to hear. Her renditions of pop tunes appeal to the customers, too.

Recordings with Selling Appeal

Push "New" Tunes Being Plugged on Air and in Current Films by Big Name Artists



ANDREWS SISTERS: "Irving Berlin Songs," Decca A-654

Riding high on the Berlin bandwagon are the spirited Andrews trio, spotting "Heat Wave," "Alexander's Ragtime Band," and several other Berlin rhythm tunes.

ADAMS, MURIEL: "Awaiting My Time with You" — "Crazy About that Man," Apollo 1114

Blues songstress puts this pairing over with emotion and musical skill. Laurence "88" Keyes Quartet lend support on the waxing.

BAILEY, PEARL: "Old Man You Been Gone too Long"—"That's No Way to Do." Columbia 38228

First side a straight vocal; reverse is in a torchy vein.

BENEKE, TEX: "Whip-Poor-Will"—"Look for the Silver Lining." RCA Victor 20-2924

Both sides from Jerome Kern musical, "Sally."

CARLE, FRANKIE: "That Five O'Clock Feeling"—"I Don't Want to Meet Any More People." Columbia 38203

Two tunes about "love" pensively sung; the Carle orchestrations shine through for smooth dancing.

COMO, PERRY: "There Must Be a Way"—"Rambling Rose." RCA Victor 20-2947

"Must Be a Way" ballad has straight, sincere appeal; flip a cute tune that has been waxed by many Western singers.

CROSBY, BING: "The Emperor Waltz," Decca A-620

The new Crosby film has received orchids from the movie critics and dealers will find opportunities for tie-ins limitless. "Friendly Mountains," a Swiss yodeling type song which Bing does in the film is good, as well as the other familiar favorites included in this two-record album.

D'GANZALO, MIGUEL: "We Live for the Moment"—"Obsession"; "En El Tibiri Tabara"—"Live Like Me," Stinson 802, 803

Boleros and guarachas recorded in

Havana, with a true "tropicana" rhythm. The label has other records by this same artist ready for release. Dealers who are looking for real Cuban music will appreciate these platters.

DAVIS, BERYL: "Where Flamingos Fly"—"I'm Waiting for Ships that Never Come In." RCA Victor 20-2925

Two slow, dreamy ballads suited to the British thrush's rich voice.

DAVIS, JANETTE: "Put the Blame on Mame"—"Just a Shade on the Blue Side," Columbia 38223

Full-bodied tones of the songstress do justice to both sides of this disc.

HAINES, CONNIE: "Just for Now"—"Where Flamingos Fly," Signature 15193

Ray Bloch's orchestra accompanies the label's top female singer on these two ballads.

HENDERSON, SKITCH: "Mine" — "Somebody Else's Picture," Capitol 15136

Good instrumental with the Henderson piano featured; Nancy Reed does the vocals for the backing.

JAMES, HARRY: "Hankerin'" — "I Don't Care If It Rains All Night," Columbia 38231

Marion Morgan does first side vocal on tune from film, "Two Guys from Texas." Flip a ballad with some good James trumpeting, from same film.

JONES, SPIKE: "I Kiss Your Hand Madame"—"I'm Getting Sentimental Over You," RCA Victor 20-2949

The Jones humorous approach to these two sentimental favorites, will tickle anyone's funnybone.

MACRAE, GORDON: "Hankerin'" — "I Went Down to Virginia," Capitol 15128

Slower paced ballad teamed with catchy "Virginia" makes for good coupling by baritone.

MERCER, JOHNNY: "Limehouse Blues"—"I Don't Care If It Rains All Night," Capitol 15134

Pied Pipers assist Mercer with "Limehouse" vocals; reverse number from film "Two Guys from Texas," a catchy earful.

MONROE, VAUGHN: "The Legend of Tiabi"—"Cool Water," RCA Victor 20-2923

"Tiabi" tune has an Hawaiian flavor; flip a standard out of Western annals. Monroe adapts his voice and technique to a delightful presentation of both.

PASTOR, TONY: "Indian Love Call"—"Windshield Wiper," Columbia 38233

A Pastor favorite, the treatment features some sizzling listening moments; backing good listening, too.

"RECORDS FOR THE MILLIONS," Selected by Paul Whiteman. Columbia C-163

Selections by Paul Whiteman's band, Benny Goodman, Claude Thornhill, Harry James, Frank Sinatra, Louis Armstrong and Duke Ellington included in this package selected by the popular leader.

"RHYTHMS FROM LATIN AMERICA," Freddy Martin and his orchestra, RCA Victor P-213

Martin wields a masterful and toe-tapping baton when he undertakes to give his public some good dance music, in the Latin-American way. This set is delightful listening, too.

SINATRA, FRANK: "Just for Now"—"Everybody Loves Somebody," Columbia 38225

"Just for now" from "Whiplash" a good tune styled for the Sinatra delivery, as is the reverse number.

"SONGS OF OUR TIMES, 1924," Bob Grant's orchestra, Decca 1924

Twenty song hits included in this collection of musical Americana, including "All Alone," "Tea for Two," "Limehouse Blues" and "Rose Marie."

"SONGS OF OUR TIMES, 1935," Nat Brandwynne's orchestra. Decca 1935

"I'm in the Mood for Love," "The Music Goes Round," "Begin the Beguine" and twenty other memorable tunes included in this album.

STARR, KAY: "Many Happy Returns of the Day"—"Mama Goes Where Papa Goes," Capitol 14137

Two old-timer tunes, with modern dressed-up orchestral accompaniment by Dave Cavanaugh's orchestra.

THE THREE SUNS: "A Lovely Rainy Afternoon"—"Just for Now," RCA Victor 20-2946

"Rainy Afternoon" side has good promise of being another all-time Three Suns favorite; flip features the Sun Maids' vocals.

TULLY, LEE: "Tequila"—"Crime Doesn't Pay," Harmonia 1654

Comedian Lee Tully in a pair of ditties.

VAUGHAN, SARAH: "It's You or No One"—"It's Magic," Musicraft 557

Sarah Vaughan gives a thrilling rendition of these two top ballads.

"NIGHT LIFE ON TWO PIANOS," Morley and Gearhart, duo-pianists, Columbia MM-746

Wonderful listening of familiar music, from Gershwin and Berlin to Prokofiev.

CLASSICAL WORKS

BRAHMS: "German Requiem, Op. 45," Elizabeth Schwarzkopf, Hans Hotter, Herbert Von Karajan conducting the Vienna Philharmonic. Columbia M-MM755

This magnificent choral work recorded in Vienna in its entirety, an outstanding contribution to existing catalogs of recorded music. Music lovers have had more opportunities to hear this work this year than at any other time since it was originally performed in 1867. The present release is in two volumes, with descriptive booklet.

COPLAND: "Dance Episodes from 'Rodeo,'" "Waltz, 'Billy the Kid,'" Dallas Symphony Orchestra, Antal Dorati, conductor. RCA Victor DM-1214

Lively, carefree ballet music, with typically American rhythms. Episodes included are "Buckaroo Holiday," "Corral Nocturne," "Saturday Night Waltz," and "Hoe-Down."

IVES: "Sonata No. 2," John Kirkpatrick, Piano, Columbia M-MM-749

The four movements of the "Concord Sonata" entitled "Emerson," "Hawthorne," "The Alcotts," and "Thoreau" express this modern composer's impressions of a period of American living. Although a limited audience is familiar with this work, dealers can profit from attempts to acquaint listeners with the works of a man who was awarded Pulitzer prize. Kirkpatrick's interpretation excellent.

KHATCHATURIAN: "Gayne, Ballet Suite," Chicago Symphony Orchestra, Artur Rodzinski, conductor. RCA Victor DM-1212

This Russian composer's music has become quite popular in the U. S. during the past year or so—and dealers can plan many excellent tie-ins with RCA Victor's releases of "Piano Concerto," and the "Masquerade Suite." The many fans who bought the "Sabre Dance" music from this ballet as a pop record, are definite prospects for this album sale.

THE PAGANINI QUARTET: Debussy's "Quartet in G Minor, Op. 10," Haydn's "Quartet in D," (Fourth Movement), RCA Victor DM-1213

The true essence and enjoyment of chamber music recaptured by the spirited and talented group. The lushness and richness, as well as the intricacies of composition, given full play in this recording.

"PREVIN PLAYS THE PIANO," Andre Previn with rhythm accompaniment, RCA Victor P-214

Another talented keyboard artist makes his record debut. This collection features young Previn in a hand-picked selection of top tunes from movie and stage musical successes.

SAINT-SAENS: "Symphony No. 3 in C Minor, Op. 78," Charles Muench conducting Philharmonic-Symphony Orchestra of New York, Columbia M-MM-747

The "organ symphony" (E. Niesberger at the organ), makes for some splendid listening in the pure, symphonic style. The conductor is scheduled to take over the baton of the Boston Symphony for the '49 season.

SIBELIUS: "Symphony No. 2 in D Major, Op. 43," The Philadelphia Orchestra, Eugene Ormandy, conductor, Columbia M-MM-759

Popular Sibelius symphony performed by Ormandy many times during his cross-country tour. Music lovers will go for this set in droves.

VOCAL ARTISTS

BRICE, CAROL: "On My Journey"—"My Good Lord Done Been Here," Columbia 17524-D

Two spirituals familiar to the contralto's concert audiences. Customers who like this recording will be interested in Brice albums in the catalog.

JONES, ALLAN: "The Touch of Your Hand"—"Stars in My Eyes," RCA Victor 10-1419

Tenor does the two romantic songs with definite charm and appeal.

MAC DONALD, JEANETTE: "Romantic Melodies," Robert Armbruster, conducting orchestra. RCA Victor MO-1217

The movie songstress has been making a number of concert appearances. This album a collection of favorites that will appeal to both her screen and personal appearance audiences.

TUCKER, RICHARD: "Hatikvah"—"Ani Maamin," Columbia 8248-F

Accompanied by a moving choral background, Tucker performs the national anthem of the state of Israel. The other side is a song fashioned out of a mournful refrain. Tucker's album of "Cantorial Jewels" a good selling suggestion.



Portrait of Profit

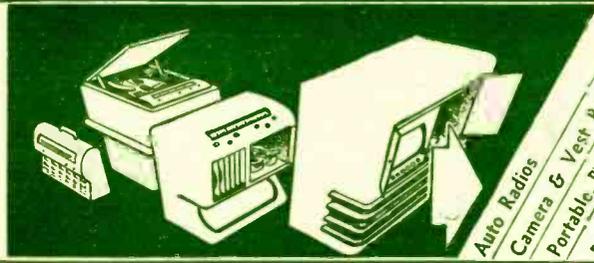
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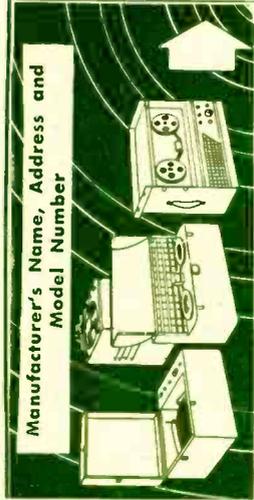
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Radio Corp. of America, RCA Victor Div., Camden, N. J.	•	•	•	•	•	•	•
Radio-Rundfunk Corp., 207 E. 84th St., New York 28, N. Y.	•	•	•	•	•	•	•
Rainbow Records, 156 W. 44th St., New York 18, N. Y.	•	•	•	•	•	•	•
Raxor Corp., 37 W. 57th St., New York 19, N. Y. CETRA CETRA-SORIA	•	•	•	•	•	•	•
Record Guild of America, Inc., Bldg. 10 Bush Terminal, Brooklyn 32, N. Y.	•	•	•	•	•	•	•
Rhythm Records Co., 4990 Melrose Ave., Hollywood 27, Calif.	•	•	•	•	•	•	•
ROCKING HORSE—See Synthetic Plastic Sales Co.	•	•	•	•	•	•	•
Rondo Records, Inc., 329 S. Wood St., Chicago 12, Ill.	•	•	•	•	•	•	•
Sacred Records, Inc., 1206 S. Hill St., Los Angeles 15, Calif.	•	•	•	•	•	•	•
Savoy Record Co., Inc., 58 Market St., Newark, N. J.	•	•	•	•	•	•	•
Scandinavia Music House, Inc., 625 Lexington Ave., New York 22, N. Y. CORDION	•	•	•	•	•	•	•
SCORE—See Mesner & Mesner, Inc.	•	•	•	•	•	•	•
S. D. Records, 8 S. Dearborn, Chicago 3, Ill.	•	•	•	•	•	•	•
Seeco Records, Inc., 1395 5th Ave., New York, N. Y.	•	•	•	•	•	•	•
Seva Record Corp., 45 E. 49th St., New York 17, N. Y.	•	•	•	•	•	•	•
Showpiece Productions, Inc., 200 W. 57th St., New York 19, N. Y.	•	•	•	•	•	•	•
Signature Recording Corp., 601 W. 26th St., New York 1, N. Y.	•	•	•	•	•	•	•
Sing-A-Tune Record Co., 4031 Denny Ave., No. Hollywood, Calif.	•	•	•	•	•	•	•
Skating Rhythms Recording Co., P.O. Box 1838, Santa Ana, Calif.	•	•	•	•	•	•	•
Song-of-the-Month Club, 79 Wall St., New York 5, N. Y.	•	•	•	•	•	•	•
Sonora Radio & Television Corp., 325 N. Hayne Ave., Chicago 12, Ill.	•	•	•	•	•	•	•
Specialty Records, Inc., 311 Venice Blvd., Los Angeles 15, Calif.	•	•	•	•	•	•	•
Standard Phono Co., 163 W. 23rd St., New York 11, N. Y.	•	•	•	•	•	•	•
Stapleton Industries, Inc., Cleveland 14, Ohio.	•	•	•	•	•	•	•
Starr Record Co., P.O. Box 1073, San Antonio 6, Tex.	•	•	•	•	•	•	•
Sterling Records, Inc., 7 W. 46th St., New York 19, N. Y.	•	•	•	•	•	•	•
Stinson Records, 27 Union Sq. W., New York, N. Y.	•	•	•	•	•	•	•
Sultan Recording Co., 3606 Guardian Bldg., Detroit 26, Mich.	•	•	•	•	•	•	•
Sun Recording Corp., 260 E. 161st St., Bronx 51, N. Y.	•	•	•	•	•	•	•
Super Discs, Inc., 110 7th St., N. W., Washington, D. C.	•	•	•	•	•	•	•
Synthetic Plastics Sales Co., 461—8th Ave., New York 1, N. Y. ROCKING HORSE, PETER PAN	•	•	•	•	•	•	•
TALKING KOMICS—See Belda Record Co.	•	•	•	•	•	•	•
Tara Irish Records, 4903 Girard Ave., Philadelphia 31, Pa.	•	•	•	•	•	•	•
Technichord Records, 83A Washington St., Brookline 46, Mass.	•	•	•	•	•	•	•
Tempo Record Co. of America, 8540 Sunset Blvd., Hollywood 46, Calif.	•	•	•	•	•	•	•
Trilon Record Mfg. Co., 3123 San Pablo Ave., Oakland 8, Calif.	•	•	•	•	•	•	•
Trutone Records, Anderson, Ind.	•	•	•	•	•	•	•
TWENTIETH CENTURY—See Ballen Record Co.	•	•	•	•	•	•	•
Universal Records, Inc., 20 N. Wacker Dr.,							

Recorders - Wire, Tape, Disc and Film



Manufacturer's Name, Address and Model Number

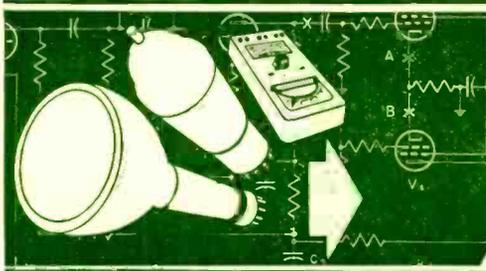
HOME RECORDERS

Manufacturer's Name, Address and Model Number	Type	List Price (Dollars)	Portable	Power Req'd. (Watts)	Disc-Wire-Tape-Film Speed (RPM or Ft./Sec.)	Type Motor Drive	Ampl. Input Level (dbm)	Ampl. Output (Watts)	No. Input Channels	No. Mixing Circuits	Type Recording Head	Input Impedance (ohms)	Frequency Response cps to kc-db	Playback Facility	Cutter Angle Adjustable	Cutter Depth Adjustable	Lines in./Channels/Tape; Film Recorded	Disc cut outside in (0-1) Inside out (1-0)	Records both sides	REMARKS
Air King Products Co., Inc., 170 53rd St., Brooklyn, N. Y. A750	W	139.50	Yes	75	78	I	∞				MAG			MAG			1	(/)	No	Accessories: Amplifier—AMPL; Desired Program Spotter—CT; Equalizer—EQ; Filter—F; Footswitch—FS; Headphones—HP; Microphone—MK; Microscope—M; Speaker—SPK; Spiraling Devices—SP; Suction Equipment—SV; Telephone Pickup Unit—PP; Vibrator Supply—VB; Volume Indicator—VI.
Allied Recording Products Co., 91-09 48rd Ave., Long Island City, N. Y. Playbacks and/or Recorders	W	239.50	No	90	78	I	∞				MAG			MAG			1	(/)	No	(l) Phono-Wire Recorder (r) Radio-Phono-Wire Combination
Amplifier Corp. of America, 890-7 Broadway, New York 13, N. Y. 810-B	D		Yes	55	78	I	(/)				(h)			(m)			(p)	0-1 I-0	Yes	(l) Not Included; (h) (m) CRY or MAG (p) 96; 112; 120
Audar, Inc., Argos, Ind. RE-8	T	285.00	Yes	135	63(d)	I	-65	5	2	1	MAG	1800(k)	40-10±2	MAG			2		No	(d) Has Turntable for Discs; (k) @ 1,000 CFS
Audio Industries, 1001 Green St., Michigan City, Ind. REB-0	D	459.00	Yes	135	63(d)	I	-65	5	2	1	MAG	1800(k)	40-10±2	MAG			2		No	(d) Has Turntable for Discs; (k) @ 1,000 CFS
Aurex Corp., 1117 N. Franklin St., Chicago 10, Ill. PR-1	D	129.95	No	100	78	I			2	2	CRY	(k)	-5	CRY			1	0-1	Yes	(k) Equivalent Capacity Appr. 55,000 MMF
Bell Sound Systems, Inc., 555 Marlon Road, Columbus, Ohio RC-47	D	129.95	Yes	70	78	I		4.5	2	0	CRY	(k)	50-7.5	CRY	Yes	Yes	120	0-1	Yes	(k) Equivalent Capacity Appr. 55,000 MMF
Brush Development Co., 3405 Perkins Ave., Cleveland, Ohio BK-303	W	150.00	Yes	100(c)	1	I	-58	3	2	1	MAG			MAG			1	0-1	No	(c) Cavity Recording Method (e) Approximate
Brush Development Co., 3405 Perkins Ave., Cleveland, Ohio BK-401	W	795.00	No	132	(d)	I	-58	3	2	1	MAG			MAG			1	0-1	Yes	(e) Approximate
Brush Development Co., 3405 Perkins Ave., Cleveland, Ohio BK-403	W	229.50	No	150	(d)	I	-44	1	1	0	MAG			MAG			1	0-1	Yes	(k) 3,000 MMF Capacity
Calbest Engineering & Electronics Co., 828 N. Highland Ave., Hollywood 38, Calif. 844	T	375.00	Yes	150	(d)	I	-43	1	2	0	MAG			MAG			1	0-1	Yes	(d) Variable
Crescent Industries, Inc., 4132-54 W. Belmont Ave., Chicago 41, Ill. C-1000 (a)	W		No		2	B			1	0	MAG			MAG			2		No	(e) Variable
E 1000 (a)	W		No		.67	B			1	0	MAG			MAG			2		No	(e) Variable
Emerson Radio & Phonograph Corp., 111 Eighth Ave., New York 11, 529	D	74.95	Yes	90	78	I			2	0	CRY			(m)	Yes			0-1	Yes	(m) Not Included; Recorder Only
Giffillan Bros., Inc., 1815 Venice Blvd., Los Angeles, Calif. (a)	W		No			I					MAG			MAG			1		No	(a) For Radio-Phono-Recorder Combination 109-48C
Harrison Mfg. Co., 1440-48 N. St. Louis St., Chicago 51, Ill. P-59	W	134.50	Yes	85	2	I	-87	4.2	2	3	MAG	5000 (k)	100-5±3	MAG			1	I-0	No	(a) For Radio-Phono-Recorder Combination 68-48C
Hoffman Radio Corp., 3761 S. Hill St., Los Angeles, Calif. 710	D		Yes	40	78	I	-80	3	2	2	MAG	3.2	50-5				100		No	(k) @ 1,000 CFS
Lear, Inc., 110 Ionia Ave., N.W., Grand Rapids, Mich. Dynaport (a)	D		No	50	2	I	-80	3	2	3	MAG		50-9				1		No	(a) Recorder & Associated Amplifier (m) Not Included
Magnecord, Inc., 390 N. Michigan Ave., Chicago, Ill. FT 6-P	W	595.00	Yes		2	I	1(I)	10			MAG		60-7±3	MAG(m)			1	0-1	Yes	(a) Available as Dynatone FM-AM-Radio-Phono Combination (f) Push Button Switching (m) Uses CRY for Discs; Access: HP
Magnetic Corp. of America, 218 S. Wabash Ave., Chicago, Ill. 100	T		Yes	110	630-1.25	I	0	0.15	4	3	MAG		50-7.5(r)	MAG			1		No	(r) @ .63 Ft./Sec
Maguire Industries, Meissner Div., Mount Carmel, Ill. 9-1055	W	179.50	Yes	100	2	B	-45	4	2	1	MAG		60-6	MAG			1		No	(a) Repeats Minute Tape Loop (r) Voice Range
Majestic Radio & Television Corp., 900 N. State St., Elgin, Ill. 7 YR 752	D	285.00	Yes	100	2	I	-45	4	2	1	MAG		40-10	MAG			1		No	Accessories: AMPL; FS; MK; PP; SP
7 YR 753	W	174.50	Yes	65	78	I	40	4	2	2	CRY	50M (k)	-5	CRY	Yes	Yes	120	0-1	Yes	Accessories: AMPL; FS; MK; PP; SP
7 YR 772	W	164.95	No	95	78	I	-18	1	2	0	MAG	2500* (k)		MAG			1		No	(k) @ 1,000 CFS
	W	169.95	No	95	78	I	-18	1	2	0	MAG	2500 (k)		MAG			1		No	Crystal Playback for Disc; Radio-Phono-Wire Combo; (k) @ 1,000 CFS
	W	225.00	No	95	78	I	-18	1	2	0	MAG	2500 (k)		MAG			1		No	Crystal Playback for Disc; Radio-Phono-Wire Combo; (k) @ 1,000 CFS

Company	Model	Price	Weight	Dimensions	Power	Capacity	Speed	Features	Accessories	Remarks					
Miles Reproductor Co.	812 Broadway, New York 3, N. Y.														
MRC		250.00	Yes	F	75	4(d)	-120	4	2	2	MAG	500	75-7	Yes	(d) 200 Hrs. Recording Time 16 MM Film
FR		750.00	Yes	F	125	4(d)	-120	4	2	2	MAG	500	75-7	Yes	(d) 88 Hrs. Recording Time 16 MM Film
HM		800.00	Yes	F	125	4(d)	-120	4	2	2	MAG	500	75-7	Yes	(d) 3 Hrs. recording on loop of film
CMT		1485.00	Yes	F	125	4(d)	-120	4	2	2	MAG	500	75-7	Yes	(d) 24 Hrs. recording on loop of film
Molded Insulator Co.	335 E. Price St., Philadelphia, Pa.														Export Models Available
MR-6		149.50	Yes	W	85	2	2	3	0	0	MAG	1	50-7	No	
Packard Bell Co.	3443 Wilshire Blvd., Los Angeles, Calif.														Accessories: FS; PP
D	Phonorecord 1273	425.00	No	D	110	78	1	3	0	2	MAG	4		Yes	Accessories: HP; PP
D	Phonorecord 1472	595.00	No	D	188	78	1	15	3	2	MAG	4		No	(m) Cry. Playback for Disc; Radio-Phono-Wire Combo.
D	Phonorecord 1052	189.50	Yes	D	78	1	3	4.5	3	2	MAG	4		No	(d) 78 RPM Turntable for Recording Disc to Wire
D	Phonorecord 4680 TY	1295.00	No	D	480	33 1/2	1	24	4	3	MAG	4		No	Includes Broadcast Tuner and Disc Turntable; (k) @ 1,000 CPS
Palce Wire Recorder Corp.	1328 Sherman Ave., Evanston, Ill.														Uses Tape Loaded Magazine
65 B		400.00	Yes	W	110	2.5	B	5	2	2	MAG	1		No	(e) Recorder Driven by Turntable (r) Ampl. Response
Pentron Corp.	611 W. Division St., Chicago, Ill.														
748		199.50	Yes	W	150	78	I	4	1	0	MAG	5000	100-7.5	Yes	
Precision Audio Products, Inc.	1133 Broadway, New York, N. Y.														
Wiremaster I A		295.50	Yes	W	180	(d)	I	6	3	4	MAG	1000		Yes	
Premier Electronics Labs.	382 Lafayette St., New York, N. Y.														
PR 10		289.75	Yes	W	130	78	I	10	4	4	MAG	3000(k)	40-10	Yes	
Radio Development & Research Corp.	26 Cornellson Ave., Jersey City 4, N. J.														
1000		575.00	No	T	160	33 1/2	B	8	1	1	MAG	200	40-10±5	No	
Rek-O-Krit Co. Inc.	38-01 Queens Blvd., Long Island City, N. Y.														
The Challenger		319.95	Yes	D	80	33 1/2	(e)	12	3	3	MAG	8	50-15±1	Yes	
Simpson Mfg. Co.	32-28 49th St., Long Island City, N. Y.														
RK-5		140.00	Yes	D	75	33 1/2	I	3	1	1	CRY			Yes	
RK 5M		145.00	Yes	D	75	33 1/2	I	3	1	1	MAG	60M	50-5	Yes	Accessories: HP; MK
HR 48		159.00	Yes	D	200	78	I	5	2	2	CRY			Yes	(b) Chassis Type (f) Ampl. Not Included
Universal Microphone Co.	424 Warren Lane, Ingleswood, Calif.														
RC		59.50	(b)	D	20	78	I	(f)			MAG	3.2	50-6	Yes	(k) Equip. Capacity Appr. 1700 MMF (m) Uses 1 Cry. Playback and Record (n) Embossing
Wagner Recorder Mfg. Corp.	292 Madison Ave., New York, N. Y.														
Wagner-Nichols P 14		500.00	Yes	D	60	14	B	2	1	1	CRY	(k)	50-6±3	Yes	(k) Equip. Capacity Appr. 1600 MMF (m) Uses 1 Cry. Playback and Record (n) Embossing
Wagner-Nichols TMP-1		159.95	Yes	D	60	33 1/2	B	2	1	1	CRY	(k)	50-6±3	Yes	(k) Equip. Capacity Appr. 1600 MMF (m) Uses 1 Cry. Playback and Record (n) Embossing
Webster-Chicago Corp.	5610 Bloomington Ave., Chicago, Ill.														
78		149.50	Yes	W	65	2	I	2	0	0	MAG	13,000		No	Accessories: AMPL
80		149.50	Yes	W	65	2	I	2	0	0	MAG	13,000		No	Accessories: AMPL; VI
81		149.50	Yes	W	65	2	I	2	0	0	MAG	13,000		No	Accessories: AMPL; VI
101		395.00	Yes	T	125	63	I	5	1	1	MAG	1		No	Accessories: AMPL
Western Sound & Electric Labs.	805 S. Fifth St., Milwaukee, Wisc.														
R 2		59.50	Yes	D	17	33 1/2	D/T				CRY	100	-5	Yes	
Wilcox-Gay Corp.	Charlotte, Mich.														
Duo-Corder 6A10		149.50	Yes	D	80	78	I	3	0	0	CRY	(k)	50-3.5±3	No	(b) Equip. Capacity 3000 MMF
Recordette 8J10		89.95	Yes	D	75	78	I	4	0	0	CRY	(k)	120-2.5±3	No	(k) Equip. Capacity 1000 MMF
Recordette 8T11		249.50	Yes	D	105	62	B	3	0	0	MAG	1,000	70-8±3	No	Accessories: SPK
Towne 7D44		409.50	No	T	155	78	I	2	0	0	CRY	(k)	50-3.5±3	No	(k) Equip. Capacity 3000 MMF
WIRecorder Corp.	7055 Intervale Ave., Detroit 4, Mich.														
PA			Yes	W			(f)				MAG	2200(h)	100-6	No	(f) Recording Unit Only (k) @ 1000 CPS
Wire Recording Corp. of America	76 Varlet St., New York 13, N. Y.														
W'reway WP		149.50	Yes	W	100	78	I				MAG	2000	80-6.5	No	(m) Cry. Playback for Disc.; Accessories: CT; FS; HP; PP
COMMERCIAL-RECORDING EQUIPMENT															
Berndt-Bach, Inc.	7377 Beverly Blvd., Hollywood, Los Angeles 36,														
Auricon-Pro CM 71		1005.00	Yes	F	30	(d)	D/T (e)	5	2	2	(h)	50	30-8	No	(d) 24 Frames/Sec. (e) Gear Drive (h) Galvanometer
RT-50		858.00	Yes	F	20	(d)	D/T (e)	5	2	2	(h)	50	30-10	No	(d) 24 Frames/Sec. (e) Gear Drive (h) Galvanometer
Television Transcription Camera		8000.00	Yes	F	50			2	2	2	(h)	50		No	(h) Galvanometer
Time Master "A"		925.00	No	(f)	145		B	2	3	0	MAG	8	100-	No	(f) Plastic Belt Recorder
Time Master Inventory Recording Machine		350.00	Yes	(f)	70		B				MAG			No	(f) Plastic Belt Dictaphone
Audograph BIC		575.00	Yes	(f)	70		B				MAG			No	(f) Plastic Belt Dictaphone (c) AC Only
Audograph B1XD		358.77	Yes	D	80		B	2	1	1	MAG			Yes	(c) Dictaphone-Embossing Recorder
Hart & Co. Inc.	Frederick, 837 Math St., Poughkeepsie, N. Y.														
Hartson VRF 3		695.00	Yes	F	130	5-1	B	3	3	0	MAG	6	100-5	No	(m) Variable Reluctance (n) Embossing; Accessories: FS; HP; PP
Hartson VRF 3		890.00	Yes	F	120	5-1	B	3	3	0	MAG	6	300-4.5	No	(m) Moving Coil (n) Embossing; Accessories: FS; HP; PP
Maurer, Inc.	J. A., 37-01 31 St., Long Island City, N. Y.														
10		4775.00	Yes	F	325			5	4	4	(h)	50	0-12	No	(h) Rec. Head Mirror Galvanometer
Nemeth, Inc.	Otto R., 543 Diversity Parkway, Chicago 64, Ill.														
Master Wire Recorder			No	W			D/T (e)				MAG		40-15±1.5	No	(a) Concealable Unit (e) Mechanically Driven (f) Recorder Only
Press Wireless, Inc.	Hicksville, N. Y.														
Candid Recorder (n)		2.50	Yes	W	40	.21	D/T	35	1	1	0	MAG	200-3	No	(a) Concealable Unit (e) Mechanically Driven (f) Recorder Only
Candid Recorder Playback		150.00	Yes	W	60						MAG	2000	50-5	No	
Sounder Corp.	The 146 Munson St., New Haven 4, Conn.														
Desk Model Recorder-Reproducer RH		315.45	Yes	D	50	33 1/2	D/T	-75	3	1	MAG	4	(r)	Yes	(r) Speech Range (n) Embossing Recorder; Accessories: MK; PP; AMPPL; HP
Portable Dual Recorder-Reproducer D		707.91	Yes	D	76	33 1/2	D/T	-75	3	1	MAG	4	(r)	Yes	(r) Speech Range (n) Embossing Recorder; Accessories: MK; PP; AMPPL; HP
Portable Recorder-Reproducer PX		324.94	Yes	D	50	33 1/2	D/T	-75	3	1	MAG	4	(r)	Yes	(r) Speech Range (n) Embossing Recorder; Accessories: AMPPL; HP; MK; PP

B—Belt; CRY—Crystal; D—Disc; DT—Direct; F—Film; I—Idle; MAG—Magnetic; T—Tape; W—Wire
 (a), (b), (c), (d), (e), (f), (g), (h), (i), (j), (k), (l), (m), (n), (o), (p), (q), (r), (s), (t), (u), (v), (w), (x), (y), (z). Refer to Remarks Columns.
 List of manufacturers of recording wire, tape, film, etc., appears elsewhere in this section.

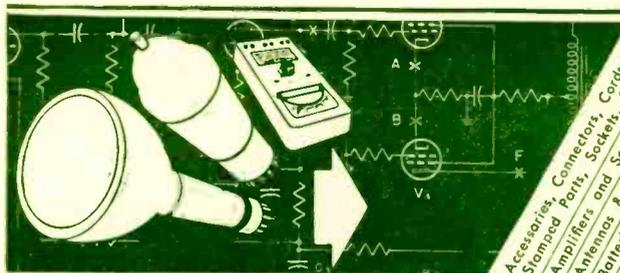
for Service and Sound



Accessories, Connectors, Cords, Hdr.,
 Stamped Parts, Sockets, Supplies,
 Amplifiers and Sound Systems
 Antennas and Accessories (Antenna)
 Batteries; Dry and Wet
 Boosters; TV
 Cabinets and Cases
 Capacitors; Fixed; Noise Eliminator
 Changers; Variable
 Changers; Phonograph; Players
 Coils, R.F., IF
 Controls; Auto Radio; Inverters, Gen.
 Crystals; Volume; Converters
 Dials, Knobs
 Filters; Isot.
 Intercommunicating Systems
 Lenses, TV
 Lights (Lamp and Pilot)
 Magnifying
 Microphones and Pickups
 Photo Turntables
 Relays
 Servicing Equipment
 Speakers and Parts, Headphones
 Switches
 Tools
 Traps, TV Interference Eliminator
 Tubes
 Transformers, Chokes, Magnetic Coils
 Tuning Units, Parts
 Vibrators
 Wire and Cable

- Carbonneau Products, Inc., 21 Ionia St., N. W., Grand Rapids, Mich.
 Carr Electric Shop, Box 288, Jackson Heights, N. Y.
 Carter Parts Div., Precision Parts Co., 213 W. Institute Pl. Chicago 10, Ill.
 Casco Products Corp., 512 Hancock Ave., Bridgeport, Conn.
 C-B Mfg. Co., 412 W. 37th St., New York, N. Y.
 C-D—See Cornell-Dubilier Elec. Corp.
 Celomat Corp., 521 W. 23rd St., New York 11, N. Y. VUE SCOPE
 Centralab Div., Globe-Union, Inc., 900 E. Keefe Ave., Milwaukee 1, Wis.
 Central Radio-Vision Service, 114 Central Ave., Newark 2, N. J.
 Certified Television Laboratories, 5507 13th Ave., Brooklyn 19, N. Y.
 Chicago Condenser Corp., 3255 W. Armitage Ave., Chicago 47, Ill.
 Chicago Industrial Instrument Co., 536 W. Elm St., Chicago 10, Ill.
 Chicago Telephone Supply Co., 1142 W. Beardsley Ave., Elkhart, Ind.
 Chicago Transformer Div., Essex Wire Corp., 3501 W. Addison St., Chicago 18, Ill.
 Cinaudagraph Speakers, Div., Aireon Mfg. Corp., 1401 Fairfax Trafficway, Kansas City, Kansas
 Cinch Sales Div., Cinch Mfg. Corp., 2460 W. George St., Chicago 18, Ill.
 Clarostat Mfg. Co., Inc., 130 Clinton St., Brooklyn 2, N. Y.
 Cleveland Electronics, Inc., 6611 Euclid Ave., Cleveland, Ohio CLERTON
 Clippard Instrument Lab., Inc., 1125 Bank St., Cincinnati 14, Ohio
 Clough-Brengle Co., 6014 Broadway, Chicago, Ill.
 Coastwise Electronics Co., Inc., 130 N. Beaudry Ave., Los Angeles 12, Calif. FERRET
 Cole-Worner Corp., 11 W. Monument, Dayton 2, Ohio
 Collins Machine Co., 56-21 Northern Blvd., Woodside, L. I., N. Y.
 Colortone Co., 1720 Mishawaka Ave., South Bend 15, Ind.
 Columbia Wire & Supply Corp., 5734 Elston Ave., Chicago 30, Ill.
 Communication Measurements Lab., 120 Greenwich St., New York 6, N. Y.
 Communications Co., Inc., 300 Greco Ave., Miami 34, Fla.
 Condenser Products Co., 1375 N. Branch, Chicago 22, Ill.
 PLASTICON GLASSMIKES
 Conn, Ltd., C. G., Electronics Div., 555 E. Jackson Blvd., Elkhart, Ind.
 Continental Carbon, Inc., 13900 Lorain Ave., Cleveland 11, Ohio
 Continental Electric Co., 715 Hamilton St., Geneva, Ill.
 Cornell-Dubilier Electric Corp., S. Plainfield, N. J. C-D
 Cornish Wire Co., Inc., 15 Park Row, New York 7, N. Y.
 Crescent Industries, Inc., 4140 W. Belmont Ave., Chicago 41, Ill.
 Croname, Inc., 3701 N. Ravenswood Ave., Chicago 30, Ill.
 Crown Capacitor Corp., 316 Stuart St., Boston, Mass.
 Crown Woodcraft, Inc., 4205 97th Pl., Corona, L. I., N. Y.
 C & R Plastic Co., 251A Fourth Ave., Brooklyn, N. Y.
 Crystal Devices Co., 1819 Broadway, New York 23, N. Y.
 CUSTOMODE—See Jensen Mfg. Co.
 Dapco Products, Inc., 815 Greenler St., Defiance, Ohio
 Daven Co., 191 Central Ave., Newark 4, N. J.
 Davis & Co., J. W., 3015 Knox St., Dallas, Texas
 Dayco Radio Corp., 915 Valley St., Dayton 4, Ohio DRC
 De-Tec-Tronic Laboratories, Inc., 1227 N. Clark St., Chicago 10 Ill.
 Deutschmann Corp., Tobe, Canton, Mass.
 Dictagraph Products, Inc. 580 Fifth Ave., New York 19, N. Y. ACOUSTICON
 D & M Mfg. Co., 51 Lincoln Ave., Midland Park, N. J.
 Dormitzer Electric & Mfg. Corp., 782 Commonwealth Ave., Boston 15, Mass.
 Drake Electric Works, Inc., 3656 Lincoln Ave., Chicago, Ill.
 Drake Mfg. Co., 1713 W. Hubbard St., Chicago 22, Ill.
 Driver Co., Wilbur B., 150 Riverside Ave., Newark 4, N. J.
 Dumont Electric Corp., 34 Hubert St., New York 13, N. Y.
 DuMont Labs., Allen B., 1000 Main Ave., Clifton, N. J.
 DX Radio Products, 2304 W. Armitage Ave., Chicago, Ill.
 Dynamic Television Associates, Inc., 155 Prince St., Brooklyn 1, N. Y.
 Eagle Electronics, Inc., S. Buekhout St. & Station Dr., Irvington-on-Hudson, N. Y.
 Eastern Amplifier Corp., 794 E. 140th St., New York 54, N. Y.
 Eastern Transformer Co., 147 W. 22nd St., New York 11, N. Y.
 Eby, Inc., Hugh H., 4700 Stenton Ave., Philadelphia 44, Pa.
 Eclipse Mfg. Co., Inc., 294 E. 137th St., New York 54, N. Y.
 Eicor, Inc., 1501 W. Congress St., Chicago 7, Ill.
 Electric Soldering Iron Co., Inc., Deep River, Conn. ESICO
 Electrical Industries, Inc., 44 Summer Ave., Newark, N. J.
 Electrical Reactance Corp., 49 Elm St., Franklinville, N. Y. HI-Q
 Electro Products Labs., 549 W. Randolph St., Chicago, Ill.
 Electronic Corp. of America, 353 W. 48th St., New York, N. Y.
 Electronic Creations Co., Inc., 367 Greenwich St., New York 13, N. Y.
 Electronic Development Co., 4420 N. 23rd St., Omaha 11, Nebr. DALE
 Electronic Development Laboratory, 2655 W. 19th St., Chicago 8, Ill. EDL
 Electronic Engineering Service, P.O. Box 72, Ridgewood, N. J.
 Electronic Indicator Corp., 53 Wyckoff St., Brooklyn 2, N. Y. ELINCOR
 Electronic Instrument Co., Inc., 926 Clarkson Ave., Brooklyn 3, N. Y. EICO
 Electronic Laboratories, Inc., 24 W. 24th St., Indianapolis 8, Ind.
 Electronic Measurement Corp., 423 Broome St., New York, N. Y.
 Electronics, Inc., 73-39 68th Ave., Middle Village, N. Y.

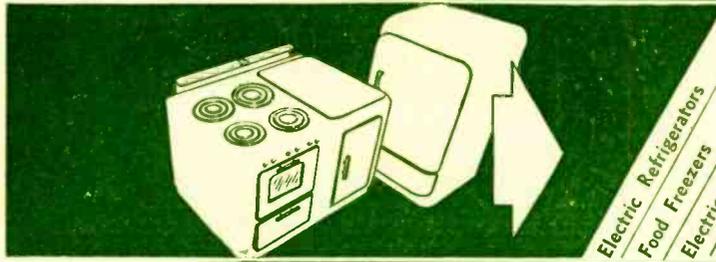
Parts and Equipment for



Accessories, Connectors, Cords, Hdwr.,
 Stamped Parts, Sockets, Supplies
 Antennas and Sound Systems
 Batteries & Accessories
 Books, Dry and Wet
 Cabinets, Dials and Wires
 Capacitors and Cores
 Capacitors, Fixed, Noise Eliminators
 Changers, Variable
 Chargers, Variable
 Phones, Players
 Cables, D.C. Racks, Receivers
 Cells, R.F. IF
 Controls, Auto Radio, Interests, Gen.
 Controls, Volume, Converters
 Dials, Quartz, Resistors
 Filters, Knobs
 Intercommunicating Systems
 Lenses, TV
 Lights (dial and pilot)
 Microphones and Pilots
 Motors, Turbines
 Photo, Turbines
 Relays
 Servicing Equipment
 Speakers and Parts, Headphones
 Horns, Baffles
 Switches
 Tools
 Traps, TV Interference Eliminator
 Transformers, Chokes, Magnetic Coils
 Tubes
 Tuning Units, Parts
 Vibrators
 Wire and Cable

Ohio Carbon Co., 12509 Berea Rd., Cleveland 11, Ohio OHIOHM.
 OHIOHM—See Ohio Carbon Co.
 Ohmite Mfg. Co., 4335 W. Flournoy St., Chicago 44, Ill.
 Omicron Electric Co., 718 Columbus Ave., New York 25, N. Y.
 Onan & Sons, Inc., D. W., 43 Royalston Ave., N., Minneapolis 5,
 Operadio Mfg. Co., St. Charles, Ill.
 Opti-Gem, Inc., 320 E. 39th St., New York, N. Y.
 Orthon Corp., 196 Albion Ave., Paterson 2, N. J.
 Otis Radio & Electric Corp., 918 Central St., Hawarden, Iowa
 Packard-Bell Co., 3443 Wilshire Blvd., Los Angeles 5, Calif.
 Pa-Kette Electric Co., Kearney, Nebr.
 Pan American Electric Co., 2912 Atlantic Ave., Brooklyn 7, N. Y.
 Paramount Television Corp., 14 New Hyde Park Rd., Franklin
 Square, L. I., N. Y.
 Park Metalware Co., Inc., Bank St., Orchard Park, N. Y. XCELITE
 Par-Metal Products Corp., 32-62 49th St., Long Island City 3, N. Y.
 Peerless Electrical Products Div., Altec Lansing Corp., 6920
 McKinley Ave., Los Angeles 1, Calif.
 Perfection Electric Co., 829 S. State St., Chicago 5, Ill.
 Permoflux Corp., 4900 W. Grand Ave., Chicago 39, Ill.
 Phalo Plastics Corp., 25 Foster St., Worcester 8, Mass.
 Philco Corp., C & Tioga Sts., Philadelphia 34, Pa.
 Phil-Mar Mfg. Corp., 6517 N. Clark St., Chicago 28, Ill.
 Philson Mfg. Co., Inc., 156 Chambers St., New York 7, N. Y.
 Photobell Co., 116 Nassau St., New York 7, N. Y.
 PHOTOFACT FOLDERS—See Sams & Co., Howard W.
 Pickering & Co., Inc., 309 Woods Ave., Oceanside, N. Y.
 Pioneer Electric & Research Corp., 7212 Circle Ave., Forest Park,
 Ill.
 Pioneer Scientific Corp., 295 Lafayette St., New York 12, N. Y.
 POLAROID
 Planet Radio Mfg. Corp., 6508 Euclid Ave., Cleveland 3, Ohio
 Plastoid Corp., 42-61 24th St., Long Island City 1, N. Y.
 Plymold Corp., Washington Mills, Lawren Mass.
 POLAROID—See Pioneer Scientific Corp.
 Poray, Inc., 3369 W. Grand Ave., Chicago 51, Ill.
 Potter & Brumfield Sales Co., 549 W. Washington Blvd., Chicago 6,
 Potter Radio Co., 1312-1314 McGee St., Kansas City 6, Mo.
 Precise Mfg. Co., 24-34 New Chambers St., New York 7, N. Y.
 Precision Apparatus Co., 92-27 Horace Harding Blvd., Elmhurst,
 L. I., N. Y.
 Precision Electronics, Inc., 641 N. Milwaukee Ave., Chicago, Ill.
 Premax Products Div., Chisholm-Ryder Co., Inc., College &
 Highland Aves., Niagara Falls, N. Y. CORULITE
 Premier Crystal Laboratories, Inc., 63 Park Row, New York 7, N. Y.
 Premier Electronic Laboratories, 382 Lafayette St., New York 3,
 Presto Recording Corp., P.O. Box 500, Hackensack, N. J.
 Public Operating Corp., 100 W. 42nd St., New York 18, N. Y.
 Pyramid Electric Co., 155 Oxford St., Paterson 2, N. J.
 Quam Nichols Co., 33rd Place & Cottage Grove Ave., Chicago 16,
 Ill.
 Racon Electric Co., Inc., 52 E. 19th St., New York 3, N. Y.
 Rad-El-Co Mfg. Co., 6300 Euclid Ave., Cleveland 3, Ohio
 Radex Corp., 2076 Elston Ave., Chicago 14, Ill.
 Radiart Corp., 3571 W. 62nd St., Cleveland 2, Ohio
 Radio City Products Co., 152 W. 25th St., New York 1, N. Y.
 Radio Components Distributors, Inc., 3222 Armitage Ave., Chicago
 39, Ill.
 Radio Condenser Co., Davis & Copewood St., Camden 4, N. J.
 Radi Corp. of America, Tube Dept., 415 S. 5th St., Harrison, N. J.
 Radio Craftsmen, Inc., 1341 S. Michigan Ave., Chicago 5, Ill.
 Radio Engineering Labs., Inc., 35-54 36th St., Long Island City 1,
 N. Y.
 Radio Frequency Labs., Inc., Boonton, N. J.
 Radio Mfg. Engineers, Inc., 300 First Ave., Peoria 6, Ill.
 Radiomarine Corp. of America, 75 Varick St., New York 13, N. Y.
 Radio Merchandise Sales, 550 Westchester Ave., Bronx 55, N. Y.
 Radio-Music Corp., 84 S. Water St., Port Chester, N. Y.
 Radio Receptor Co., 251 W. 19th St., New York 11, N. Y.
 Radio Sonic Corp., 186 Union Ave., New Rochelle, N. Y.
 Radio Specialty Mfg. Co., Portland, Ore.
 Radio Television Products Corp., Grass Lake, Mich. RATEL
 Rauland Corp., 4245 N. Knox Ave., Chicago 41, Ill.
 Ray-O-Vac Co., 212 E. Washington St., Madison 10, Wis.
 Raytheon Mfg. Co., 55 Chapel St., Newton 58, Mass.
 Raytone Electronic Co., 25 Frankfort St., New York 7, N. Y.
 RCA Victor Div., Radio Corp. of America, Camden, N. J.
 Rea Magnet Wire Co., Inc., E. Pontiac St., Extended, Ft. Wayne 4,
 Ind.
 Recora Co., 7419 S. Western Ave., Chicago 38, Ill. TELE-COM
 Reiner Electronics Co., 152 W. 25th St., New York, N. Y.
 Rek-O-Kut Co., Inc., 38-01 Queens Blvd., Long Island City 1, N. Y.
 Remington Radio Corp., 80 Main St., White Plains, N. Y.
 REMBRANDT
 Resistance Products Co., 714 Race St., Harrisburg, Pa.
 Rich Mfg. Co., D. B., 6217 N. Melvina Ave., Chicago 30, Ill.
 Rider Publisher, Inc., John F., 404 4th Ave., New York 16, N. Y.
 Riggs & Jeffreys, Inc., 140 Glenridge Ave., Montclair, N. J.
 ELECTRON BELL
 Rittenhouse Co., Inc., Honeoye Falls, N. Y.
 Roberts Industries, Fitzwater St., Salisbury, Md.
 Robson-Burgess Co., Omaha, Nebr.
 Roger Television, Inc., 366 Madison Ave., New York 17, N. Y.
 Rola Co., The, 2530 Superior Ave., Cleveland, Ohio
 Roller-Smith, 1766 W. Market St., Bethlehem, Pa.
 Ross Mfg. Co., 300 Montgomery St., San Francisco 4, Calif.
 Rostan Corp., 202 E. 44th St., New York 17, N. Y. TRIG
 TOWERS
 Rowe Industries, 1702 Wayne St., Toledo 9, Ohio

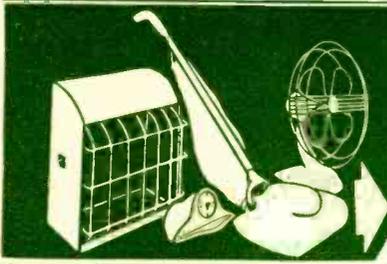
Electric Kitchen Appliances



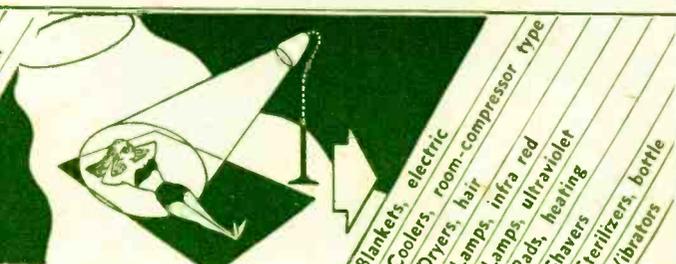
Electric Refrigerators
 Food Freezers
 Electric Ranges
 Electric Dishwashers
 Electric Water Heaters
 Table Broilers
 Waffle Irons
 Grill-Wafflers
 Sandwich Grills
 Coffee Makers
 Food Mixers
 Table Mixers
 Toasters
 Roasters
 Water Coolers
 Liquefiers
 Disposal Units
 Metal Cabinets
 Barbeque
 Ice Cube Trays

Linde-nann & Hvarson Co., A. J., 691 W. Cleveland Ave., Milwaukee 7, Wis.
 Luloff Co., Bernard M., 249 Flatbush Ave., Ext., Brooklyn 1, N. Y.
 Lyon Metal Products, Inc., Aurora, Ill.
 MacArthur Products, Inc., 34 Front St., Indian Orchard, Mass. THERMAC
 Mac-Lane Mfg. Co., 200 Oliver St., Newark 5, N. J.
 Malleable Iron Range Co., Beaver Dam, Wis. MONARCH
 Manning Swann & Co., Meriden, Conn.
 Marlin Mfg. Co., Inc., 37 E. 21 St., New York 10, N. Y. RITZ
 Marquette Appliances, Inc., 307 E. Hennepin Ave., Minneapolis 14, Minn.
 Master Co. Luxe Stove Works, 5979 Broadway, Chicago 40, Ill.
 Maxwell Electric Products, 1660 N. Western, Hollywood 27, Calif. DOGMASTER
 Maytag Co., Newton, Iowa
 McGray Refrigerator Co., Kendallville, Ind.
 Merit-Made, Inc., 27 Franklin St., Buffalo 3, N. Y.
 Metal Ware Corp., 1702 Monroe St., Two Rivers, Wis. EMPIRE
 Midwest Mfg. Co., Galesburg, Ill.
 Miracle Electric Co., Div. Miracle Products, Inc., 39 S. State St., Chicago 3, Ill.
 Modern Water Equipment Co., Rt. 64 at E.J. & E.R.R., West Chicago, Ill.
 Monitor Equipment Corp., 640 W. 249th St., New York 63, N. Y.
 Marlon Mfg. Co., 5125 W. Lake St., Chicago 44, Ill.
 National Acoustic Products, 120 N. Green St., Chicago 7, Ill.
 National Die Casting Co., Touhy & Lawndale Ave., Chicago 45, Ill. JUICE KING
 National Enameling & Stamping Co., 270 N. 12th St., Milwaukee 1, Wis. NECO
 National Stamping & Electric Works, 3250 W. Lake St., Chicago 24, Ill. WHITE CROSS
 Naxon Utilities Corp., 3890 W. Touhy Ave., Chicago 45, Ill.
 Newark Appliance Corp., 92 S. 6th St., Newark 7, N. J. PRINCE33
 Noblitt-Sparks Industries, Inc., 1513 13th St., Columbus, Ind. ARVIN
 Norge Div. Borg-Warner Corp., 670 E. Woodbridge St., Detroit 28, Mich.
 Northwyck House, 18 E. 33rd St., New York 16, N. Y.
 Orley Freezers, Inc., 475 Schaefer R.I., Detroit 25, Mich.
 Paley Mfg. Corp., 214 Herkimer St., Brooklyn 16, N. Y.
 Paragon Utilities Corp., 59 Van Dam St., Brooklyn 22, N. Y.
 Philco Corp., Tioga & O Sts., Philadelphia 34, Pa.
 Plastray Corp., 823 Fisher Bldg., Detroit 2, Mich.
 Portable Elevator Mfg. Co., 920 E. Grove St., Bloomington, Ill. FREEZ-ALL PELCO
 Precision Mfg. Co., Inc., 89 King St., Dover, N. J. RAINBOW
 Presteline Products Div., Pressed Steel Car Co., 693 Lake Shore Drive, Chicago
 Prevore Electric Mfg. Corp., Prevore Bldg., Fulton St. at Clinton Ave., Brooklyn
 Proctor Electric Co., 3rd St. & Hunting Park Ave., Philadelphia 40, Pa.
 Radiant Heater Corp., 521 Fifth Ave., New York 17, N. Y.
 Radiron Corp., 213 S. 3rd St., Miamisburg, Ohio. ROSEBUD
 Ranney Refrigerator Co., E. Charles St., Greenville, Mich.
 Refrigerated Equipment Sales Corp., 19 W. 44th St., New York 18, N. Y.
 Refrigeration Corp. of America, Div. of Noma Electric Corp., 55 W. 13th St., New York 11, N. Y. FRIGID-FREEZE
 Republic Molding Corp., 4641 W. Lexington Ave., Chicago 44, Ill. ROTO-TRAY
 Rheem Mfg. Co., 570 Lexington Ave., New York 22, N. Y.
 Rival Mfg. Co., 15th & Wabash, Kansas City 1, Mo. BROIL-O-MAT
 JUICE-O-MAT
 Roberts & Mander Corp., Hatboro, Pa. QUALITY
 Robeson Rochester Corp., 46 Sager Drive, Rochester 7, N. Y. ROYAL ROCHESTER
 Rotiss-O-Mat Corp., 22-15 Stainway St., Astoria 5, N. Y.
 Royal Family Kitchenware, 2787 E. 14th St., Brooklyn, N. Y.
 Rutenber Electric Co., Marion, Ind. MARION
 Samson United Corp., 1700 University Ave., Rochester 10, N. Y.
 Sanitary Refrigerator Co., 105 Oak Place, Fond du Lac, Wis.
 Schaefer, Inc., Milwaukee, Wis. PACKAWAY
 Schelm Bros., Inc., 201 Anna St., E. Peoria 8, Ill. POLAR-FREEZE
 Shirley Corp., Indianapolis, Ind.
 Silex Co., 80 Pliny St., Hartford 2, Conn.
 Son-Chief Electrics, Inc., Winsted, Conn.
 Speedee Co., 99 E. 4th St., New York 3, N. Y.
 Sperti Faraday, Inc., Beech & Kenilworth, Cincinnati 12, Ohio
 Standard Hygrade Electric Co., Inc., 1372 39th St., Brooklyn 18, N. Y. TELE-HEET
 Stern-Brown, Inc., 42-24 Orchard St., Long Island City 1, N. Y. SUPERSTAR
 Sunbeam Corp., 5300 Roosevelt R.I. Chicago 50, Ill. MIXMASTER
 Sunroc Refrigeration Co., Glen Riddle, Pa.
 Swartzbaugh Mfg. Co., 1336 W. Bancroft St., Toledo 6, Ohio. EVERHOT
 Temprite Products Corp., 47 Piquette Ave., Detroit 2, Mich.
 Thermador Electrical Mfg. Co., 5119 District Blvd., Los Angeles 22, Calif.
 Therm-Broiler Co., 23 Flatbush Ave., Brooklyn 17, N. Y.
 Thermo Electric Corp. of America, 55 W. 42nd St., New York 18, N. Y. THERMOJET
 Thermogray Co., Jefferson, Iowa
 Therm-O-Matic, Inc., 104 Park Row, New York 8, N. Y.
 Thor Corp., 2115 South 54th Ave., Chicago 59, Ill.
 Toastmaster Products Div., M-Graw Electric Co., Elgin, Ill.
 Toast-O-Lator Co., Inc., 19-23 Jackson Ave., Long Island City 1, N. Y.
 Toastwell Co., 620 Tower Grove Ave., St. Louis 10, Mo.
 Tri-Boro Enterprises, Inc., Corona, L. I., N. Y.
 Trutone Products Co., 303 W. 42nd St., New York 18, N. Y.
 Tyler Fixture Corp., Niles, Mich. HARDERFREEZE
 Verplex Co., Middlesex Turnpike, Essex, Conn.
 Vidrio Products Co., 134 W. 51th St., Chicago 9, Ill.
 Waring Products Corp., 545 Fifth Ave., New York 17, N. Y.
 Warren-Simpson Industries, Inc., 110 E. 3rd St., Mt. Vernon, N. Y.
 Weber Showcase & Fixture Co., 5709 Avalon Blvd., Los Angeles 54, Calif.
 Welko, Inc., 219 W. Chicago Ave., Chicago 10, Ill. HEET-WEL
 Westinghouse Electric Corp., Electric Appliance Div., Mansfield, Ohio
 White Products Corp., Mid-Heville, Mich.
 Whiting Corp., 33 S. Clark St., Chicago 3, Ill.
 Wilson Refrigeration, Inc., Smyrna, Del.
 Winpower Mfg. Co., Newton, Iowa. EVERFRESH
 York Corp., York, Pa.
 Youngstown Kitchens, Div. Mullins Mfg. Corp., Warren, Ohio

Electric Household and Health Appliances



Bulbs, Incandescent
Bulbs, Fluorescent
Chimes, Door
Cleaners, Hand
Cleaners, Tank
Clocks, Electric
Fans, Brush Driven, Upright
Fans, Circulating
Heaters, Exhaust
Heaters, Space
Heaters, Space Combination



Blankets, electric
Coolers, room-compressor type
Dryers, hair
Lamps, infra red
Pads, heating
Shavers
Sterilizers, bottle
Vibrators

LaSalle Lighting Products, Inc., Buffalo 3, N. Y.
Lasko Metal Products, Inc., West Chester, Pa.
Lau Blower Co., 2007 Home Ave., Dayton 7, Ohio
LeJohn Mfg. Co., 111 22nd St., Huntington, W. Va.
Lemarc Products, Inc., 7 Boerum St., Brooklyn 6
Lewyt Corp., 80 Broadway, Brooklyn 11, N. Y.
Littelfuse, Inc., 4757 Ravenswood Ave., Chicago 40,
Luloff Co., Bernard M., 249 Flatbush Ave., Ext.,
Brooklyn 1, N. Y.
Markel Electric Products, Inc., Buffalo 3, N. Y.
Mastercrafters Clock & Radio Co., Chicago, Ill.
Matchless Electric Co., 1423 W. Lake St., Chicago 7
McAllister-Ross Corp., 135 S. LaSalle St., Chicago 3
Meir Electric & Machine Co., 3523 E. Washington
St., Indianapolis 7, Ind. F.I.L.T.-R.-F.A.N.
Mell-O-Chime & Signal Corp., Chicago 6, Ill.
Metal-Tex Corp., 1600 Junction Ave., Racine, Wis.
Miller Clock Co., Howard, Zeeland, Mich.
Mimar Products, Inc., 138 Spencer St., Brooklyn 5
Mimms Co., E. N., 1013 E. Broadway, Louisville 4
Miracle Electric Co., Div. Miracle Products, Inc., 36
S. State St., Chicago 3, Ill.
Monitor Equipment Corp., 640 W. 249th St., N. Y.
Morrow Co., 400 W. Madison St., Chicago 6, Ill.
Morton Appliance Co., Chicago 11, Ill.
Motionair, Inc., 2438 E. 55th St., Los Angeles 11
National Appliance Co., 4814 W. Vernon Highway,
Detroit 9, Mich.
National Die Casting Co., Chicago 45, Ill.
National Enameling & Stamping Co., 270 N. 12th St.,
Milwaukee 1, Wis. NESCO
National Engineering & Mfg. Co., 213 W. 19th St.,
Kansas City 8, Mo.
Nelson Corp., Herman, Moline, Ill.
New Haven Clock & Watch Co., 133 Hamilton St.,
New Haven, Conn.
Noblett-Sparks Industries, Inc., Columbus, Ind.
ARVIN
Norge Div., Borg Warner Corp., Detroit 26, Mich.
Nu-Tone, Inc., Merchandise Mart, Chicago 54, Ill.
Pearlman Mfg. Co., 123 N. 3rd St., Philadelphia 6,
Peerless Electric Co., Market St., Warren, Ohio
Pennwood Numechron Co., 7249 Frankstown Ave.,
Pittsburgh 8, Pa. NUMECHRON
Portable Electric Heater Co., 424 Benton, Detroit 1,
Prevore Electric Mfg. Corp., Prevore Bldg., Fulton
St. at Clinton Ave., Brooklyn 16, N. Y.
Queen Stove Works, Inc., Albert Lea, Minn.
REA Engineering & Mfg. Corp., 104 Fox St., Aurora,
Ill. CALIENTE
Regina Corp., 54 W. Cherry St., Rahway 1, N. J.
Rheem Mfg. Co., 570 Lexington Ave., New York 22
Rittenhouse Co., Inc., East St., Honeye Falls, N. Y.
Robbins & Myers, Inc., Springfield, Ohio
Robeson Rochester Corp., 46 Sager Drive, Rochester
Samson United Corp., 46 Sager Drive, Rochester 10, N. Y.
Scott & Fetzer Co., W. 114th & Locust Ave., Cleve-
land 2, Ohio. KIRBY
Seco-Lite Mfg. Co., 4916 Easton Ave., St. Louis 13
Sessions Clock Co., 61 E. Main St., Forestville, Conn.
Seth Thomas Clocks Div., General Time Instruments
Corp., Thomaston, Conn.
Signal Electric Mfg. Co., Menominee, Mich.
Smith Mfg. Co., Inc., F. A., Union & Augusta Sts.,
Rochester 2, N. Y. FASCO
Solar Electric Corp., 121 Central Ave., Warren, Pa.
Son-Chief Electrics, Inc., Winsted, Conn.
Speedee Co., 99 E. 4th St., New York 3, N. Y.
Spertl Faraday, Inc., Cincinnati 12, Ohio
Sprouse Co., Inc., V. E., Columbus, Ind.
Stewart Mfg. Co., 3209 E. Washington St.,
Indianapolis 1, Ind.
Sutton Corp., O. A., 1812 W. 2nd St., Wichita 2,
Kansas. VORNADO
Swanson Tool & Machine Products, Erie, Pa.
Swartzbaugh Mfg. Co., 1336 W. Bancroft St., Toledo
6, Ohio. EVERHOT
Sylvania Electric Products Co., 500 Fifth Ave., N. Y.
Telechron Corp., Ashland, Mass.
Thermador Electrical Mfg. Co., 5119 District Blvd.,
Los Angeles 22, Calif.
Thomson & Bishop, Takoma Park, Md.
Titan Mfg. Co., 290 Terrace, Buffalo 2, N. Y.
Trilmont Products Co., Philadelphia 3, Pa.
Trutone Products Co., 303 W. 42nd St., New York
Verd-A-Ray Corp., 615 Front St., Toledo 5, Ohio
Victor Electric Products, Inc., Cincinnati 9, Ohio
Wade-Youmans Co., 223 Hester Ave., Alliance, Ohio
Warren-Simpson Industries, Inc., Mt. Vernon
Welch Co., W. W., Glenn Bldg., Cincinnati 2, Ohio
Westelox Div., General Time Instrument Corp.,
LaSalle, Ill.
Westinghouse Electric Corp., Lamp Div., Bloomfield
Westinghouse Electric Corp., Mansfield, Ohio
Winslow Mfg. Co., 114 Manhattan St., Stamford
Wright, Inc., 2233 University Ave., St. Paul 4, Minn.

Airtemp Div., Chrysler Corp., 1119 Leo St., Dayton 1, Ohio
American Electrical Appliance Corp., 1274 52nd St.,
Brooklyn 19, N. Y.
Berger Electric Co., 109-01 72nd Rd., Forest Hills, L. I.
Carrier Corp., 300 S. Geddes St., Syracuse 1, N. Y.
Casco Products Corp., 512 Hancock Ave., Bridgeport 2,
Conn.
Champion Lamp Works, 600 Broad St., Lynn, Mass.
Dominion Electric Corp., 120 N. Elm St., Mansfield, Ohio
Duro Test Corp., 2321 Boulevard, N. Bergen, N. J.
Eagle Electric Mfg. Co., Inc., 23-10 Bridge Plaza, Long
Island City 1, N. Y.
Electric Steam Radiator Corp., 1 Electric Ave., Paris, Ky.
ELECTRESTEEM
Electrical Industries, Inc., 42 Summer Ave., Newark, N. J.
ELECTRA-SERVE
Eureka Williams Corp., Bloomington, Ill.
EVERHOT—See Swartzbaugh Mfg. Co.
Feddiers-Quigan Corp., 57 Tonawanda St., Buffalo 7, N. Y.
Fiske Products, Inc., 12 Maple Ave., Mt. Kisco, N. Y.
Franklin Co., L. K., 1241 S. Hill St., Los Angeles 15, Calif.
Frigidaire Div., General Motors Corp., 300 Taylor St.,
Dayton 1, Ohio
General Electric Co., 1285 Boston Ave., Bridgeport 2
General Electric Co., 5 Lawrence St., Bloomfield, N. J.
General Electric Co., Nela Park, Cleveland 12, Ohio
Gravin Corp., 107 E. Main St., Rochester 4, N. Y.
Guth Co., Edwin F., 2615 Washington Ave., St. Louis, Mo.
Hamilton Beach Co., Racine, Wis.
Hankcraft Co., 1007 E. Washington Ave., Madison 3,
Hanovia Chemical & Mfg. Co., Chestnut St. & N. J. R.R.
Ave., Newark 5, N. J.
Hytron Radio & Electronics Corp., 76 Lafayette St.,
Salem, Mass.
Knapp-Monarch Co., 3501 Bent Ave., St. Louis 16, Mo.
Landers, Frary & Clark, 47 Center St., New Britain, Conn.
UNIVERSAL
LeJohn Mfg. Co., 111 22nd St., Huntington, W. Va.
Lektron Corp., 525 W. 45th St., New York 19, N. Y.
CORONET
Lemarc Products, Inc., 7 Boerum St., Brooklyn 6, N. Y.
Lobl Mfg. Co., Middleboro, Mass.
Manning, Bowman & Co., Pratt & Miller Sts., Meriden,
Conn.
Metal Ware Corp., 1702 Monroe St., Two Rivers, Wis.
EMPIRE
Miracle Electric Co., Div. Miracle Products, Inc., 36 S.
State St., Chicago 3, Ill.
Mitchell Mfg. Co., 2525 Clybourn Ave., Chicago 14, Ill.
Monitor Equipment Corp., 640 W. 249th St., New York
Morton & Associates, Inc., Henry J., Boulevard Bldg.,
Detroit, Mich.
National Stamping & Electric Works, 3250 W. Lake St.,
Chicago 24, Ill. WHITE CROSS
Orley Freezers, Inc., 475 Schaefer Rd., Detroit 25, Mich.
Palmer Mfg. Corp., 2200 W. Filmont, Phoenix, Ariz.
SNO BREEZE
Penetray Corp., 615 Front St., Toledo 5, Ohio
Philco Corp., Tioga & C Sts., Philadelphia 34, Pa.
Pleasantaire Corp., Tower Bldg., Washington 5, D. C.
NORTHWIND
Proctor Electric Co., 3rd St. & Hunting Park Ave., Phila.
Racine Universal Motor Co., 1637 Goold St., Racine
Radiant Heater Corp., 521 Fifth Ave., New York 17, N. Y.
REA Engineering & Mfg. Corp., 104 Fox St., Aurora, Ill.
Remington Rand, Inc., Bridgeport, Conn.
Rheem Mfg. Co., 570 Lexington Ave., New York 22, N. Y.
Samson United Corp., 1700 University Ave., Rochester
Schick, Inc., 45 Garden St., Stamford, Conn.
Simmons Co., 1 Park Ave., New York 17, N. Y.
Simon Engineering Co., P.O. Box 508, New Haven,
Solar Electric Corp., 121 Central Ave., Warren, Pa.
Son-Chief Electrics, Inc., Winsted, Conn.
Spertl Faraday, Inc., Beech St. at Kenilworth Ave., Cin-
cinnati 12, Ohio
Sunbeam Corp., 5600 Roosevelt Rd., Chicago 50, Ill.
Sun Kraft, Inc., 215 W. Superior St., Chicago 10, Ill.
Sutton Corp., O. A., 501 KFH Bldg., Wichita, Kansas
Swartzbaugh Mfg. Co., 1336 W. Bancroft St., Toledo 6
United Thermostable Corp., 16 W. 60th St., New York 23
UNIVERSAL—See Landers, Frary & Clark
Verd-A-Ray Corp., 615 Front St., Toledo 5, Ohio
Walker Co., Middleboro, Mass.
Warren-Simpson Industries, Inc., 110 E. 3rd St., Mt.
Vernon, N. Y. AIR-FLO
Westinghouse Electric Corp., Lamp Div., Bloomfield
Westinghouse Electric Corp., 246 E. 4th St., Mansfield,
Ohio
WHITE CROSS—See National Stamping & Electric
Works
York Corp., York, Pa.

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- RECORDS DIRECT FROM RADIO
- RECORD PLAYER. Plays 10" & 12" records
- RECORDS DIRECT FROM PHONOGRAPH
- 5-TUBE AMPLIFIER (including rectifier)
- Automatic shut-off at end of play or rewind of wire
- Crystal mike for hand, table or stand
- Rewind speed: 6 times forward speed
- Erases automatically when recording over used wire
- Safety lock prevents accidental erasure
- Covered in leatherette. Luggage-type carrying case
- Weighs 30 lbs. • 5" Alnico V P.M. speaker
- Complete with these extras: Two spools of 15-minute wire and cable for radio attachment

AIR KING has the "know-how"!

BUILDERS OF FINE RADIOS for 28 years, AIR KING likewise pioneered the Wire Recorder. From the time of its drawing-board inception, AIR KING engineers laboriously strived for that perfect, popular-priced Wire Recorder . . . the recorder that guarantees vivid reproduction . . . and versatility to meet all uses. As a result of these years of concentrated effort toward perfection and the thousands upon thousands of AIR KING Wire Recorders still giving matchless service, the AIR KING is your best Wire Recorder buy.

AIR KING has the experience!

AIR KING PRODUCTS CO., INC., 170 53rd ST., BROOKLYN 32, N. Y. • Export Address: Air King International, 75 West St., New York 6, N. Y.

AIR KING RADIO

Division of HYTRON RADIO & ELECTRONICS CORP.

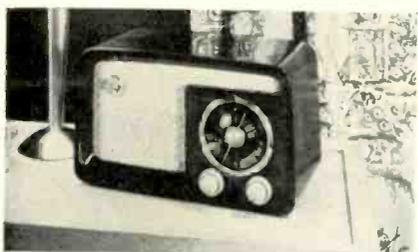
The Royalty of Radio Since 1920



New Radio and TV Lines

GE TABLE MODELS

Model 210 table FM-AM radio shown has rosewood plastic cabinet. Lists in the

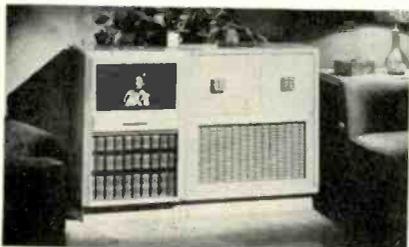


East for \$64.95. Set has six tubes plus rectifier.

Model 212 table FM-AM radio has an eastern list price of \$74.95. Cabinet of walnut, with lighted dial housed in projecting overlay of white plastic. Set has six tubes plus rectifier. General Electric Co., Electronics Park, Syracuse, N. Y.—RADIO & TELEVISION RETAILING

Magnavox TELEVISION MODELS

Line includes both combination television-radio-phonograph models and separate television units. "Modern Symphony" console television receiver, shown, with 12½ inch Magna-



scope serve as a companion piece to the "Modern Symphony" radio-phono. Both pieces retail for \$855.00. The television unit alone is \$445.

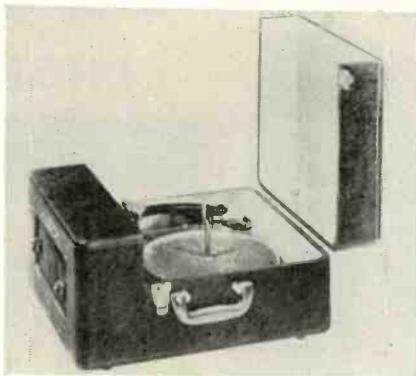
"Cosmopolitan" radio-phonograph as a modular television unit designed for use with the set, with 12½ inch Magnascope. The complete grouping is \$885.00.

"Berkeley" television receiver is designed as an identically matching cabinet to be paired with the Magnavox "Berkeley" radio-phonograph, at \$470. For use with the "Windsor Imperial" combination, the company designed a "Windsor Imperial" breakfront bookcase television receiver, with 12½ inch Magnascope. The set which incorporates auditorium-type speaker system, AM-FM short wave and wire recorded, retails at \$1750.00.

The "Embassy" is a combination television-radio-phonograph AM-FM radio, features 20-watt amplifier, two high fidelity speakers and automatic record changer. The set is priced at \$950. Magnavox Co., Ft. Wayne, Ind.—RADIO & TELEVISION RETAILING

Webster-Chicago PHONOGRAPH

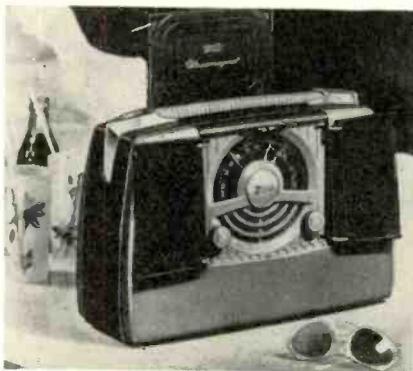
Portable automatic phonograph model 161, housed in all-wood case covered with burgandy leatherette. Will play full stack of records with cover closed; controls on outside. Set



features model 148 record player, black nylon needle. List price \$49.50 East of Rockies. Webster-Chicago Corp., 5610 W. Bloomingdale Ave., Chicago 39, Ill.—RADIO & TELEVISION RETAILING

Zenith PORTABLE

Model 6G801 "pop-open" portable operates on AC/DC current or batteries. At the touch of a button, the twin doors open, the Wave-magnet goes into position above the cabinet, and the radio starts to operate. The set is finished in two-tone grey-beige plastic. Portable contains new "Dial Speaker," that puts



luminated dial and speaker in the same space. Detachable wavemagnet makes possible use of radio in a wide variety of places. Aluminum chassis makes for lightweight, unit with batteries, weighs 15½ lbs. Handle for easy carrying, presses down when not in use. Automatic volume control, battery-saver switch other features. Suggested retail price is \$54.70 less batteries. Zenith Radio Corp., 6001 W. Dickens Ave., Chicago 39, Ill.—RADIO & TELEVISION RETAILING

Tele-Tone RECORD PLAYERS

Model 182, portable record player, shown, is 12½ inches wide, 5½ inches high, 10½ inches

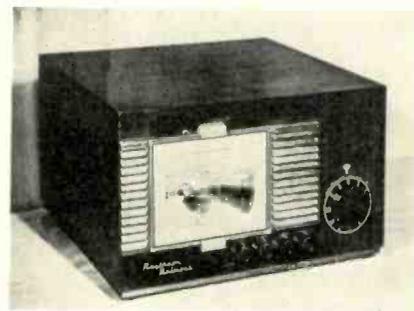


deep. Features: feather light tone arm; two tubes. Cased in simulated brown alligator, player retails at \$19.95.

Model 183 automatic phono player features 3 tube complement; feather light tone arm, push-pull output. It is 13 1/16 inches wide, 7 inches high, 12¾ inches deep. Plays 10 12-inch, or 12 10-inch records. In two-tone simulated leather case, set retails at \$34.95. Tele-Tone Radio Corp., 540 W. 58 St., New York, N. Y.—RADIO & TELEVISION RETAILING

Raytheon-Belmont TELEVISION RECEIVER

Table model television receiver which operates on AC or DC. Set has 17 tubes plus rectifier, with 7-inch direct view video tube. Genuine mahogany cabinet measures 17 x 16½ x



10½ inches. Set weighs 30 pounds. Suggested retail price \$179.95. Features: simplified pre-set tuning; automatic sight-sound station selector; adjustable to individual preference; low power consumption. Raytheon Mfg. Co., Inc., 60 E. 42 St., New York 17, N. Y.—RADIO & TELEVISION RETAILING

More New Radio Products in Following Pages



MILLIONS OF
AUTO RADIO OWNERS
ARE PROSPECTS

New! Universal!
PHILCO
REAR SEAT
SPEAKER
FOR ALL AUTO RADIOS
MAKES AND MODELS

GET *NEW PROFITS* FROM PRESENT OWNERS
GET *TWO PROFITS* FROM NEW BUYERS

Here it is, from Philco—the auto radio accessory you've long wanted. A new product to sell *present* auto radio owners as well as new buyers. One that's easily, quickly demonstrated, and offers the customer value far beyond its price. Yes, the new Philco Universal Rear Seat Speaker is a real *stopper*—worthy of a full scale promotion. Be first to break with it, profit from it in your area.

DOUBLES THE ENJOYMENT OF
ANY AUTO RADIO AT
SMALL COST

Just what every auto radio owner wants—finer reception—new easy listening for rear seat passengers—new clear, comfortable “living room” sound quality for *every* passenger, front and rear. They'll buy if you *tell* and *show* them why.

DEMONSTRATION SELLS IT!

Install one in your own car and see how it *sells itself* to any customer who hears it.

ASK YOUR PHILCO DISTRIBUTOR FOR THE BIG KIT OF PROMOTIONAL MATERIAL FOR YOUR LOCAL USE

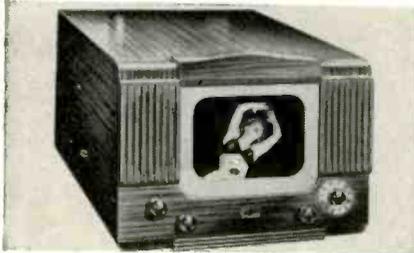
New Radio and TV Products

Philco COMBINATION

Model 1615 deluxe console combination housed in mahogany cabinet. Equipped for both the long-playing record and automatic changing of standard records. The player has the double tone arm, two speed motor and automatic record changer. The Philco scratch eliminator further reduces surface noise. The set has 11 tubes, plus rectifier, and offers standard and FM broadcasts. This model incorporates the Philco acoustical system, designed to produce the extended high frequency and low frequency range. Philco Corp., Philadelphia, Pa.—RADIO & TELEVISION RETAILING

Olympic TELEVISION SET, CONSOLE

Model TV 922 table-top television receiver, shown, has 52-inch direct-view screen. Features: 22 tubes, single knob controls all 13 channels, simple to operate; "frame-lock" image



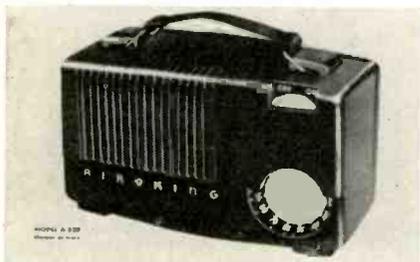
control circuit. Mahogany cabinet size: 20 1/4 inches wide, 13 1/4 inches high, 19 3/8 inches deep.

Television duplicator, model RTU-3 reproduces the picture and sound received by the master set. Has no tuning controls, has on-off switch and volume control for sound.

Chinese Chippendale model radio-combination features 9 tubes plus rectifier, standard and FM broadcast, automatic record changer, and Oriental designs hand decorated on a genuine mahogany cabinet. Available in ivory, black and chinese red. Lists \$495. Olympic Radio & Television Inc., 34-01 38 Ave., Long Island City 1, N. Y.—RADIO & TELEVISION RETAILING

Air King PORTABLE

Model A-520 3-way portable designed to withstand outdoor elements, and styled for home use as well. Features: Polystyrene cabinet, maroon trimmed with ivory or ivory trimmed with maroon; weighs 4 1/2 lbs. with



batteries; self-contained loop antenna; 4 tubes plus selenium rectifier; Size: 8 3/8 inches long, 4 7/8 inches high, 4 inches deep.

Lists for \$28.95 in Zone I, and \$30.40 in Zone II. Price does not include batteries. Air King Products Co., Inc., 170 53 St., Brooklyn 32, N. Y.—RADIO & TELEVISION RETAILING

De Wald RADIO-CLOCK COMBO

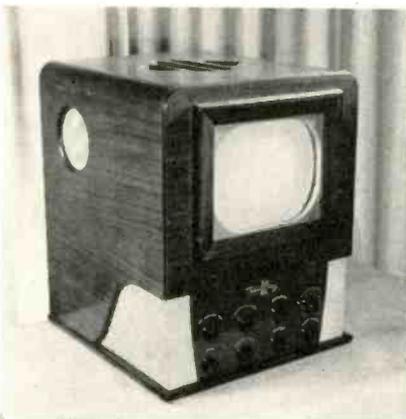
Radio and electric clock combination available in ivory, mahogany, maple and maroon. Housed in a Jewel lustre Catalin cabinet. Radio features four tubes, self-contained anten-



na, standard broadcast and police band, slide rule tuning dial. Clock features self-starting automatic electric operation, clear dial, precision engineered. De Wald Radio Mfg. Corp., 35-15 37 Ave., Long Island City 1, N. Y.—RADIO & TELEVISION RETAILING

Tele King TELEVISION LINE

Models range in size from 10-inch to 15-inch direct view receivers. Model BM 100 M, 15-inch tube, mahogany table model shown. All sets feature: maximum picture size; 13 channel reception; 30 tubes including 5 rectifiers; simplified controls; automatic frequency control; safety engineered; servicing facilitated by



two section chassis; good cabinet design. Table model sets range in price from \$249.50 to \$595.00 depending on the tube size and finish. Console models are available in the 10-inch tube size at \$295.00 to \$325.00, depending on the wood used. Prices quoted slightly higher some areas. Tele King Corp., 601 W. 26 St., New York 1, N. Y.—RADIO & TELEVISION RETAILING

Stromberg-Carlson TELEVISION RECEIVER

"Rochester," table model television-FM receiver, model TV 12 H1. The set contains a 12-inch direct view screen, affording a 72-square inch picture. The chassis is housed in a modern cabinet of matched mahogany veneers. A 5 1/2 inch speaker system, may be connected by a special adapter cord to a floor type radio or phonograph to take advantage of the unit's audio and speaker system. The "Rochester" lists for \$465 plus installation. Stromberg-Carlson Co., Rochester 3, New York—RADIO & TELEVISION RETAILING

Rek-O-Kut DISC RECORDER

12-inch disc recorder "Challenger" features: Master-Pro overhead feed mechanism; dual speed 12-inch turntable and chassis of aluminum castings; simple, instantaneous, posi-



tive speed change; high fidelity amplifier for recordings and playing back; 16-inch pickup arm permits playbacks of 12-inch records and 16-inch transcriptions; 8-inch speaker; self-oiling system. Priced at \$319.95. Rek-O-Kut Co., Inc., 38-01 Queens Boulevard, New York, N. Y.—RADIO & TELEVISION RETAILING

Dapco RADIO SPEAKERS

Model 51 "re-mote" home radio speaker gives reception from one radio in two or three other rooms, depending on the size of the sets. Two tone grey plastic case, 35 ft. wire, finger tip volume control. List price \$11.75.

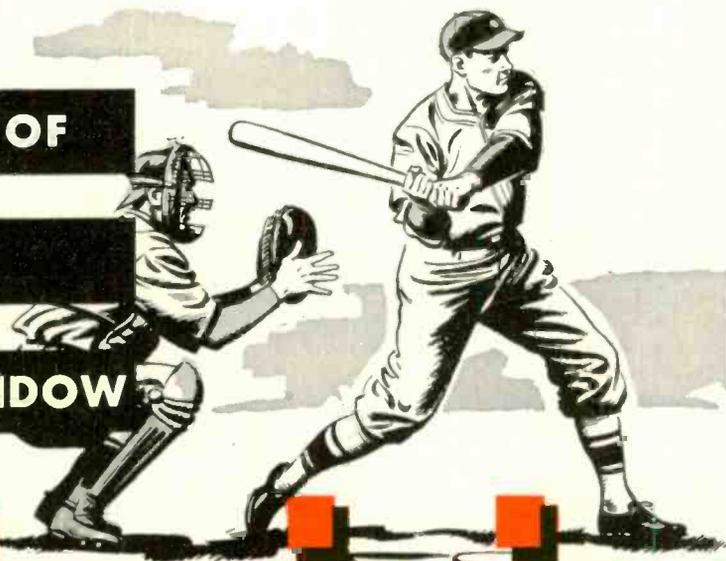
Model 50 rear seat car radio speaker sells for \$9.75. Is easily installed, and comes complete with 17 foot wire and fittings. Dapco Products, Inc., Defiance, O.—RADIO & TELEVISION RETAILING

See Elsewhere in
This Issue
for More New
Radio Products

A NEW LINE OF

ADVANCED

WONDER-WINDOW



Television

MODELS BY

Stewart-Warner

will be shown in

September

Stewart-Warner

AM RADIOS FM RADIO-PHONOGRAPHS • TELEVISION

CHICAGO 14



ILLINOIS

Shows Them TV in Missouri!

St. Louis Dealer Demonstrates in Store and in the Home—How His Successful Sales Campaign Works

• There is no real trick to television retailing success, providing the dealer covers "all of the angles", according to Isidore Rothman, head of Rothman Radio & Appliance Company, St. Louis, Missouri.

With his brothers Joe and Milton Rothman, Mr. Rothman operates four highly-specialized stores in the St. Louis area, each one tailored to the individual buying habits of the community surrounding. The company has more than 21 years experience behind it, incorporating radio servicing and sales, appliance merchandising, and specialty departments such as automobile radio installation, accessories, etc.

Sensing the possibilities of television early, chiefly because of the firm's large background of radio repair experience, the Rothman Radio & Appliance Company has been aggressively merchandising home television sets since the first television transmitting station was constructed in St. Louis a little more than two years ago.

Since V-J Day, the company has opened up two new stores, one in the better-income district of University City, a western St. Louis suburb, and another in the "middle-bracket" district along South Grand blvd., elsewhere in the city. Both of the latter stores are complete set up to sell television, with separate display rooms, and have been markedly successful in introducing many people to video entertainment who might otherwise never have seen it.

"Television retailing is merely a

matter of getting prospective purchasers to look at a set, and absorb an explanation of how it works," Mr. Rothman said. "Then, following up by showing the customer that he can afford to own one. Ever since we began handling television, it has been amazing to note how many homeowners feel that video

the average family, and prove to them that the expense is not too great, we will always make sales."

In addition to almost-daily use of newspaper advertising, equally split among appliances, records, radios and television, Rothman Radio & Appliance Company has utilized a string of clever



Dealer Joe Rothman, in a friendly conversation with a prospective customer, delivers a personal invitation to attend a "television party", promotional function designed to display and explain the sets.

is too expensive for them; all of them agreeably surprised when they find that the cost is well within their reach.

"We feel that as long as we can demonstrate television equipment to

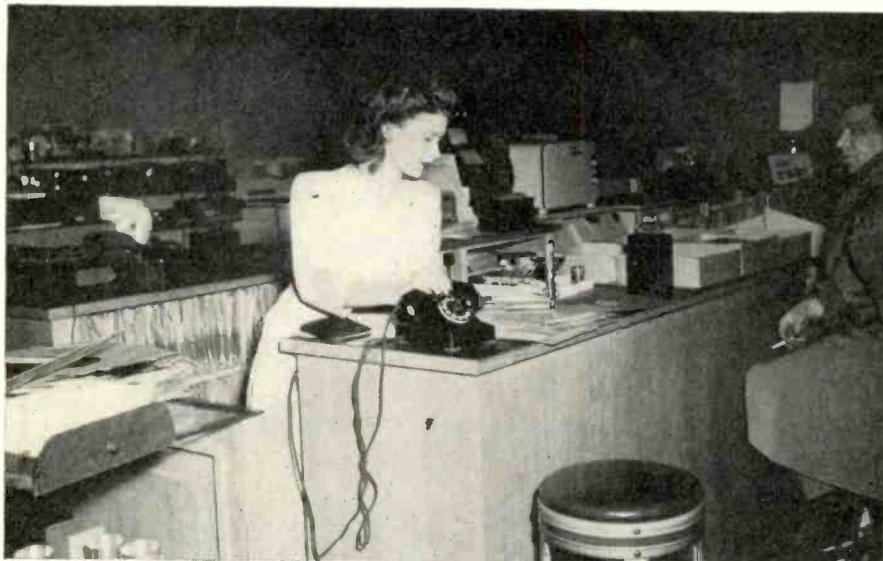
"stunts" to boost television sales. First, and probably most effective, is a continuous solicitation program which is carried out by a staff of two trained "telephone contact girls". Both chosen for well-modulated, friendly voices, the two girls spend the majority of their time telephoning a long list of thousands of previous Rothman customers—people who have already bought radios or appliances from the store, have been radio service customers, etc.

No "Cold" Leads

The list from which they make their calls is classified into districts by homeowners, the girls waste no time whatsoever in calling "cold" leads. Instead, each telephones the home, introduces herself to the housewife, and then extends a friendly invitation to the latter to visit any of the Rothman stores to see a television demonstration, or if she wishes, to make arrangements for a demonstration in her own home.

"The idea is simple," Mr. Rothman said. "The girls take it for granted that the housewife has probably never considered installing television in her own

(Continued on page 109)



The telephone plays an important part in the sales operation of the Rothman Radio and Appliance Company. Shown here is one of the two "telephone contact girls" talking with television set prospects.

Reason [#]6

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

Just as Du Mont is the outstanding leader in every phase of television, so is the Du Mont dealer recognized as the television leader in his community.

DUMONT

First with the Finest in Television

TELEVISION RECEIVER SALES DIVISION

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

Boost local sales in these 5 areas

with
the



This map shows how the Tribune divides the Chicago Metropolitan Market into five areas. On Sundays the Tribune issues five separate sections, each delivering some 200,000 circulation in each of these areas. Your co-operative advertising can list selected groups of *non-competing* dealers in each section. This means a localized, hard-selling campaign for each dealer . . . a bigger sales volume for you.

Chicago Tribune's Selective Area Advertising Plan

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

EACH DEALER GETS:

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

YOU GET:

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

Here's a proved plan to help you get more results from your co-operative advertising funds. It is keyed to your dealers' operations. It is inexpensive to you — and your dealers. Using it, you can increase your sales in the rich Chicago market — big enough alone to take an important part of your production.

The map on the facing page tells why. It shows the five Chicago areas in which the Tribune circulates five separate Metropolitan sections of the Sunday Tribune. This makes possible a highly localized campaign for each of your dealers. It enables you to capitalize on the consumer's habit of buying hardline merchandise in his own neighborhood.

Dealers and distributors like this kind of co-operative advertising. It is fitted to their needs. And every dealer

— regardless of his advertising allowance — can participate. Moreover, the plan can be applied in almost any newspaper market.

It has been proved in Chicago. Manufacturers selling merchandise ranging from records and shoes to radios and washing machines have already spent \$550,000.00 in the Tribune. Call or write your nearest Tribune representative today.

USERS OF THE PLAN—Users of the Tribune's Plan include these radio manufacturers: Admiral, Bendix, Farnsworth, General Electric, Howard, Majestic, Philco, RCA-Victor, Stewart-Warner, Stromberg-Carlson, Westinghouse, Wilcox-Gay and Zenith; as well as Bendix Home Laundry, Coleman Heater, Columbia Records, Eureka Vacuum Cleaner, Horton Ironer, Jacobs Launderall, Landers, Frary & Clark Automatic Blanket, Maytag Washer and Enna Jettick Shoes.

CHICAGO TRIBUNE

The World's Greatest Newspaper

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

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

MEMBER: AMERICAN NEWSPAPER ADVERTISING NETWORK, INC. • FIRST 3 MARKETS GROUP

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

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

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

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

• METROPOLITAN SUNDAY NEWSPAPERS, INC.

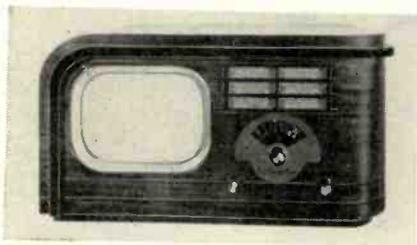
New Items in the Radio Field

RCA Victor TRANSCRIPTION PLAYER

Portable dual-speed record and transcription player, model 2-S-7:ED features the use of two motors operating independently for accurate speed control. It is designed for reproduction of standard records and electrical transcriptions where records form part of an educational or training program. The unit has three tubes and one rectifier; a headphone jack for use when speaker use is not feasible, and a special electrical outlet for a slide film projector. The carrying case is in two sections. The instrument measures 16 $\frac{1}{2}$ inches by 16 $\frac{1}{2}$ inches x 10 $\frac{1}{2}$ inches. Suggested retail price is \$166.02. RCA Victor Div., Radio Corporation of America, Camden, N. J.—RADIO & TELEVISION RETAILING

Columbia TELEVISION SET

Model 10 FM, sells for \$375.00 plus installation. Gives 52 square inch direct view picture on 10-inch tube with full range FM radio. Model 12 FM sells for \$475.00 plus installation

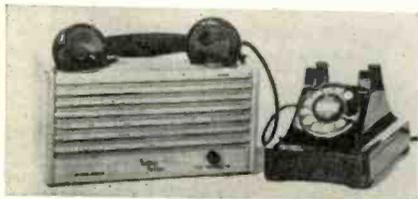


and gives 72 square inch direct view picture on 12-inch tube with FM.

Other models not shown include model 10 TV set, which gives a 52 square inch direct view picture on 10-inch tube. Retail price \$325.00. Model 12 TV sells for \$375.00 plus installation and offers a 72 square inch direct view picture on 12-inch tube. Columbia Television, Inc., 11 W. 42 St., New York City, N. Y.—RADIO & TELEVISION RETAILING

Simplophone TELEPHONE AMPLIFIER

Desk telephone amplifier designed to provide telephone conversation, permitting hands to be free to make notes, or provide group listening facilities. Unit resembles table radio receiving set with a moulded cradle on top for the telephone handset. Voice of the person on the other end comes through loudspeaker. Unit is



self-powered. Operates on AC or DC. Size is approximately 4 $\frac{1}{2}$ inches x 5 inches x 9 $\frac{1}{2}$ inches. Available at \$39.95. Simplophone Div., Intercontinental Inventions Management Corp., 60 E. 42 St., New York, N. Y.—RADIO & TELEVISION RETAILING

GE PORTABLE

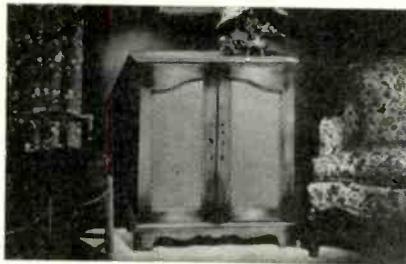
Model 150 lightweight plastic portable radio, will operate on AC, DC and batteries. It weighs 11 pounds with the complete battery pack installed. The battery pack operates the receiver about 100 hours. Plastic cabinet has



leather textured surface on front and back panels and a simulated leather handle. Portable has five tubes and a selenium rectifier. Eastern list price \$39.95. General Electric Co., Electronics Park, Syracuse, N. Y.—RADIO & TELEVISION RETAILING

Magnavox COMBINATION

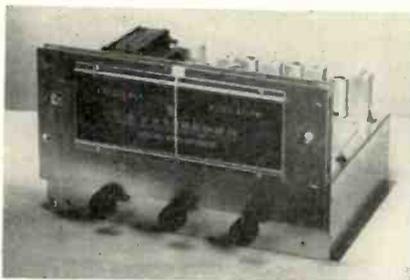
"The Savoy" radio-phonograph, patterned after the Magnavox "French Provincial" model. Specifications: 18-watt output, two 12-



inch speakers, automatic record changer with pianissimo pickup. Retail for \$415.00 with FM or \$350 without FM. The Magnavox Co., Fort Wayne, Ind.—RADIO & TELEVISION RETAILING

Collins FM TUNER

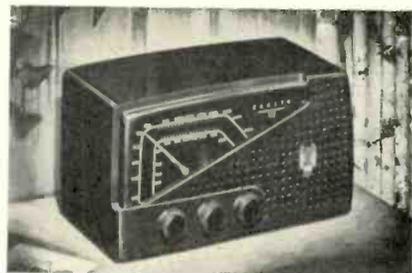
FM tuner has a total of 11 tubes. Is compact unit. Can be installed in existing cabinets



or bookshelves. Features: permeability tuning, no frequency drift. Collins Audio Products Co., 126 Park St., Westfield, N. J.—RADIO & TELEVISION RETAILING

Zenith TABLE MODEL

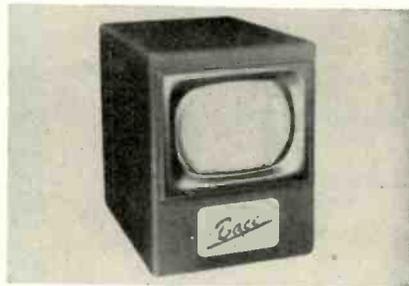
FM-AM table model provides genuine Zenith-Armstrong FM and long distance AM reception. Set retails for \$44.95, slightly higher in the West. Features: cut-away dial for modern



appearance; large size dial for easy tuning; wavemagnet and lightline antenna; automatic volume control softens sudden blasts while tuning and reduces possibility of fading. Cabinet of walnut brown plastic with perforated speaker grille. Zenith Radio Corp., 6001 W. Dickens Ave., Chicago 39, Ill.—RADIO & TELEVISION RETAILING

Bace MULTI-UNIT VIEWER

15-inch flat-face tube 136 square inch picture. Features: 13 channel stabilized selector, magnetic sweep deflector, magnetic focus, 3-stage synchronized separator and clipper cir-



uits, 2 stages video amplification. Equipped with 33 tubes and 5 rectifiers. Any number of viewing units can be used perfectly synchronized with the control unit. Bace Television Corp., South Hackensack, N. J.—RADIO & TELEVISION RETAILING.

See Elsewhere in
This Issue
for More New
Radio Products

Push **ARVIN** Portables



FOR FASTER SALES

AND BIGGER PROFITS!

NATIONALLY ADVERTISED IN • LIFE • SATURDAY EVENING POST • COUNTRY GENTLEMAN

America's smartest battery operated set

ARVIN MODEL 240P \$19⁹⁵*

Eye-catching ruby-red plastic, a masterpiece of compact modern styling! Sharp tuning, excellent tone, exactly the kind of portable outdoor folks want! Priced for quick sale, good profit.

Arvin Model 241P—3-way in red, brown or ivory

For the double utility of portable and home use, here's the battery-AC/DC set that walks off with win, place and show! Choice of red, saddle-brown or ivory plastic for costume-conscious gals. And here again, Arvin nets you better profit at the popular price. Underwriters' listed, too! \$29.95* Model 244P, special jade green "jeweler's" model, \$32.95.*



Handsome, rugged, really gets distance!

\$39⁹⁵* ARVIN MODEL 250P—3-WAY

Here's a portable that's really built for business! Stack it up against other 3-way portables priced as much as \$20 higher, and see how it really brings in those distant stations! Metal top and bottom, shatter-proof plastic sides, ideal for isolated resorts or farms. 5¼-inch Alnico speaker. Works perfectly in car or on train. Underwriters' listed.

Capture the FM market with ARVIN

Beautiful FM/AM receiver...

\$69⁹⁵*

The value they're all looking for!

With new FM stations shooting up all over and many network shows now available on FM, you'll want to get your full share of this rich market. This Arvin FM/AM receiver is the answer—with its genuine mahogany cabinet, easy-tuning static-free FM tone fidelity, and superb performance on standard AM broadcasts as well. 8 tubes plus rectifier. Underwriters' listed.

Start collecting your ARVIN profits Now!



*Prices slightly higher in Zone 2. Portables priced less batteries

NOBLITT-SPARKS INDUSTRIES, INC. • COLUMBUS, INDIANA

So Record Sales Are Slow!

They're Just As Slow As Many A Dealer's Selling Pace — Time for Action at Hand

• Is the record business *really* bad? An industry that garnered over 300 million dollars during the preceding year, not to mention the volumes done in needles, storage units, etc., cannot do a complete about-face over-night.

Admittedly, spending dollars are scarcer; competition for consumer trade is toughening; and selling is harder. Retailers can no longer shake the tree, and expect the apples to fall at their feet. They've got to climb the tree, and pick each apple separately—if they want to eat.

Dealers and salespeople have got to get on their feet, and out from behind store counters. They've got to come out "fighting" for each sale.

Selling methods must improve before sales can improve.

Each time a customer walks out of an establishment without making a purchase, it's a count against the dealer's profit statement. Each time a passer-by ignores a window display, or reads or hears a dealer ad that doesn't "pull", the store proprietor is putting another red mark on the debit side of the ledger.

Lazy Selling

At a recent dealer meeting attended by record retailers and clerks, a report was made on a "salesmanship" survey conducted by impartial shoppers in retail record outlets across the nation. Results pointed up in cold facts the lackadaisical selling attitude adopted by many retailers. The same retailers, who in many instances are complaining about the falling off in sales.

Less than half of the salespeople approached by the shoppers attempted to sell another record after the one originally requested was found to be out of stock. In addition, attempts to sell allied types of merchandise, such as record needles, were made in only 38% of the instances.

Old-timers in the record business remember the days when each sale had to be "made" and was not just to be "had" for the asking. The war-time spread of "self-service", while valuable as a merchandising adjunct, encouraged lazy selling methods. Dealers and store clerks submerged their personality. The friendly greeting, the helpful comments, the "personal touch" was lost to a very great extent in some stores. With the populations of many cities and towns swelling, dealers found that they recognized very few of the "new" customers.

Today, many stores still retain a "holdover" from this lush period. Careless clerks and sloppy selling, that were

1. Improve Sales Methods

2. Turn Prospects into Purchasers

3. Maintain Cordial Relationships

4. Show Enthusiasm for Merchandise



the butt of many war-time jokes, are no longer funny. The battle to recapture the customer's business is on.

The "suggestive" selling story is an old one—but it's tried and true. In a vast majority of cases customers can be induced to buy a substitute recording. A record by the same artist, or the tune requested done by another performer should at least be mentioned to the prospective purchaser before he walks out of the store. A reminder as to whether he requires needles for the phonograph, or additional storage albums is never amiss.

Try to Succeed

The word "no" has no place in the retailer's vocabulary. If he doesn't have the item specifically asked for, he should make an attempt to sell something similar, something that will be a substitute, or something completely different. But he should at least try.

The trick, of course, is to have what the customer wants in stock—when he asks for it. Since it's impossible to stock every recording, dealers have to concentrate on the "potential sale." The problem is to get the customer to buy once he is in the store.

No matter how much money dealers have invested in advertising, or how much time has been spent in planning platter purchases, if the sale isn't made once the purchaser is in the store—all other effort is wasted.

This concentration on "in-the-store" selling should be accompanied by an enthusiasm for the merchandise. Proprietors and store personnel have got to feel that they can sell the platters in stock. Indifferent attitudes adopted by selling people are easily recognized by customers, who in turn adopt a negative, wishy-washy attitude on making a purchase.

On the other hand, record customers are quick to sense an overly aggressive sales policy. They resent being "pushed" into a sale. A friendly, but positive approach will do a lot to draw the customer into the charmed buyer's circle.

The statement, "The record business is bad all over," need not be true for the alert retailer. Maybe Brown's business, down the block is suffering, but if Jones does more than shrug his shoulders, or throw up his hands in a hopeless gesture of despair, he'll have money in the bank to show for his efforts.

Getting those selling punches in at the crucial moment will ring the bell on the cash register!

They're back again with another
red-hot seller!

THE FIRST PIANO QUARTET

"Chopin Favorites"

Make the most of this one!

• They pulled more votes than Bob Hope or Jack Benny in the Cleveland Plain-Dealer's annual radio poll! Their previous releases were all Red Seal best-sellers! And now, here's their recording of the music your customers have been asking for! Get set . . . The First Piano Quartet's back again with another red-hot seller!

CHOPIN FAVORITES: *Three Ecosaisies, Etude in E, Nocturne in E-flat, Waltz in C-sharp Minor, Etude in G-flat, Prelude in D-flat, Fantaisie-Impromptu.* MO-1227, \$4.75.

(Price includes Federal excise tax and is subject to change without notice.)



The world's greatest artists are on

RCA VICTOR RECORDS

IT'S HERE! WEBSTER-CHICAGO AUTOMATIC MICROGROOVE RECORD CHANGER

**"MICROGROOVE" IS HEADLINE NEWS—
MODEL 133 IS "CASH REGISTER" NEWS!**

Model 133 • the famous Webster-Chicago *foolproof* record-changer mechanism • New balanced tone arm and nylon knee action needle • magnificent reproduction from microgroove records • 33 RPM turntable speed — plays 10 twelve inch or 12 ten inch microgroove records *automatically* at one loading • 4 hours of continuous record play with fast change cycle.

THE *Matinee*

First of the Webster-Chicago line of automatic record changers for microgroove recordings • Phone your Webster-Chicago distributor for details. Don't delay! Be ready for the microgroove records. **\$38⁷⁵** Retail
\$39.95 West of the Rockies

WEBSTER - CHICAGO

5610 West Bloomingdale Ave.
Chicago 39, Ill.



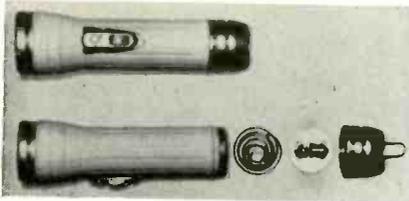
New Appliance Products

GE VACUUM CLEANER

Model AVT-172 tank vacuum cleaner features a throw-away bag which can be disposed of when filled with dirt. The bag, made of porous cotton, is installed inside of regular cloth filter bag. Cleaner is finished in gray with polished end-caps and has full-length glider rail. It weighs 15 pounds, is 23 inches long and 6 $\frac{1}{4}$ inches in diameter. Two 21 $\frac{1}{2}$ inch extension tubes come with unit. Toe-control switch. General Electric Co., Bridgeport 2, Conn.—RADIO & TELEVISION RETAILING

Olin FLASHLIGHT

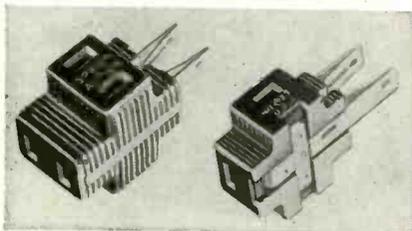
No. X2422, "Glow-in-the-dark" flashlight features luminous case which glows in the dark. Special luminescent material is baked onto solid drawn brass barrel, which is protected by a



coat of plastic. The company is offering dealers a "dark room" counter demonstrator by which prospective customers can readily see how the flashlight glows in the dark. Electrical Div., Olin Industries, Inc., New Haven, Conn.—RADIO & TELEVISION RETAILING

Tapmaster CUBE TAP

All-rubber cube tap incorporates special assembly feature which eliminates internal arcing, is unbreakable and tamper-proof. Spring-



action blades and crossarm contacts of taps are riveted together. Available in brown only, and have brass contacts with bright finish. Allied Electric Products, Inc., Irvington, N. J.—RADIO & TELEVISION RETAILING

Surf FAN

10-inch fan and air circulator mounted on special bracket with smooth friction pivots so fan can discharge air straight down, up, horizontally or at any other angle. Can be used as a desk or table fan. Is vibrationless and quiet. Fan has rubber molding around the base.

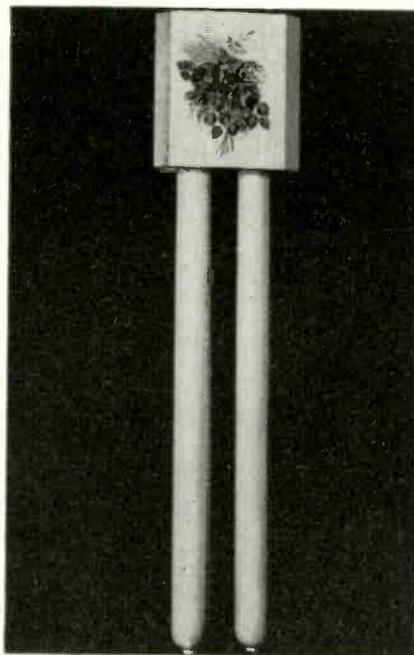
Finished in grey wrinkle on base and motor housing, nickel plated steel wire guard, aluminum finish blades. Overall dimensions: 12



inches x 8 inches x 12 $\frac{3}{4}$ inches. Weighs 4 $\frac{1}{2}$ pounds. Retail for \$11.95. G-M Laboratories Inc., 4300 North Knox Ave., Chicago, Ill.—RADIO AND TELEVISION RETAILING

Fire-Wand FIRE EXTINGUISHER

Fire extinguisher looks like door chimes; utilizes CO₂ as its extinguishing agent, which is harmless to fabrics and foods. Unit consists of twin, white enameled cylinders 31 inches long by 1 $\frac{3}{4}$ inches wide. No preparation



or pumping required. Unit may be easily re-filled. Retail at \$14.95 complete with two extinguishers, 2 nozzles, box, wood mounting screws and instructions. Titan Distributing Co., Inc., Buffalo 2, N. Y.—RADIO & TELEVISION RETAILING

Hotpoint RANGE

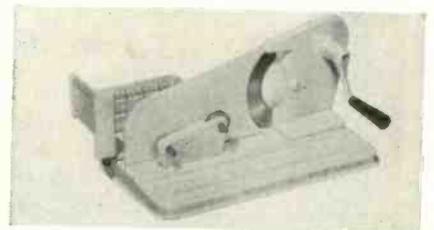
Automatic electric range with lighted push-button unit controls which identify heats for different cooking operations on range-surface and in the oven. Rounded oven-interior corners with the heating unit sealed in the walls, automatic reset oven timer, four surface units with one adjustable for deep-well cooker, and



a warmer unit with pushbutton switch are other new developments incorporated in the range. All controls located above utensils in clear reach and view; fluorescent lamp; warmer unit; illuminated oven interior among other features. Hotpoint, Inc., 5600 West Taylor St., Chicago 44, Ill.—RADIO & TELEVISION RETAILING

Silv-A-King SLICER

Slicer comes equipped with clamp, for securing to table in the home. Finished in baked white enamel. Platform allows room for each



slice to fall free and avoid getting broken. Adjusts for slicing wafer thin or up to $\frac{3}{4}$ -inch. Size: 11 $\frac{1}{4}$ inches wide by 8 inches high by 14 $\frac{1}{4}$ inches long. Retail for \$12.95. International Appliance Corp., New York, N. Y.—RADIO & TELEVISION RETAILING

More Appliances
Elsewhere in
This Issue

of Interest to Dealers

Lily Cup DISPENSER

White plastic cup dispenser for home use in bathroom or kitchen, complete with 200



water cups all packaged in a box. Set retails for \$1.98. Lily-Tulip Cup Corp., 122 E. 42 St., New York City, N. Y.—RADIO & TELEVISION RETAILING

Royal Chef WASHER

Portable washing machine with patented "baffled drum" construction, weighs 31½

pounds, made of heavy gauge drawn aluminum with white baked enamel finish. The sides

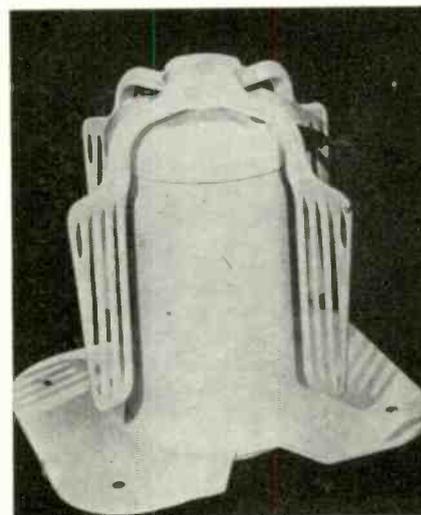


are squared, for easy storage. Capacity of 4 lbs. wash Size: 18 x 16½ x 20 inches. Attachments include 7½ ft. extension cord, 2 ft. feet-drain hose. Poulsen & Nardon, Inc., 2665 Leonis Blvd., Los Angeles 11, Calif.—RADIO & TELEVISION RETAILING

Metro WASHER

No plumbing connections necessary to use washer which is designed for use in home

washtubs. Will wash 4 to 8 pounds of clothes, depending on size of washtub. Turn on hot water faucet, add soap, plug washer in, and



washing action starts. To rinse clothes refill tub with clear water, and start washer in operation. Unit weighs approximately 25 pounds. Metropole Machine Corp., 36-56 35 St., Long Island City, N. Y.—RADIO & TELEVISION RETAILING



Looking Over Gibson's Range Merchandising Kit

Gibson general sales manager J. L. Johnson, range sales manager G. L. Rees and assistant general sales manager Paul Eckstein sport daisies from the merchandising kit, which will be worn by Gibson retailers during the sales campaign.

Gibson Refrigerator Co., Greenville, Mich., has issued a new Gibson range merchandising kit. It is a 4-page, self-covered kit, and contains complete merchandising plans. A large pocket is affixed to each page of the spiral-bound

kit, and contains display sheets which illustrate each aid.

Headings discussed include: mass merchandising, selective selling, selling information and display and demonstration.

Under mass merchandising, the pocket

headed "Tell People" contains national magazine reprints, a range ad proof book, a 24-sheet poster illustrative sheet, and a book of sample radio spot announcements.

For selective selling, the pocket headed "Sell Prospects" holds specification sheets, in color, for all four ranges, as well as a colorful full line folder which the dealer can hand out or mail to prospects. Informative Items in the selling information pocket, which is labeled "Know Gibson", include the new Gibson range selling manual, the trade paper schedule and an order blank for all items in the kit.

Also in the display and demonstration pocket are illustrative sheets for the plastic food set for ranges, a new window streamer set, and a sheet illustrating cardboard displays for the dealer's sales floor or show window.

New Westinghouse Small Appliance Set-Up

R. Z. Sorenson, manager of the small appliance department, Electric Appliance Division, Westinghouse Electric Corp., Mansfield, O., has divided his department into an electric bed coverings and table appliances groupings. J. E. Crum and R. R. Lynch will be in charge of the two departments respectively, and will report to Mr. Sorenson.

Money in Moving Air

Special Electric Fans Can Bring Year 'Round Profits

• Every dealer knows that the ordinary table or desk fan is a highly seasonal product, bought in great numbers by the householder and commercial user during acute hot spells. But all too many merchants overlook the possibilities for increased profits in the special purpose fans, which can be sold every day in the year.

In the home, for instance, the kitchen exhaust fan is needed just as much, if not more, in the winter as it is in the summer when doors and windows are open. The same is true of commercial type exhaust fans which can be sold in restaurants, taverns, beauty parlors, tailor shops, factories, professional offices, bowling alleys, and hundreds of other places of business.

In addition to the home market, the dealer has a large potential for sales among his non-competitive fellow merchants and business men, and can do a good volume if he will stock a line of samples so that he can demonstrate the features of such equipment in his own store.

To prove that such commercial business exists, the merchant has only to make a few calls through his business district where he will find a surprisingly large number and variety of special purpose fans in use. As a rule, he will discover too that much of this equipment was bought out of the immediate trading area. On such a trip he will find many spots where an exhaust or ventilating fan is sorely needed.

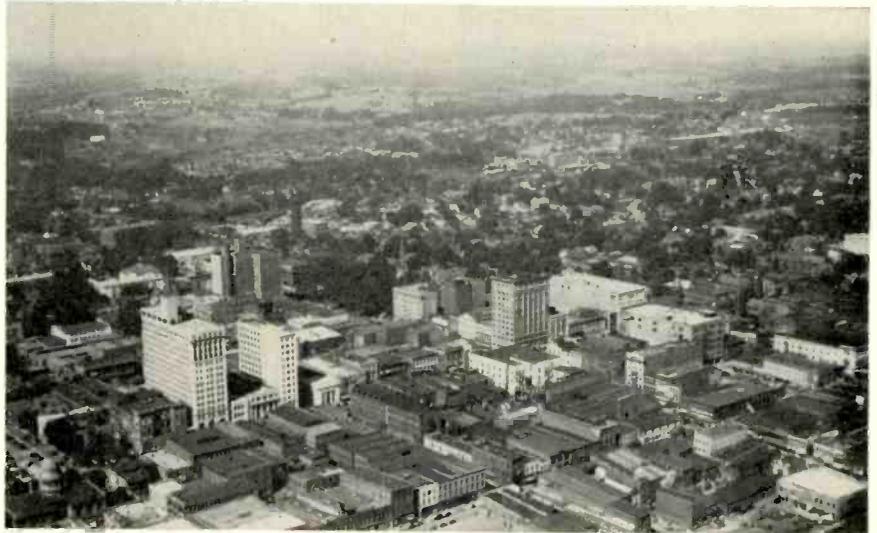
Among the commercial and professional people he visits he will find many who are planning to buy new fans because present equipment is inadequate, noisy, or is becoming worn out.

Homes, a Virgin Market

So far as the home goes, there is almost a virgin market. There are very few kitchen ventilators in use in American kitchens; very few attic exhaust units, even in the finest of homes. The sales potential is very large, and, where the right technique is used, the sales appeal can be made most effective. Kitchen ventilators carry off cooking odors, grease and smoke. They are bound to appeal to every modern-minded housekeeper, and the dealer who knows how to sell them can find a ready market in new and old homes.

In selling the person who contemplates building a house, or the contractor who plans to offer the residence for sale, the built-in type fan is the right model for the dealer to suggest.

A fan of this sort can be had in larger size and of greater capacity than the portable window type.



Both the business and residential sections of almost any city, village or town in this country comprise markets for special purpose fans. In the home or in the office, in the garage or in the store, the possibilities for selling these non-seasonal air circulators are unlimited.

When installed during the process of erecting the building, the built-in fan represents but a slight additional cost to the entire construction job. The dealer who gets to the prospective home builder with the proper presentation can count on making a large percentage of sales.

With the growing competition in the building field, contractors are bound to offer more and more inducements to prospective home purchasers, and certainly the kitchen exhaust fan can be stressed as an extra, and certainly worthwhile, additional feature.

Permanently-installed fans for existing homes usually offer construction problems of varying sorts. Whether such installation is planned for a side wall or for the ceiling, labor costs are high, and call for specialized work. Under present conditions, whether he is able to do his own installation, or is obliged to farm it out, the dealer will often find that the cost of installing a wall or ceiling fan in the home often exceeds the cost of the equipment itself. In homes undergoing certain alterations, it is sometimes fairly simple and inexpensive to put in such wall or ceiling fan.

In commercial jobs, the purchaser usually expects to pay a considerable price for installation, but it isn't easy in most cases to justify such costs to the home-owner. The portable window exhaust fan can be sold where installation problems exist. It is possible to get such fans in fairly large sizes now, and they will do a good job for the purchaser.

Unless the dealer knows that the person who buys the portable window ventilator is "handy", he should quote the price of the unit installed. This will result in a satisfied customer, and eliminate the possibility of having the fan brought back in a damaged condition after bungling attempts to install it have been made.

Before selling any window exhaust fan, the dealer should find out what kind of windows are in the kitchen, basement or other place where the fan is to be set up. Some windows, particularly certain metal types, do not lend themselves to installation of portable fans.

Surveys Aid Sales

Most window exhausts for the kitchen are sold as a package unit, without figuring the size of the room in relation to the amount of air to be exhausted during a certain time. Over-selling of this portable equipment will prove to be a headache. The fan's performance should be conservatively outlined to the prospective purchaser.

In cases of attic exhausts, compressor-type room coolers, and ventilating fans for commercial use, the dealer should be prepared to make surveys, and to interpret his findings into recommended fans of adequate capacities. Valuable information on figuring such jobs is available from a number of manufacturers.

The presentation of a set of proposals not only serves to clinch many a sale, but the data gathered for the

(Continued on page 112)

HOW TO CLOSE MORE CLEANER SALES!

Here are two tried-and-proved ways to sell more vacuum cleaners:

(1) Feature the machine not as a rug cleaner but as an all-round tool -- for cleaning automobile interiors, clothes, drapes, cellar, attic, mattresses, upholstered furniture, bare as well as carpeted floors ... and for spraying insecticide.

(2) Get your cleaners from Graybar. There are two reasons why this is good business! One is that Graybar distributes a top, nationally advertised line in your territory. The other is that, as a Graybar customer, you'll get the help of a Graybar Merchandising Specialist who knows your local market. Working with him, you'll make sure that your promotion, displays, demonstration procedure, and other merchandising forces are geared for greatest selling power.

Graybar's near-by warehouse -- one of the hundred in our great national distribution system -- makes it possible for you to get local deliveries of leading lines of all types of electrical appliances!



NATIONALLY ADVERTISED
APPLIANCES AND RADIOS

recommended by
Graybar

CALL THE GRAYBAR OFFICE NEAR YOU
— OR USE THE COUPON!

4985

Appliance Department
Graybar Electric Company, Inc.
Graybar Building, New York 17, New York

Tell me what lines you distribute in my community. I am interested especially in:

major appliances traffic appliances radios

Name _____

Store _____

Address _____

City _____ Zone _____ State _____

SELL "SLEEP RIGHT THROUGH



4-Ways Better In Selling Power!

The New Universal Electric Blanket with the Exclusive "Slumber-Sentinel" Control



EXCLUSIVE "SLUMBER-SENTINEL" . . . The Universal Electric Blanket is the only Blanket with the exclusive "Slumber-Sentinel" . . . the simple precision control that assures maximum night-long comfort through exact control of temperature whether the weather blows damp or cold.



TOPS IN QUALITY . . . Universal is the extra-quality Blanket . . . rich in appearance . . . luxurious in texture. It has a great big satin binding to add that luxury touch. It's big in size . . . 72" x 86" for double beds, 66" x 86" for twin beds. It comes in a complete color range.



Guaranteed by Good Housekeeping

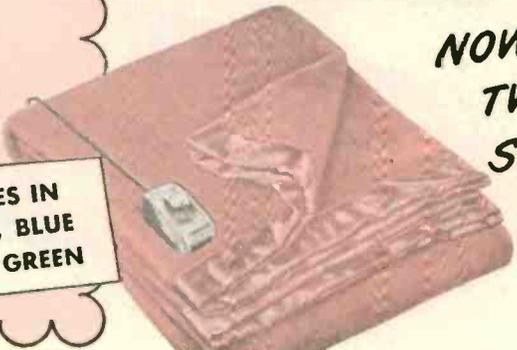


NEW, GREATER SAFETY . . . Multiple thermostats are channeled into the Universal Electric Blanket to control overheating. Blanket heats only to 90 degrees . . . the safety line . . . for maximum safety. Good Housekeeping and Underwriters' Laboratories Seals build customer confidence.



PRICED TO MARKET DEMAND . . . The big double and twin-bed sizes are priced to assure you a full share of electric blanket business. Costing less than three good ordinary wool blankets, one Universal Blanket outperforms all three for perfect sleeping comfort . . . saves on laundering, too.

COMES IN ROSE, BLUE AND GREEN



NOW IN TWIN SIZES TOO!

Path
G

THE NIGHT"!

...GATHER "GOLD DUST" FROM "DREAM DUST"
**IN UNIVERSAL'S GIGANTIC 4-WAY
 ELECTRIC BLANKET CAMPAIGN!**

Don't be caught napping this Fall! Here is your chance to capitalize on the greatest new sales opportunity ever to face appliance dealers. The prospects are tremendous... 30 million dollars in big-profit electric blanket sales... experts

estimate 750,000 blankets will be sold... 50% more than were sold last year. And to help Universal Dealers get a lion's share of this added-profit business... here is the biggest Electric Blanket selling campaign ever developed.

IT'S 4-WAYS BETTER TO BUILD SALES FOR YOU!

See Your Universal Distributor



1 124 MILLION MAGAZINE READER IMPRESSIONS... Universal is piling magazine on magazine... picking the leaders and covering the markets with big, four-color, full-page ads in the Saturday Evening Post, McCall's and other leading magazines reaching millions from coast to coast.

YOUR NAME LISTED HERE

AND HERE

AND HERE

3 480 MILLION NEWSPAPER IMPRESSIONS... Universal goes far beyond the usual newspaper coverage for a campaign like this... penetrating deep into 178 market areas... and not with just one... but with three big ads... one every other week during the campaign right in your local market.

4 DYNAMIC, MULTI-POWERED POINT-OF-SALE SUPPORT... Your store is the focal point of the whole campaign... that's why we're listing your name in each of those three big ads... steering the sales to you! Helping you tie in, helping you cash in with window displays... counter cards... ad mats... and sales training material.

2 24 MILLION RADIO IMPRESSIONS WEEKLY... Pick the networks... pick the top audience shows... yes, all the major networks... and not one, not two... but a whole host of top audience shows with high ratings. That's the way Universal is using radio to build record-breaking blanket sales for you.

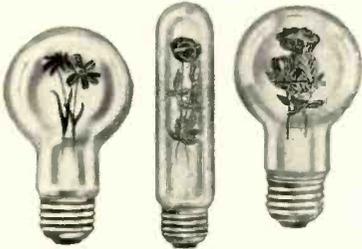
SEE YOUR DISTRIBUTOR AT ONCE ABOUT THIS BIG CAMPAIGN!

UNIVERSAL

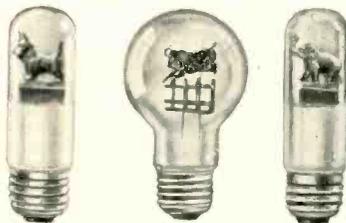
LANDERS, FRARY & CLARK • NEW BRITAIN, CONN

AEROLUX FLOWERLITES

Light up in garden colors



FIT INTO ANY SOCKET



THEY'RE ONLY 2 WATTS
—Hardly turn a meter.



LAST A LONG TIME—

More than 3 times the life of ordinary light bulb.



SWELL FOR NIGHT LIGHTS
AND HOME DECORATIONS

Easy to sell, too!

Write for catalog

AEROLUX
LIGHT CORPORATION
653 Eleventh Ave., New York 19

Universal Ad Campaign On Electric Blankets

Universal announced its 1948 electric blanket fall advertising campaign with a double barreled opening when E. J. Van Buskirk, vice-president, Landers, Frary & Clark, announced that the company's electric blanket which has retailed at \$41.95 will be reduced to \$39.95 with a new twin size blanket 66 x 86 inches which will retail at \$37.95.

Occasion was the first lap in a series of 24 regional meetings throughout the country to present to distributors the extensive advertising and promotional campaign built around Universal electric blankets. At the initial distributor meetings Mr. Van Buskirk outlined the campaign which starts officially on August 2nd and which will be aimed at the huge potential market of several million blanket prospects. He pointed out that in 1946 over \$8,000,000 in electric blankets was sold by the industry with an increase to \$24,000,000 in 1947, and that predictions were for a \$30,000,000 electric blanket volume in 1948.

Easy Spindrier Shown to Firm's Distributors

The Easy Washing Machine Corp., Syracuse, N. Y., introduced a new model Spindrier embodying a new principle in automatic rinsing, to its distributors at a two-day meeting held in the company's sales auditorium. The "automatic spinrinse" rinsing feature is incorporated in model 20SS Easy Spindrier.

W. Homer Reeve, vice-president in charge of sales, gave a dramatized presentation of the advantages of the automatic spinrinse. In explaining the new rinse, Mr. Reeve showed how hot water is consumed for a period of 30 seconds, then the rinse is finished with cold water for about two and one half minutes. The machine retails for \$199.95.

Easy has prepared a new plastic window demonstrator model to assist retail salesmen in explaining the new principle to customers. It consists of the standard 20SS machine, with lighted, plastic windows in both the washer and spinner tubs.

H. Paul Nelligan, president of the company, addressed the group, and told of Easy's policy of pre-testing every product and program before it is released to the dealer organization. The enlarged market for home laundry equipment was graphically presented by C. F. McCandless, director of market and product research for Easy. R. E. Weiss, director of advertising and sales promotion discussed plans for the announcing of the new Easy Spindrier. Easy plans a newspaper campaign in over 200 major markets, followed by large space magazine advertisements to be run in consumer publications. In summing up, Mr. Weiss said, "Easy is spending more money in advertising and promotion to launch this new product than ever before in Easy history. It is just one more indication of our belief that the new Easy Spindrier with the automatic spin-rinse is the hottest new-comer in the home laundry equipment field in years."



DEPENDABLE!

Railway Express is part of the modern miracle of transportation which makes the people of your community neighbors with those of other cities and towns from coast to coast. Neighbors . . . who depend on each other, near and far, for the essentials and luxuries which contribute to our way of life.

The men and women of Railway Express are your neighbors, too, wherever you may live. They work with you and for you to provide a complete shipping service for every one of your business and personal needs. You'll find them dependable neighbors, always ready to serve you with speed, efficiency and courtesy.

It's good business to say, "Ship it RAILWAY EXPRESS!"

RAILWAY EXPRESS

- ... Maintains 23,000 offices (there's one near your factory, office or home);
- ... Uses 10,000 passenger trains daily;
- ... Has 18,000 motor vehicles in its pick-up and delivery services;
- ... Offers extra-fast Air Express with direct service to 1,078 cities and towns.



NATION-WIDE

RAIL-AIR SERVICE



© 1938, The New Yorker Magazine, Inc.

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

What is keeping up your volume?

Store displays, your own advertising programs,
colorful literature, sales demonstrations—these

Rheem **R**

HOME COMFORT APPLIANCES

9 plants in U.S.A.—Foreign affiliated plants in
Brisbane, Melbourne, Sydney, Rio de Janeiro,
Singapore, and Hamilton, Canada

Water Heaters
Soft Water Appliances
Heating Appliances
Cooling Appliances

are just a few features of the Rheem Design For
Better Business. For full details, just sign and send
in the coupon—today!



RHEEM MANUFACTURING COMPANY

Dept. RT-8
570 LEXINGTON AVE., NEW YORK 22, N. Y.

I'd like to keep up my volume. Please tell me all about
the Rheem Design For Better Business.

Name _____
(Please Print)

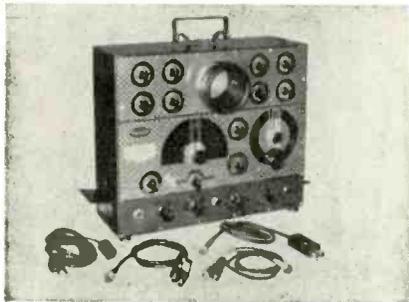
Address _____

City _____ State _____

AM, FM, TV Service Aids

Philco ALIGNMENT GENERATOR

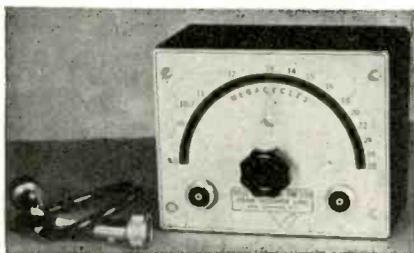
New precision visual alignment generator, known as the Philco model 7008, includes a crystal-diode high-frequency probe for use in examining the response curve of individual stages and the 4.5 video trap. A unique application—is the use of this instrument for obtaining the correct termination of r-f transmission lines, for measuring transmission-line attenuation, for measuring standing wave ratio of transmission lines and for determining the propagation constant of a transmission line.



The instrument is housed in an attractive steel case equipped with a handle and a special storage compartment for test leads, probes and aligning tools. Model 7008 is of compact unit design, and weighs only 36½ pounds complete; it is portable, and operates entirely from the 110-120-volt, 60 cycle AC line, consuming only 70 watts. Model 7008 features a crystal calibrator, to provide accurate check points every five megacycles (and at other calculable frequencies); and AM (marker) generator, operating over a frequency range or 3.2-250 mc; and FM generator, covering a range of approximately 4-120 mc; and 145-260 mc with a variable sweep width of 15 mc maximum deviation; an audio-frequency generator, operating at 400 cycles; a special oscilloscope; and a common power supply. Accessory Division, Philco Corp., Philadelphia, Pa.—RADIO & TELEVISION RETAILING

Vision TELE-MARKER

This unit, model TM 100, is hand-calibrated and furnishes a marker signal for use with sweep generators in FM and TV alignment. Operating on the principle of an absorption trap, it requires no power connections and provides a steady marker "pip" from 9.5 to



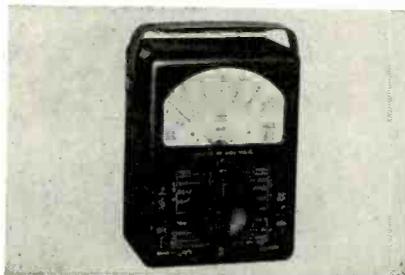
28 mcs. The device is housed in a gray crackle cabinet with etched aluminum front plate and large dial with transparent pointer. Vision Research Laboratories, 87-50 Lefferts Blvd., Richmond Hill, N. Y.—RADIO & TELEVISION RETAILING

Simpson BATTERY TESTER

Extremely accurate because it places each battery under load, a new dry-battery tester manufactured by Simpson Electric Co., Chicago, is so convenient it will easily slip into a large pocket. Designed in accordance with the engineering specifications of leading battery manufacturers, its loading resistors have an accuracy of 1% and properly load all radio and hearing aid A and B batteries. Operation of the tester is simple. Three arcs are shown on the full 3" dial. One arc is for all radio A batteries, one for hearing aid B batteries, and one for all B batteries, whether radio or hearing aid. Each arc is divided and marked in three sections, "Good," "Weak," and "Bad." Limits for these markings are set in accordance with specifications of battery manufacturers. Simpson Electric Co., Chicago—RADIO & TELEVISION RETAILING

Triplet TEST INSTRUMENT

A new volt-ohm-mil-ammeter of advanced modernistic design: a new type enclosed molded switch permanently retains contact alignment, wide range scales and features completely insulating the large sensitive meter, precision resistors, etc. Six DC volt ranges from 0 to 6000, at 20,000 ohms/volt assure



greater accuracy for testing television and other high resistance DC and AC circuits. Six AC ranges to 6000, at 5000 ohms/volt provide greater accuracy in audio and other high impedance AC circuits. Five direct current ranges from 0-60 microamperes to 0-12 amps.; resistance ranges to 100 megohms; decibels from -30 to +70DB and output ranges afford complete volt-ohm-mil-ampere analysis. A large 5½" meter provides easy-to-read multi-color scales, and is separately housed in a molded case. The streamlined, black molded case, 3 6/32" x 7½", is completely insulated and has removable, black leather strap handle. Triplet Electrical Instrument Co., Bluffton, Ohio.—RADIO & TELEVISION RETAILING

U. S. I. TELEPHONES

Sound powered telephones useful in quickly setting TV aerial direction. Designed to be clipped on to each end of the lead in either paired or coaxial type, or a separate line may be used. United States Instrument Corp., Summit, N. J.—RADIO & TELEVISION RETAILING

Webster MAGNETIC CARTRIDGE

New "Featheride" magnetic cartridge fits into practically all tone arms. Feature rugged construction, high needle-point compliance. The tracking pressure is one ounce. Uncompensated output at 1,000 CPS. 1 volt. The cartridge weighs but 25 grams, and is magnetically shielded. Webster Electric., Racine, Wisc.—RADIO & TELEVISION RETAILING

RCA VOLTOMYST

A "Master VoltOhmyst", latest and most advanced in the series of RCA electronic voltmeters, which features circuit innovations providing for capacitance and current measurements over an extremely wide range, has been announced.

With the large number of capacitance measurements encountered in the servicing of high-frequency equipment—comparable to resistance measurements in standard AM equipment—the versatile, wide-range capacitance-measuring ability of RCA's new Master VoltOhmyst, Type WV95A, makes it a tool of outstanding usefulness to industrial laboratories and the



better service shops engaged in the servicing of FM and television equipment. Capacitance measurements from 5 microfarads to 1000 microfarads may be made with the new instrument which also reads currents from 1 microampere to 10 amperes. The Master VoltOhmyst is a capacitance meter, ammeter, audio voltmeter, AC voltmeter, DC voltmeter, ohmmeter, F-M discriminator balance indicator, and VHF voltmeter. All the scales necessary for all service readings are contained on a single meter. Extra AC sensitivity is provided because the unit has a 1 volt full-scale reading. Tube Department, RCA, Harrison, N. J.—RADIO & TELEVISION RETAILING

Raytheon-Belmont INSTRUMENTS

An important part of the Raytheon-Belmont television program is its new portable test equipment designed for use by service dealers. This equipment also is in production and consists of three units: Composite video genera-



tor (list price \$250); R-F alignment signal generator (list price \$300); and antenna alignment communicator (list price \$39.50). Products will be described in detail in our next issue. Belmont Radio Corp., subsidiary of Raytheon Mfg. Co., 5921 W. Dickens Ave., Chicago 39, Ill.—RADIO & TELEVISION RETAILING

Other new products
elsewhere in
this issue

HUNDREDS OF SERVICEMEN CASHED IN ON SYLVANIA'S SPRING PROMOTION

NOW... SYLVANIA OFFERS THE RADIO SERVICEMAN ANOTHER PROFIT-BUILDING PLAN FOR THE FALL!



Shown at the left is one of Sylvania's national ads to appear in Life, The Saturday Evening Post, Collier's, Radio Best... during September, October, November and December. This series of ads is designed to sell you and your dependable radio repair service to your prospects.

HERE'S HOW YOU TIE UP WITH AND CASH IN ON THESE ADS...

...in 5 different ways!



1. 4 POSTAL CARD MAILINGS—ONE FOR EACH MONTH
Sylvania supplies these cards in 3 colors, imprinted with your name and address. You pay only the postage on each card. You send them to your customers and prospects!



2. 4 WINDOW DISPLAYS—ONE FOR EACH MONTH
Sylvania supplies you FREE 4 big, colorful displays. Each one is tied in with the national advertising using the same illustrations and copy. You put them in your window to attract customers!



3. 4 WINDOW STREAMERS—ONE FOR EACH MONTH
Sylvania gives you FREE these four 2-color streamers. They are also tied in with Sylvania's national advertising. You attach these to your window as another means of attracting new customers!



4. 8 NEWSPAPER AD MATS—TWO SIZES FOR EACH MONTH
Sylvania sends you FREE 2 ad mats for each month—one and two-column by seven inches. Use them in your local or neighborhood papers and classified telephone directory.

5. RADIO SPOT ANNOUNCEMENTS—SEVERAL FOR EACH MONTH

Sylvania also provides FREE several radio commercials for each month for the radio serviceman who uses radio advertising. Call or see your local radio station for rates.

THIS 4-MONTH ADVERTISING PROGRAM PACKED IN ONE HANDY KIT

Covering the months of September, October, November and December, this hard-hitting sales promotion program is packed in one big kit. You pay only the postage on the government postal cards you mail. Sylvania supplies everything else without charge.



YOU CAN IDENTIFY YOURSELF WITH THIS DECAL
Put this decal on your door, windows and truck. It is reproduced in Sylvania's national ads and identifies you as the radio serviceman described in Sylvania's national advertising.

Learn how you can participate in this Fall advertising program. Write Sylvania Electric Products Inc., Advertising Department, Emporium, Pa., or see your Sylvania Distributor.



SYLVANIA ELECTRIC

RADIO TUBES. CATHODE RAY TUBES. ELECTRONIC DEVICES. FLUORESCENT LAMPS. FIXTURES. WIRING DEVICES. PHOTOLAMPS. ELECTRIC LIGHT BULBS

New Service & PA Products

Masco AMPLIFIERS

Following new Masco models appear in the firm's new catalog, available on request: MA-17N: 17 watt amplifier, 2 mic. and 1 phono input; bass and treble tone controls. Price, less tubes, \$64.75. MA-35N: 35 watts, 3 mic. and 1 phono input; bass and treble controls. Lists for \$112.50, less tubes. MA-75N: 75 watts, 4 mic. and 1 phono input. Bass and treble controls. Price, less tubes, \$167.50. MC 25PN, is a mobile 25 watt amplifier. Has self-contained phono unit, 3 mic. and 1 phono input. Bass and treble controls. Sells for \$149.50, less tubes. MS-24 is a 24-room combined intercom and centralized control sound system, and lists for \$169.50. Also available for fewer rooms. West of Rockies, add 5% to all prices. Mark Simpson Mfg. Co., Inc., 32-28 49 St., Long Island City, 3, N. Y.—RADIO & TELEVISION RETAILING

Electro-Voice MIKES

Developed in cooperation with network and station engineers, the new model 650 and 645 microphones are designed to meet the exacting requirements of modern high fidelity FM and AM broadcast service. Consistently accurate wide range high fidelity response out to 15 kc. extremely high output level, and rugged shock-resistant construction make them suitable for either studio or remote pick-up. Manufactured to close tolerances, under laboratory quality control, every unit is individually calibrated. The high output and wide range frequency response are obtained through the use of specially designed non-metallic E-V Acoustalloy diaphragm and Alnico V and Armeo iron in an efficient magnetic circuit. The Acoustalloy diaphragm withstands high humidity, corrosive effects of salt air, and severe mechanical shocks.

Model 650 lists at \$150. Frequency response is flat from 40 to 15,000 cps. Output level (power) is 46 db below 6 milliwatts for 10 dynes/cm² pressure.

Model 645 lists at \$100. Frequency response is flat from 50 to 15,000 cps. Output level (power) is 50 db below 6 milliwatts for 10 dynes/cm² pressure. Electro-Voice, Inc., Buchanan, Mich.—RADIO & TELEVISION RETAILING

Stancor RADIO TRANSMITTER

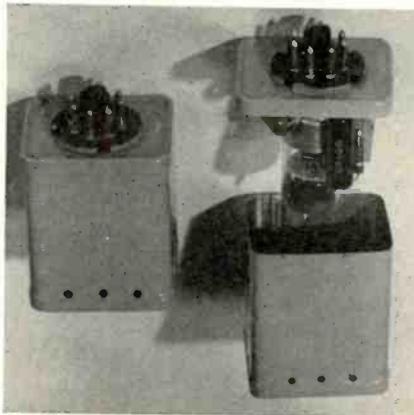
Stancor St-203-A is a compact radio transmitter designed primarily for mobile operation, but also useful for fixed station service. A special mounting arrangement makes the St-203A quickly transferable from car to fixed location. Power is obtained from a dynamotor or vibrator supply for mobile work or from an AC supply at a fixed location. Features include 27.5 watt amplifier plate power input, AM radio-telephony, two crystal-controlled frequencies, coverage of 10 and 11 meter bands, press-to-talk operation. The circuit lineup consists of a 6V6 harmonic oscillator working from 7 mc. crystals, a 2E26 class C amplifier, a 6J5 grounded-grid speech amplifier, and a push-pull 6V6 class A-1 modulator. Finished in silver-gray hammertone with gray plastic control knobs and brushed metal carrying handle. Size 8 $\frac{5}{8}$ " x 7 $\frac{3}{8}$ " x 6 $\frac{3}{4}$ ". Weight with tubes and crystals, 9 $\frac{1}{4}$ lbs. Furnished either as a kit or completely wired. Standard Transformer Corp., Chicago 18, Ill.—RADIO & TELEVISION RETAILING

Claroostat VOLUME CONTROL

A smaller, handier, 15/16" diameter carbon volume control is announced by Claroostat. The new control is available with or without switch. However, the switch is factory-equipped or built integral with the control proper. Dimensions are 15/16" diameter by 29/64" deep without switch, or 49/64" deep with switch. Standard units have a 1/4" long 3/32 threaded bushing, together with a 1" long knurled shaft, and are available in 250,000, 500,000, 1,000,000 and 2,000,000 ohm values, with the Z audio taper. For manufacturer's requirements, other resistance values are available, as well as other shafts. Claroostat Mfg. Co., Inc., 130 Clinton St., Brooklyn, N. Y.—RADIO & TELEVISION RETAILING

Collins AMPLIFIER

The Collins 1-A amplifier is a new idea in a pick-up amplifier-equalizer stage for use with the new General Electric variable reluctance, Pickering or other types of magnetic pick-up cartridges now on the market. It consists of a small metal shield can with an octal plug base measuring 1 $\frac{3}{4}$ " x 2" x 2 $\frac{1}{2}$ " in which is wired the complete equalizing circuit including



vacuum tube. It gives the proper frequency response curve to exactly complement the base characteristic curve of the above cartridges. An adapter plug is also available to allow immediate conversion back to a crystal pick-up, if desired. Voltage requirements: 6.3 volts at .3 amp., 250 volts at 2 ma. DC well filtered. Output voltage: Averages 0.5 to 1 volt. Distortion: Less than 1%. Price: \$11.50 net. Adapter plug: 75c. Collins Audio Products, Inc., Westfield, N. J.—RADIO & TELEVISION RETAILING

Aerovox CAPACITOR HARDWARE

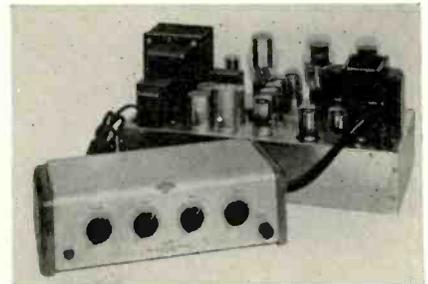
For neater, safer, more businesslike housing of motor capacitor jobs, Aerovox announces its expanded line of motor-capacitor hardware. In addition to its previous motor-capacitor housing with mounting lugs, there is now the housing with the single mounting bracket, the mounting bracket that fits around the usual round capacitor, and the top and bottom end caps. Such hardware insures the kind of servicing that commands better prices and therefore profits. Literature is available on request. Aerovox Corp., New Bedford, Mass.—RADIO & TELEVISION RETAILING

Turner "FIREBALL" MIKE

Crystal desk microphone has instantly detachable base. The response is 70 to 7000 cps; level 52 db below 1 volt/dyne/sq. cm. Weighs 1 $\frac{1}{2}$ lbs. Lists at \$13.25. The Turner Company, Cedar Rapids, Iowa.—RADIO & TELEVISION RETAILING

Brook AMPLIFIER

Model 10C3, the new Brook amplifier is built for application where highest engineering standards prevail. Model 10C3 consists of two separate units and is designed for remote operation with all controls conveniently removed from the basic amplifier. The smaller of the two chassis shown contains the pre-amplifier stages, input jacks, and all operating controls. The larger chassis contains the 30-watt power amplifier and power supply, and



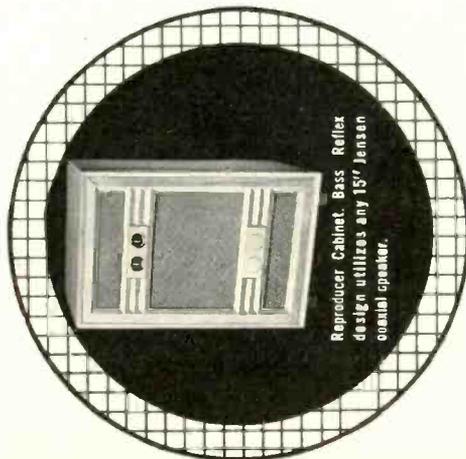
may be placed in any location dictated by expediency and convenience. Four input channels are provided, one of which is high-gain with internal equalization for use with low-level magnetic-type pickups. The unit uses low-mu triodes throughout. Frequency response is flat within 0.2 DB from 20 to 20,000 cycles, and both intermodulation and harmonic distortion have been reduced to the vanishing point. Brook Electronics, Inc., 34 De Hart Pl., Elizabeth 2, N. J.—RADIO & TELEVISION RETAILING

Telvar MOBILE AMPLIFIER

Two input mixing circuits on separate volume controls: One for high impedance dynamic or crystal microphone; one for external high impedance magnetic or crystal phono pickup; tone control for adjusting frequency response. Convenient output speaker sockets of 8 and 4 ohms for one or two 8-ohm speakers or trumpets. The Telvar mobile amplifier operates on either a 6-volt storage battery or 117-volt, 60-cycle, AC current. Both power supplies are fused for protection. It has a separate switch for "stand-by" operation on battery, to conserve power. There is a low hum level on both battery and AC operation. Model BMP-25—complete with tubes and phonograph top—list \$119.00. Model BM-25—complete with tubes and plain top—list \$99.00. Convenient plug-in cables for 6-volt battery or 117-volt, 60-cycle, AC current operation. It is small in size 15" x 10" x 10" with phonograph top and only weighs 18 pounds. Tube complement: 1—6SJ7—pentode microphone pre-amplifier, 1—6SC7—voltage amplifier, phase inverter, 2—6L6G—output push-pull power amplifiers and 26X5GT—power rectifiers. Audar, Inc., Argos, Indiana.—RADIO & TELEVISION RETAILING

**Jensen
Customode**

presents four basic units



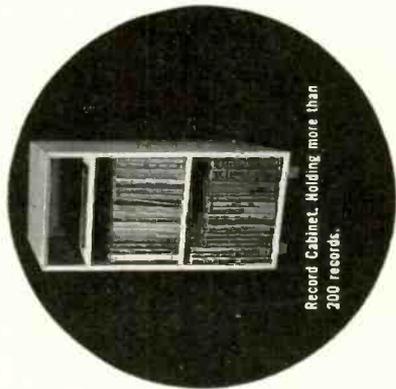
Reproducer Cabinet. Bass Reflex design utilizes any 15" Jensen speaker.



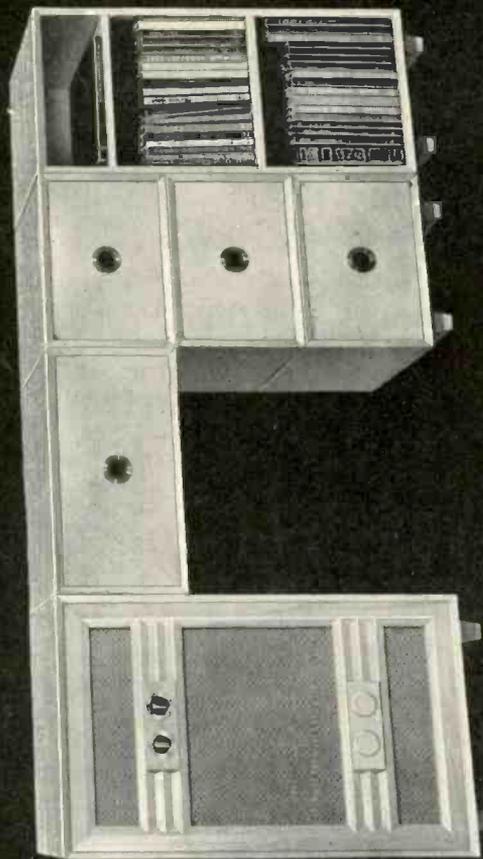
Medium Utility Cabinet. For large equipment, small television sets, amplifier racks, etc.



Small Utility Cabinet. For tuner, amplifier, recorder, record changer, etc.



Record Cabinet. Holding more than 200 records.



Assemble your own Entertainment Center with distinctive functional decorator-designed Customode

Jensen Customode was created to solve the custom-builder's problem — how to integrate fine sound producers and associated audio-video equipment into the space and decorative scheme of the home. Customode's universal "building block" flexibility permits stacking in literally hundreds of different combinations insuring maximum utility for all layout arrangements. In blond or Cordovan mahogany.

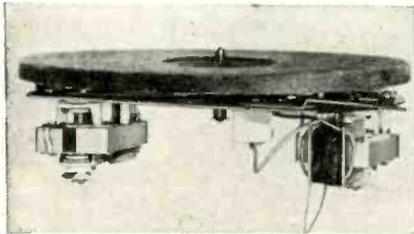
Write today for full information and color cut up illustrations

Jensen MANUFACTURING COMPANY
6601 S. Laramie Ave. Chicago 38, Illinois

New Service Equipment

Alliance DUAL-SPEED PHONOMOTOR

A new dual-speed phonomotor, which is in reality a dual version of the model 80, is announced by Alliance. Two motors, instead of one, are mounted below the standard 10" or 12" turntable. The new unit is a complete record player assembly. It will handle any existing records from large transcriptions



down to the "kid discs" or toy sizes. A single control in the form of a simple lever changes the turntable speed to 33-1/3 or 78 R.P.M. as desired. The device is so controlled that only one motor is in the electrical circuit at a time. The entire dual assembly requires hooking up only two wires with the power source. It can be furnished in any voltage from 220 to 110 volts at frequencies of 50 or 60 cycles, and takes the same wattage as the model 80. Alliance Mfg. Co., Alliance, Ohio.—RADIO & TELEVISION RETAILING

Photobell ELECTRIC EYE RELAYS

A new low-cost photorelay is now being made available on a nation-wide basis. Type ES-1 Photobell electric eye relay operates from 115V cy, comprises a photo-electric tube, amplifier, relay, sensitivity adjustment, all mounted on a 2 1/2 x 5" steel chassis and list-priced at \$22.50—40%. The built-in outlet on the rear of chassis delivers 115V 60cy when light entering the 1" diameter opening to phototube is intercepted. Any kind of lamp or daylight will operate it. The response time is about 1/20th second, which permits the photorelay to be used as a counting machine at speeds up to 600 counts per minute. Type ES-2 is similar, but includes a light projector built into the base of the chassis, projecting a narrow beam of light outward to a mirror which then reflects this light back into the phototube opening above the projector lens. With the mirror any distance away, up to about 10 feet, any body passing between the mirror and photorelay intercepts the light, operating the photorelay and switching on the 115 volts to the output. Photobell Co., 116 Nassau St., New York 7, N. Y.—RADIO & TELEVISION RETAILING

Shearite MACHINE SCREW CUTTER

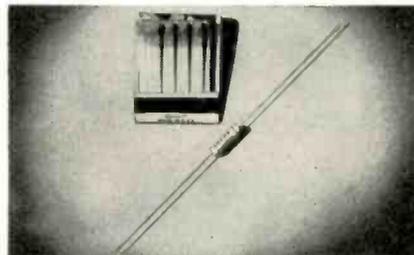
Device serves as a wire cutter, wire stripper, machine screw cutter, shearing machine screws without damaging thread. Wire-stripper notches for sizes from 22-10 (also serves as a wire gauge.) Sells for \$3.95. Made by Aircraft-Marine Products, Inc. Available from Richard Renner Associates, 315 So. 15 St., Philadelphia 2, Pa.—RADIO & TELEVISION RETAILING

Aerovox INTERFERENCE FILTER

What interference filter to use and how to connect it is readily and positively determined by the new Aerovox interference filter. In a sturdy metal cabinet with rigid side handle and with hinged-cover compartment holding the assortment of connecting cords, plugs, receptacles and clips, the selector goes out on the job. There it is readily connected in various ways with the noise-producing appliance or equipment. The knob is then turned through the series of different settings, each bringing into circuit the same circuit elements as found in Aerovox interference filters of corresponding type numbers. Thus the type filter to use, as well as the best connections, are immediately known, and the permanent installation made accordingly. Aerovox Corp., New Bedford, Mass.—RADIO & TELEVISION RETAILING

Solar TUBULAR CAPACITORS

Tubular molded paper capacitors, 3/16" in diameter x 5/8" long, are a recent development in miniaturization of electronic components. Identified as type TST "Tiny Sealdtites", these new capacitors are now in mass production by the manufacturer. Solar "Tiny Sealdtite" ca-



pacitors are molded in hi-temp plastic compound for satisfactory operation under the high operating temperatures found in miniaturized electronic equipment and personal radios. Solar Mfg. Corp., 1445 Hudson Blvd., North Bergen, N. J.—RADIO & TELEVISION RETAILING

Crowley TRANSFORMERS

As an example of sizable and elaborate cores that can be economically fabricated in powdered iron, the two-piece frame and center slug assembly for television receiver deflection transformers, is being made by Henry L. Crowley & Co., Inc., West Orange, N. J. With proper windings held by this transformer core structure, there is provided a low-loss energy-recovery system requiring no additional electrical energy yet providing large increases in deflection capability. Transformer core costs are reduced to less than one quarter those of equivalent laminated sheet or strip metal types. Henry L. Crowley & Co., Inc., West Orange, N. J.—RADIO & TELEVISION RETAILING

Stancor REPLACEMENT TRANSFORMERS

New line designed for midget radios. The A-3328 is designed to match a single tube 4,000 ohm plate impedance to a 3.5 ohm voice coil for use with tubes such as 1S4 and 3S4. Lists for \$1.45. The A-3329 is similar to the A-3328 with the exception that it matches a single tube plate impedance of 8,000 ohms to a 3.5 ohm voice coil and is used with such tubes as 1C5-GT, 1G5G, 1Q5-GT/G, 1S4 and 3S4. Sells for \$1.45. The Stancor A-3330 is designed for specialized service applications, and is of the hum-reducing type. There is an extra tap on the primary winding for use in hum-reduction circuits. The primary matches a single 2,000 ohm plate and the secondary is designed for use with a 3.5 ohm voice coil. Maximum allowable primary DC is 50 milliamperes. Used with such tubes as 25B5, 25B6, 25L6, 35A5, 35L6 and 50L6. It lists at \$2.10. The P-6348 is a special midget size plate and filament transformer for four or five tube sets using either a 6X4 or 6X5 rectifier tube. Primary operates from 117 V, 60 cyc; high voltage winding delivers 480 volts CT at 60 ma.; 6.3 volts center tap winding deliver 2.75 amps. Mounting area is 2 3/16" x 2 11/16". Lists at \$5.95. Standard Transformer Corp., 3580 Elston Ave., Chicago 18.—RADIO & TELEVISION RETAILING

Wheeler SOUND-POWERED HANDSET

Valuable for TV installers. Only 2 wires, or one wire and good ground return required. No auxiliary power required. Explosion proof. Maker claims satisfactory operation over 25



miles no. 16 twisted, or fifteen miles, no. 19 twisted. Transmitter and receiver unit are identical. Catalog available. Lists at \$12.50. Wheeler Insulated Wire Co., Inc., a division of the Sperry Corp., Waterbury 91, Conn.—RADIO & TELEVISION RETAILING

More Technical New Products Elsewhere in This Issue

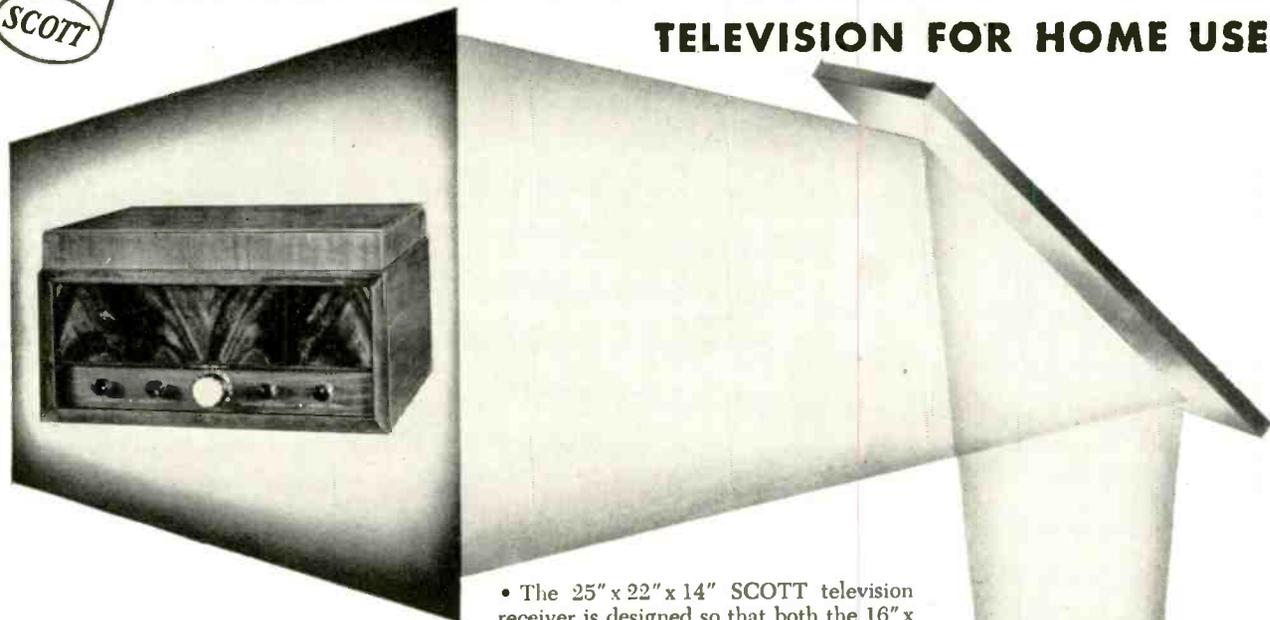
SCOTT chooses



PROTELGRAM

SCOTT

THE FIRST PRACTICAL, LARGE SCREEN PROJECTION TELEVISION FOR HOME USE



• The 25" x 22" x 14" SCOTT television receiver is designed so that both the 16" x 12" viewing screen and large reflecting mirror fold into the top of the cabinet.

The choice of **AMERICA'S QUALITY TELEVISION MANUFACTURERS**

Chosen by SCOTT Radio Laboratories, Inc., for a quality market that demands the finest in video entertainment, NORELCO PROTELGRAM brings to owners of this superb radio-television instrument a large picture (16" x 12"), free from distortion . . . a true black and white picture with photographic quality.

NORELCO PROTELGRAM projection is free from discoloration. Tones on the screen are true . . . black, gray and white. No glare—no eyestrain. NORELCO PROTELGRAM makes possible a large size projected picture, permitting viewing at less than 5 feet and up . . . ideal for either small or large gatherings.

NORELCO PROTELGRAM is bringing dependable, large-screen, clear-view projection to America's leading producers of quality television receiving sets.

Other NORELCO products include standard 10" direct-viewing tubes and special-purpose cathode-ray tubes for many applications.



• The PROTELGRAM projection system consists of a specially developed 2½" projection tube, an optical box with focus and deflection coils, and a 25 kv regulated power supply unit. Compactness and flexibility make possible large-picture television in average size radio-phonograph consoles, consolettes and table model television receivers.



PROTELGRAM IS PICTURE PERFECTION IN PROJECTION

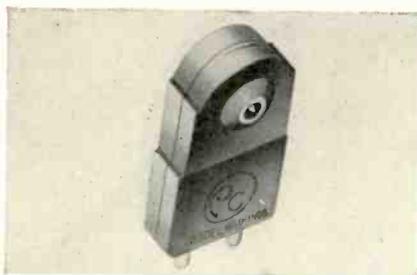
NORTH AMERICAN PHILIPS COMPANY, INC.

DEPT. TR-8, 100 EAST 42nd STREET, NEW YORK 17, N. Y. ★ IN CANADA: PHILIPS INDUSTRIES LTD., 1203 PHILIPS SQUARE, MONTREAL
EXPORT REPRESENTATIVE: PHILIPS EXPORT CORPORATION, 100 EAST 42ND STREET, NEW YORK 17, N. Y.

Technical New Products

Pickering CARTRIDGE REPRODUCER

The Pickering model D-140S cartridge reproducer is designed expressly for use on the new Microgroove, fine line slow speed, recordings. Its extremely sharp stylus radius is exactly one thousandth of an inch (.001") to track the fine grooves in the new Microgroove recordings. Because any wear would destroy the sharp stylus radius, only diamonds are used in the Pickering D-140S. The jewels used



are whole diamonds and not splints chipped from larger stones. The D-140S cartridge tracks the new Microgroove recordings with a stylus pressure of five (5) grams, or approximately 1/6 of an ounce. The combination of light pressure and high stylus polish assures the absolute minimum of record wear while the life of the stylus is unlimited. The list price of the D-140S is \$60 and they are available through radio parts jobbers. The Pickering Co., 923 8 Ave., New York, N. Y.—RADIO & TELEVISION RETAILING

Jackson CABINETS

New line of quality cabinets for console-model radio-phonographs. These cabinets come in walnut, mahogany and blonde, and are available in five different models. One of the models (illustrated) is adaptable for currently-produced 7" and 10" television sets and kits.



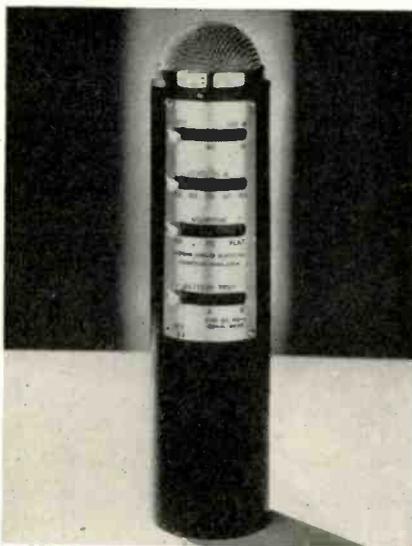
These cabinets will accommodate all standard record changers and most current radio chassis. In addition to the above-mentioned items, Jackson also makes speaker cabinets, portable phonograph cases, portable speaker and amplifier cases, etc. Jackson Industries, Inc., 1708 So. State St., Chicago, Ill.—RADIO & TELEVISION RETAILING

Electro-Voice MIKES

Electro-Voice series 210 high articulation carbon Mobil Mikes are now available in special models for exact replacement in current Motorola, RCA, GE and similar mobile equipment for commercial and emergency two-way communications. Metal button at rear of microphone case fits filament control switch bracket. These Mobil-Mikes are designed for highest intelligibility speech transmission. The microphones are extremely rugged. High impact phenolic case, with thick 5/32" wall, is unconditionally guaranteed for one year. Extremely light, too—weigh only 7 ounces. Fit comfortably in the hand—work well in any position—prevent arm fatigue, even under long period of use. Permanent finish retains new look indefinitely. May be used indoors or outdoors in any kind of weather. Model 210-M has 5 ft. straight three-conductor rubber jacketed cable, without connector. Lists at \$25.00. Model 210-MKK has Coiled Kord, 5 ft. extended, 1 ft. retracted, without connector. Lists at \$28.50. Model 210-MKKC is same as model 210-MKK, but has MC-4M connector installed on free end. Lists at \$30.00. Electro-Voice, Inc., Buchanan, Mich.—RADIO & TELEVISION RETAILING

Scott SOUND LEVEL METER

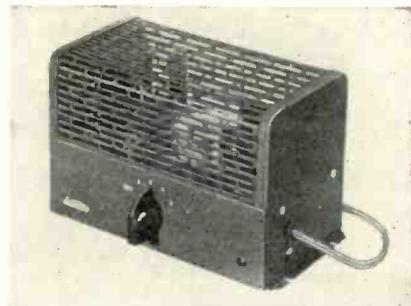
Utilizing subminiature tubes and new circuit techniques, the type 410-A sound level meter is a light, pocket-size instrument. This sound level meter covers the range from 34 to 140 db above the standard ASA reference level, includes all three standard ASA weighting characteristics to duplicate the response of



the ear at various levels, has a two-speed meter, provision for using extension cable, optional types of microphones, vibration pickups, etc., and analyzers or filters. The unit is 10 1/2" long, 2 1/2" in diameter, and weighs only slightly over two pounds including batteries. Herman Hosmer Scott, Inc., 385 Putnam Ave., Cambridge, Mass.—RADIO & TELEVISION RETAILING

Executone INTERCOM AMPLIFIER

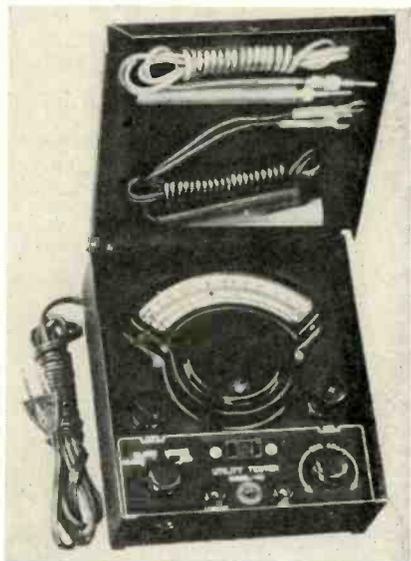
To increase the power volume needed for adequate coverage of large or noisy areas, Executone, Inc., has announced a new inexpensive booster amplifier for use with their intercom and sound systems. Offering a practical and economical answer to many heretofore unsolved acoustic problems, this new compact Model P-29 booster amplifier pro-



vides increased paging volume on systems designed to call or page all stations simultaneously. Operating on 110-120 volts, AC or DC current, the model P-29 amplifier yields an output of 8 watts and consumes a maximum of 53 watts of electric current. Housed in a brown crackle finished metal cabinet of sturdy construction, it is 5 1/4" high, 4 1/2" deep and 8 3/16" long. A combination four-step volume control and on-off switch regulates volume to the desired level. Executone, Inc., 415 Lexington Ave., New York 17, N. Y.—RADIO & TELEVISION RETAILING

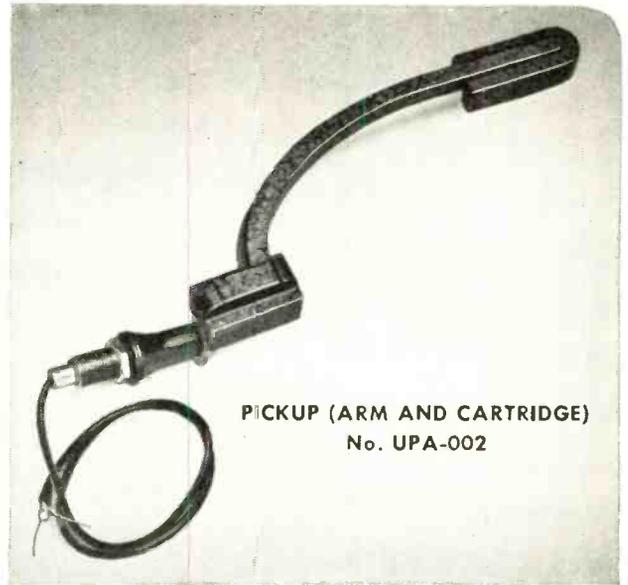
General UTILITY TESTER

Utility instrument measures the actual current consumption of any appliance or utility, either AC or DC., and will measure it while the unit is in operation. The reading is direct in amperes. Incorporates an ultra-sensitive



direct-reading resistance range which will accurately measure all resistances commonly used in electrical appliances, motors, etc. This range will enable continuity checks and tests for shorts and opens. Will read from a fraction of an ohm to 25,000 ohms. General Electronic Distributing Co., 98 Park Pl., New York 7, N.Y.—RADIO & TELEVISION RETAILING.

**NEW UNITS!
NEW MARKETS!
NEW SALES!**
for the



PICKUP (ARM AND CARTRIDGE)
No. UPA-002

VARIABLE RELUCTANCE CARTRIDGE

THESE three new General Electric units open up greater and greater sales possibilities for the Variable Reluctance Cartridge.

Tailored for this fast-moving unit, they fit a ready-made market. Installation problems are simplified, labor is reduced to a minimum, and performance is improved.

Order today—get sales rolling.

PICKUP (ARM AND CARTRIDGE) . . . No. UPA-002

For 10 and 12 inch records

This inexpensive Pickup has an immediate appeal for the serviceman, high fidelity enthusiast and experimenters—in fact, everyone who owns a record player.

This arm can be used with any record player without automatic changer and provides excellent response with absence of undesirable resonance.

A mounting template is supplied with each Tone Arm.

TRANSCRIPTION ARM . . . TYPE FA-21-A

For Professional Use

Broadcasters, sound laboratories, recording studios and wired music services will welcome this unit to simplify turntable problems.

It's easy on the operators—easy to spot in correct groove—no instability worries.

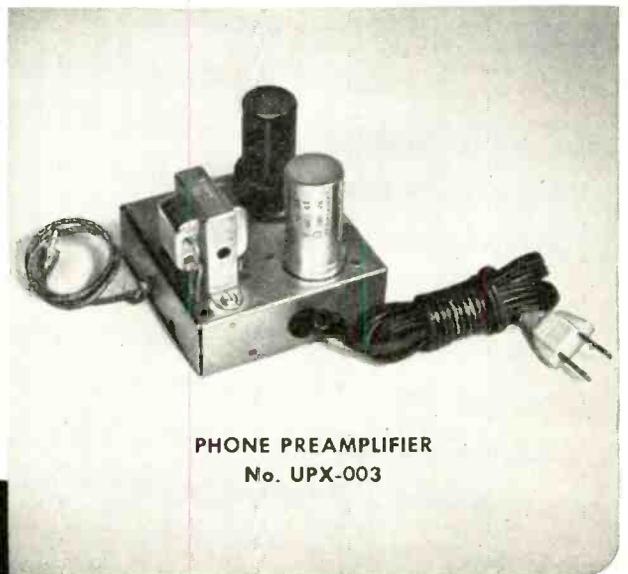
PHONO PREAMPLIFIER . . . No. UPX-003—with RECTIFIER (For 117 volts, 60 cycle)

This self-contained preamplifier solves a tricky, laborious, installation problem for the busy serviceman. Installations can be made quickly, easily, profitably. The unit is ready to operate when attached to the set—just plug it into the nearest available outlet.

For complete information on these three units write: *General Electric Company, Electronics Park, Syracuse, New York.*



TRANSCRIPTION ARM
TYPE FA-21-A



PHONE PREAMPLIFIER
No. UPX-003

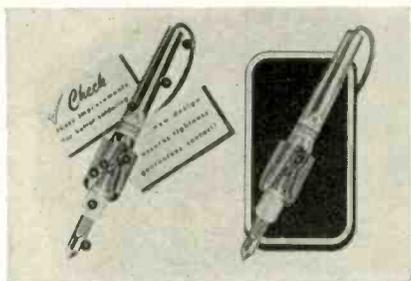
169-G7

GENERAL  ELECTRIC

New Servicing Tools

Ungar SOLDERING PENCIL

An improved soldering pencil iron that is said to assure tightness and guarantee contact has been announced by the Ungar Electric Tool Company. Lightness (3.6 oz.) for hard-to-reach places and interchangeable tips are also features of the new pencil iron. A 65-strand, extra flexible cord is an integral part of the molded plastic handle. Coolness is claimed for the special plastic handle because both a cork insulator and cooling fins are used. The heating unit is held tightly by an extra length copper plated brass shell that rides on top of



the 4-threaded copper socket. The element is 20 watts, and operates on 110-120 volt AC-DC. Four interchangeable tellerium tips are: $\frac{1}{8}$ " chisel, $\frac{1}{8}$ " pencil, $\frac{3}{8}$ " chisel, and $\frac{3}{8}$ " pyramid. Copper tip length beyond the heating coil is $\frac{5}{8}$ " on the $\frac{3}{8}$ " tips and $\frac{7}{8}$ " on the $\frac{1}{8}$ " tips. Both heat to 600° in 90 seconds. This new pencil is 7" long and has a maximum diameter of 1 inch. Underwriters' listed seal is on the complete pencil set. Handle and cord list at \$1.00 and the four tips are \$1.00 each. Ungar Electric Tool Co., Los Angeles 54, Calif.—RADIO & TELEVISION RETAILING

Jet SOLDERING IRON

A new type of soldering iron, incorporating a number of innovations, has been announced by the Jet Thermal Device Company of Brooklyn, New York. The thermal cartridge, used as a heating element, is designed on the "wattage expanding principle," and not only creates a quick heating of the tip, but by concentration of the heat in the small area, permits a saving in current costs. The design of the "Slim Jim" is also new, being shaped like a pen and just as easy to use. Although



it is a heavy-duty iron, suitable for continuous industrial use it weighs only $3\frac{1}{2}$ ounces including tip and cord, thus greatly eliminating fatigue. In addition, the "Slim Jim" features replaceable thermo cartridges, whereby the iron may be converted to any desired wattage. It will operate from an ordinary storage battery, such as used in automobiles, and will operate normally on AC or DC current. Tips are also replaceable. Jet Thermal Device Co., 2873-86 St., Brooklyn, N. Y.—RADIO & TELEVISION RETAILING

Heller STAPLING GUN

An automatic stapling gun for stapling all wire, with a controlled power chamber to meet any predetermined drive without marring or injuring the wire...shoots a broad rust-proof staple made in any desired color. It will automatically staple braided, rubber coated, single and double strand wire and hollow tube lines to baseboards, plaster walls, window frames, door jambs, rafters and around difficult angles or corners. This gun uses a new type of staple with a better holding and easier driving point. It has been tested and approved by the A. T. & T. Laboratories. The staple will drive as



easily in hard as in soft woods. (Tested to hold in hard woods 56 to 64 lbs. and in softer woods 28 to 34 lbs.) The Heller Company, 2153 E. Superior Ave., Cleveland 14, Ohio.—RADIO & TELEVISION RETAILING

Quik-Shot CHEMICAL SOLDER IRON

Especially recommended for antenna work on roofs, where no electric lines are available, a new soldering iron, known as the "Quik-Shot," utilizes a chemical cartridge that heats the iron to working temperature in 5 seconds, and, equivalent to 200 watts, maintains intense heat for 10 minutes. The cartridge, about the size of a small flashlight battery, contains a primer and is ignited in a manner similar to that of firing a bullet. When the cartridge is placed in the copper tip of the iron and the spring rod is pulled and released, the pointed rod strikes the primer and sets off the heating action, which is created by a chemical mixture of certain metal powders and an oxidizing agent. The cartridge is declared to be non-explosive. Kemode Manufacturing Company, 2 W. 46th St., N. Y. 19, N. Y. manufactures and distributes the Quik-Shot iron, which retails for \$4.95. This price includes a package of five cartridges. Additional packages are available at 59 cents.—RADIO & TELEVISION RETAILING

Mueller TWIN-CLIP

The new Mueller "Twin-Clip" may be used in a number of applications, both electrical and mechanical. A squeeze in the center opens both jaws at once—or a squeeze on either end opens one jaw without disturbing the other. Made of cadmium plated steel, 2" long, $\frac{3}{8}$ " wide, with a jaw spread of $\frac{1}{2}$ ", it has a screw connection. Mueller Electric Co., 1583 E. 31 St., Cleveland 14, Ohio.—RADIO & TELEVISION RETAILING

EZ CABLE RIPPER

The no. 9020 EZ cable ripper is made of formed steel, which is then case hardened and cadmium plated. Although designed particularly for use with the new, smaller diameter cables now in popular demand, the new National Electric tool will effectively strip the sheath from larger sized cables. This cable ripper is composed of two hinged parts. In operation the end of the non-metallic sheathed cable to be stripped is laid in the rounded bottom channel. The hinged top is then closed over and firmly pushed down on the cable. This action forces a rudder-shaped ripper through the sheath. The cable ripper is then pulled steadily forward. The sheath is thus neatly sliced. Only an additional second or two is needed to open the sheath at the cutting and strip it back to expose the insulated conductors. According to the manufacturer, this cable ripper will not score the copper conductors. The new product, which is $2\frac{1}{2}$ -in. by $1\frac{1}{4}$ -in., will be sold by wholesalers for about twenty-five cents. National Electric Products Corp., Pittsburgh 19, Pa.—RADIO & TELEVISION RETAILING

Weller SOLDERING GUNS

Two new soldering gun models. These new models are designed for use on 110 or 220 volts at 50 or 60 cycles, principally intended to meet the requirements of export customers. The new 220 volt gun is equally advantageous



for use in the United States wherever 115 volts—60 cycles is not available. The new models ES-110 and ES-220 provide single heat at 100 watts with a 4" reach from housing to tip. The five second heating, prefocused spotlight, and Flexitip of the two regular Weller models are also features of both these new units. Weller Mfg. Co., Easton, Pa.—RADIO & TELEVISION RETAILING

Holub MASONRY DRILLS

Masonry drilling, always a lengthy and tedious job has now been simplified through the development of Holub Carbide tipped masonry drills. "Hi" drills are engineered for use with electric rotary or breast drills. They are designed particularly for drilling hard materials, such as: concrete, brick, stone, tile, marble, plaster, sheet rock, etc. Since carbide is almost as hard as diamond, extremely long life is assured. Holub Industries, Inc., Sycamore, Ill.—RADIO & TELEVISION RETAILING

Other new products
elsewhere in
this issue

Harrison

Portable

WIRE RECORDER

Phono-Combination



With cover closed and ready for convenient carrying to location. The Harrison Wire Recorder is truly a portable instrument. It fills every requirement of sound pickup, near or remote, for permanent or temporary record, with playback or erasure at will.

OPENS
THE DOOR TO
TRUE
PORTABILITY
TRUE
FIDELITY
TRUE
FLEXIBILITY

A precision-built instrument combining a wire recorder of advanced design with a record player, P.A. system and other exclusive features.

\$134⁵⁰
retail



Instantly ready for use, with its roll-out control panel, the Harrison Wire Recorder is ideal for professional, commercial or personal recording—in homes, studios, plants, meeting rooms, auditoriums, stores and many other places.

HARRISON HAS **ALL** OF THE USUAL FEATURES, *plus these:*

- Harrison, of course, has all of the features that are common to most other wire recorders. Such as:
- Record player for 10"-12" records.
 - Records from phonograph, phono record or mike.
 - Six tube performance.
 - Radio attachment at no extra cost.
 - Automatic shut off.
 - Ease of operation.

- ✓ Attractive, plush-lined, leather-bound carrying case.
- ✓ Roll out control panel.
- ✓ Public address system.
- ✓ Musical instrument amplifier.
- ✓ Tone control.
- ✓ Weight only 23 lbs.
- ✓ Dimensions: 8½ x 10 x 14 in.

Territories open for Representatives and Distributors

HARRISON MANUFACTURING CO., 1426 N. ST. LOUIS, CHICAGO 51, ILLINOIS

DESIGNED TO MEET EVERY REQUIREMENT

The Complete Quality-Engineered LINE OF FM & TV ANTENNAS

(44 to 216 MC) by

MASS PRODUCERS OF ANTENNAS
SINCE THE START OF BROADCASTING

BRACH

EST. 1906

Be assured of maximum reception and trouble-free operation with Brach FM & TV antennas. They are recommended for their simplicity, ease of installation and durability by service-men, installation engineers and dealers. Brach features a complete line, engineered for maximum performance and to meet all individual problems and requirements.

All antenna kits are complete, containing a five foot steel mast, non-corrosive aluminum elements, ample down-lead, all necessary hardware and the Brach Universal Base Mount which permits a 360° rotation of the mast to any position on any type of building after the mount has been secured. Guy wires are also included and give complete protection and stability to the installation.

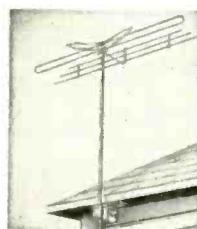
Brach antennas feature a low standing wave ratio for peak reception and can be obtained to cover all channels from 44 to 216 MC. Each type of antenna has been tested to give a uniform pattern over the frequency range specified.

ATTENTION, USERS OF PRIVATE BRANDS

L. S. Brach Mfg. Corp., experienced in the development and manufacture of all types of receiving antennas, offers engineering and mass production facilities for the design and production of antennas to individual specifications.

SEND FOR CATALOG SHEETS

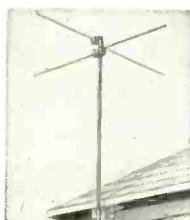
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BRACH MULTI BAND
FOR FM & TV #344
44-108 MC 174-216 MC
(Accessory Reflector Kit
#344-R as Illustrated)



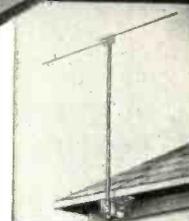
BRACH BROAD BAND
FOR FM & TV #338
44-108 MC
174-216 MC



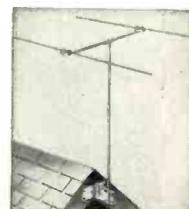
BRACH CROSS DIPOLE
FOR FM #346
88-108 MC



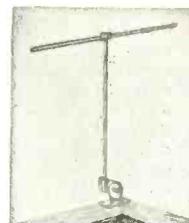
BRACH
UNIVERSAL
BASE MOUNT



BRACH STRAIGHT DIPOLE
FOR FM #334 88-108 MC
FOR TV #333 44-88 MC
Accessory Reflector Kit—
For FM #334-R
Accessory Reflector Kit—
For TV #333-R



BRACH STRAIGHT DIPOLE
SHOWN WITH REFLECTOR



BRACH FOLDED DIPOLE
FOR FM #335 88-108 MC
FOR TV #337 44-88 MC
Accessory Reflector Kit—
For FM #335-R
Accessory Reflector Kit—
For TV #337-R

Big Plans Under Way for Columbia "LP" Discs

Columbia Records, Inc., is currently engaged in extensive marketing plans for its new non breakable Microgroove phonograph record. Known as the Columbia LP (Long Playing) Microgroove, the record is capable of producing entire symphonies and concertos as well as the complete score of a Broadway musical on



Ruth Morris, RADIO & TELEVISION RETAILING records editor, and Edward Wallerstein, chairman of the board, Columbia Records, discuss the new microgroove long-playing recordings during a press showing.

a single record. It is available in the 10-inch size with playing time of 27 minutes, and in the 12-inch size with a playing time of 45 minutes. It retails at \$4.85 for a 12-inch and \$3.85 for a 10-inch Masterworks record. Popular music 10-inch discs cost \$2.85.

The records are played at 33 1/3 rpm. Grooves in the platters are cut at 224 to 300 to the inch. The use of Vinylite, states Columbia, together with the Microgroove, removes all perceptible surface noise.

The record player attachment developed for Columbia Records by the Philco Corp., is to be sold as an integrated unit. The attachment will adapt any radio or radio phonograph combination to play the Microgroove records without disturbing equipment already set up to play conventional records. The attachment is contained in a small cabinet, approximately 15 x 14 x 6 inches. It retails at \$29.95.

James H. Carmine, vice-president in charge of distribution, Philco Corp., announced that the new 1949 line of Philco radio phonographs are designed to play both the new Columbia LP Microgroove and conventional records, and contains a standard tone arm in addition to the new Philco reproducer.

A wide and representative variety of classical and popular numbers are immediately available to dealers on LP Microgroove records.

Arvin's "Mighty Mites"

Gordon T. Ritter, director of sales for the Arvin division, Noblitt-Sparks Industries, has announced the introduction of "decorator colors" in its "Mighty Mite" line. The six colors chosen are leaf green, turquoise, geranium red, banana yellow, persimmon and gardenia cream. Arvin officials feel that the choice of six colors will appeal to consumers with definite ideas about room decoration.

There will be no premium charges for the color sets. The "rainbow radios" will retail at \$14.95 with a slightly higher price tag in Zone 2. Advertising campaigns and window displays are in full swing.

L. S. BRACH MFG. CORP.

200 CENTRAL AVE., NEWARK 4, N. J.

WORLD'S OLDEST AND LARGEST MANUFACTURERS OF RADIO ANTENNAS AND ACCESSORIES

VOL. XVII (17)

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Factory-facts on FM as well as AM radio receivers and allied equipment of 115 manufacturers. Record changers and wire recorders.

Rider-Exclusive "clarified-schematics", break-down every multiband job into individual diagrams of circuits as they exist with each turn of wave band or equipment switch.

The separate "How It Works" book and the Index comes with the Manual at no extra cost. Explains the theory of new radio circuits and elaborates on the mechanical innovations of the sets covered by the Manual.

1648 PAGES, PLUS "HOW IT WORKS" BOOK AND INDEX . . . \$15.00

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RIDER

Television MANUAL

OVER 1400 PAGES
(but the equivalent
of 2000 pages)

PLUS, 2 Separate Books, "HOW IT WORKS" and INDEX . . . Complete \$15.00

Circuit descriptions, adjustment of various trimmers, traps, transformers, etc., voltage and resistance readings, alignment instructions, parts lists, schematics, patterns, chassis views, wave forms. Everything needed on 1946-1947 television receivers (complete and kit) of 34 leading manufacturers.

208 page "How It Works" book covers underlying theory of television. Transmission and reception, frequency standards, antennas, various portions of television receivers.

Television
"HOW IT WORKS"
Available Separately

If television is not yet in your area, it will be soon. Here is theory you want. \$2.70

VOL. 1 RIDER PA MANUAL

Out in September

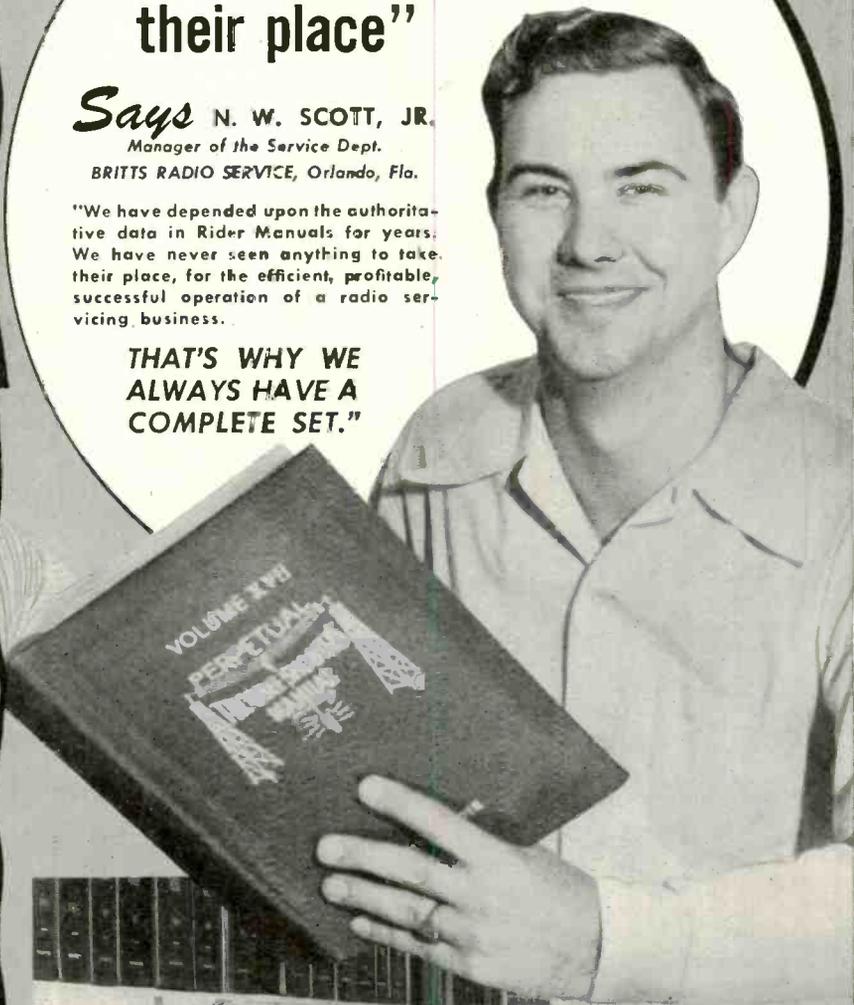
The first industry-wide service manual covering products of all leading manufacturers of PA amplifying systems, manufactured since 1938 to date. Schematics, voltage data, resistance values, capacity values, parts lists, etc. "HOW IT WORKS" explains theory of various designs employed in different types of amplifier systems, the servicing of PA systems, using sine wave and square wave means of checking, methods of rapidly locating faults. Everything you need. Approx. 2000 Pages. . . \$18.00

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Says N. W. SCOTT, JR.
Manager of the Service Dept.
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"We have depended upon the authoritative data in Rider Manuals for years. We have never seen anything to take their place, for the efficient, profitable, successful operation of a radio servicing business."

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ALWAYS HAVE A
COMPLETE SET."



You, TOO—
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RIDERS MANUALS

Volume XVII . . .	\$15.00
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NOTE: The Mollory Radio Service Encyclopedia, 6th Edition, makes reference to only one source of Radio Receiver Schematics—Rider Manuals.

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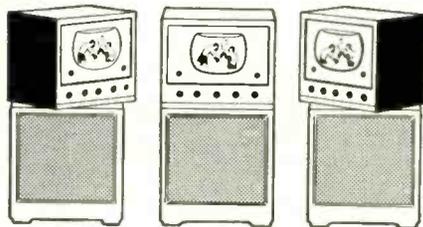
Kits Engineered for EASE of ASSEMBLY and Top Performance.
Cabinets designed and built for Beauty, Utility, Durability.
NO TECHNICAL KNOWLEDGE REQUIRED for ASSEMBLY.



Console Model 7CL



MODEL 10BL
Gives 115 Sq. In. Picture



Roto-Table for full 180° Visibility

TRANSVISION manufactures the most extensive line of high quality **Television Kits, Cabinets, and Components.** Models illustrated and listed here are only representative of Transvision's leading values. **See your distributor.**

MODEL 10BL, TV/FM Kit, gives 115 sq. in. picture; complete FM Radio; receives all channels; streamlined cabinet **NET \$299.00**

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MODEL 7BL, same as 7CL except that it is a table model **NET \$189.00**

All prices include **cabinets, tubes, antenna,** and 60 ft. of lead-in wire. (Models 7CL and 7BL can be supplied with complete FM Radio for small additional cost.)



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On August 16, 17, and 18, Transvision will hold its 2nd annual exhibit at the Waldorf Astoria Hotel in New York. . . BE SURE TO COME and see the many sensational new television developments.

Technical New Products

Electro-Voice CARTRIDGE

The "torque Drive" is a new idea in crystal pickup cartridges developed by Electro-Voice engineers, for use in home phonographs, record players, record demonstrators, coin-operated machines, etc. It makes possible new light weight and new efficiency in coupling the crystal to the record groove. It acts as a mechanical transformer and provides the proper "gear ratio" between record groove and the crystal. It allows a compliant (free-moving) needle point to deliver multiplied force to the crystal and gives optimum transfer of energy at all useful audio frequencies, as well as reducing ample voltage output with high needle compliance. Features include: light weight (weighs only 1/5 ounce), low mass drive system., multiplied needle-force-to-crystal. Has no bearings or bushings. The series 12 "Torque Drive" is available in low, medium and high voltage outputs. 3 basic models replace over 100 popular type crystal pickup cartridges in general use. Each cartridge is individually packaged and is color coded for voltage. It is available with replaceable Osmium-tip or sapphire-tip needle. The cartridge is easy to install. Available individually or in kits. Electro-Voice, Inc., Buchanan, Mich.—**RADIO & TELEVISION RETAILING**

Allied LAMPHOLDER ADJUSTERS

The new Spring-Action lampholder adjusters, recently perfected by Allied Electric Products, Inc. of Irvington, N. J., insure better performance of both old and new fluorescent fixtures by assuring electrical contact and eliminating the possibility of falling lamps. The patented design of these nickel-plated steel adjusters, with their "feet" acting as permanent wedges or walls, counteract the effects of vibration or fixture warpage by holding the lampholder rigidly. Easy to install on old fixtures, low cost Spring-Action lampholder adjusters can be applied to any type of fluorescent lampholder in less than a minute. A screw driver is the only tool required. These practical, easy-to-install, adjusters are made of nickel-plated steel and come complete with two staked screws to speed up the installation. Spring-Action lampholder adjusters are available in sets of two adjusters to a card or in bulk. Allied Electric Products, Inc., Irvington, N. J.—**RADIO & TELEVISION RETAILING**

Jones POLISHER

Jones Model 48 Polisher for polishing, buffing—can be used on metal, wood, plastics and other surfaces. A lightweight, compact unit with handy start and stop switch in handle. With powerfully built motor, dynamically balanced armature operating on ball bearings, commutator undercut and diamond turned, spindle operating on ball bearings, hardened steel reduction gears, all assuring quick performance and long service. Eliminate tiresome, tedious hand work. For polishing and simonizing automobiles and children's toys. Continuous service motor 110 volts AC and DC Amperes 1.6 Disc Speed—1600 RPM no load 1200 RPM normal load. Bearings — sealed ball bearings, 10-ft. extension cord with quick make and break switch in handle, air cooled—balanced motor. Weight 5 lbs., length 8 in. overall. Guarantee — one year against electrical and mechanical defects. Price with one #483 rubber pad, one #484 lambs wool bonnet, one #485 rubber pad retainer screw, \$32. Jones Motorola Corp., Stamford, Conn.—**RADIO & TELEVISION RETAILING**

WEATHER:
FAIR
and PROFITABLE

GOOD NEWS

RAYTHEON
Radio Receiving Tubes*
Special Purpose Tubes
Transmitting Tubes
Hearing Aid Tubes

FOR RADIO SERVICE DEALERS EVERYWHERE

RAYTHEON BONDED DEALER PROGRAM BUILDS STEADY, PROFITABLE SALES



"BOND" OF LOYALTY CEMENTS RAYTHEON DEALER AND DISTRIBUTOR

The Raytheon Bonded Dealer Program links you with the best parts distributor in your town — the Raytheon Tube Distributor. Ask us to put him in touch with you so he can tell you all about the Program and how you can make the most of it.

Newton, Mass., August '48 — Everybody talks about the need for building public confidence in radio repair work. Raytheon has done something about it! The makers of Raytheon Receiving Tubes working with the Raytheon Distributor in your locality have swept away this one big barrier to profitable volume. How? *By making available to qualified Service-Dealers' Shops an iron-clad 90-day BONDED guarantee on labor and parts backed by the hundred million dollar assets of the Western National Indemnity Company.*

FREE INSURANCE!

Raytheon pays for this Surety Bond. It doesn't cost you a cent! But, my! what a magnet for attracting and holding customers. The Raytheon BONDED SERVICE GUARANTEE spells *confidence* to all who see it displayed, and confidence is the essence of successful radio service today. Your Raytheon Distributor has a bond for you. See him, *today*.



*Including the new Raytheon Bantal Tubes for simplifying your tube stock problem with no loss of sales. Write for full information.



TUBE BUYERS HAIL CODE OF ETHICS IDENTIFYING RAYTHEON BONDED DEALERS

Here it is — the famous Code that means business to your customers and builds business for you:

The RAYTHEON Code of Ethics for Bonded Electronic Technicians

1. GUARANTEE ALL RADIO REPAIR WORK FOR 90 DAYS.
2. Use only parts of recognized quality.
3. Charge no more than list price for parts installed.
4. Perform only such work as is necessary.
5. Test customers' tubes as accurately as possible.
6. Keep labor charges at a reasonable level.
7. Maintain the highest quality service.
8. Maintain proper equipment for good repair work.

RAYTHEON MANUFACTURING COMPANY
RADIO RECEIVING TUBE DIVISION
NEWTON, MASSACHUSETTS · CHICAGO, ILLINOIS · LOS ANGELES, CALIFORNIA

Mahogany Still Scarce But Outlook Is Good

The Mahogany Association, Inc., 75 E. Wacker Drive, Chicago, Ill., has issued a report in which it was stated that mahogany lumber will continue to be in rather short supply until there are arrivals in quantity from this season's production. Problems encountered in getting the lumber in due to the rainy seasons, as well as supplies from the west coast of Africa and from the upper Amazon and its tributaries were also discussed.

The outlook for 1948 is for much better than average production, but all factors will have to be favorable from now on to equal or surpass the record of 1947, the report stated. Assuming that business will continue at present levels, the association in summing up ventured to state that the mahogany lumber supply should

be somewhat easier during the second half of the year, particularly in the fourth quarter, and that it is doubtful that supply will fully catch up with demand. From every apparent indication the supply of mahogany veneers will meet all demands at least for the rest of the year, the report explained.

A color sound motion picture devoted to mahogany is available for dealers to use in sales training as well as for public showings.

Webster-Chicago Needles

Webster-Chicago Corp., Chicago, Ill., has introduced two new Nylon phonograph needles. The new Red Nylon needle with knee action, features a genuine sapphire cushioned in nylon. It retails at \$5.00. The nylon teardrop needle, with high polished "rose jewel" is the second needle introduced. It will retail at \$1.75.

Tele-Tone Set Appeals to Dealers and Customers



Jane Russell relaxes with Tele-Tone's new popular portable in her dressing room during a personal appearance show. This set, the company declares, has broken all Tele-Tone sales records for portable designs this summer. It has a drop-door front, a handsome gold metal grille, and contains five tubes including rectifier. It also features a hinged back that allows easy access to the interior and is available in sand and maroon colors at \$29.95.

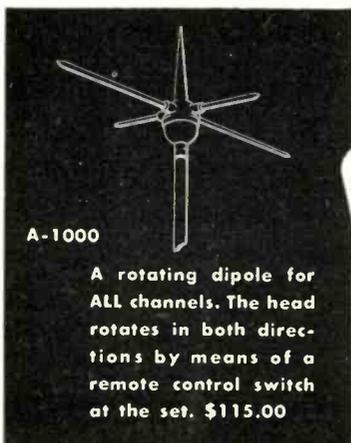
Rheem Water Heater Retailer Promotion

"Who is going to make the money in home comfort appliances?", Richard S. Rheem, president of Rheem Manufacturing Company asks in a new brochure entitled "Design for Better Business" available to distributors and dealers without cost. He answers the question in four pages of terse, hard hitting sales copy. Beautifully illustrated in four colors the brochure shows how the manufacturer can help the dealer merchandise his product directly into the home. The brochure also explains how the Rheem national advertising campaign which now reaches three out of four urban homes and 100 per cent of all farm homes can be utilized by the dealer on a local level to bring point of contact sales. Available on application to the advertising department, Rheem Manufacturing Co., 570 Lexington Avenue, New York 22, N. Y.

In Eureka Sales Post

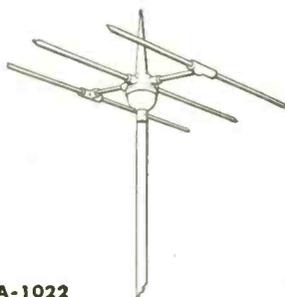


The appointment of Henry A. Dinegar, above, to the position of assistant sales manager has been announced by A. L. McCarthy, executive vice-president and sales manager, Eureka Div., Eureka Williams Corp., Bloomington, Ill.



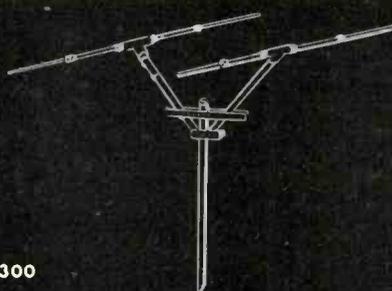
A-1000

A rotating dipole for ALL channels. The head rotates in both directions by means of a remote control switch at the set. \$115.00



A-1022

A rotating "High Gain" antenna with a THREE element array for areas with weaker signal. \$125.00



A-1300

A tunable telescopic calibrated antenna. **Directivity**—Increases the "horizontal" directivity and maximizes the forward-to-backward field strength by adjusting the spacing between the driven element and the parasitic element.

Elevation—In order to obtain great directivity in both the horizontal and vertical planes, provision is made to elevate the antenna from the horizontal plane over a range of 45° to 135°.

Gain—This driven antenna and its parasitic element can be tuned to maximize the signal being received or transmitted.



372 CLASSON AVE., DEPT. R1, BROOKLYN 5, N. Y.

Antennas are shipped complete with 10 foot masts. Nothing else to buy except transmission lines. Connectors are available.

GREATEST ADVANCE IN V.O.M. HISTORY

Beautiful Streamlined Instrument.

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

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

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

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

Batteries Easily Replaced... New Double Suspended Contacts.

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

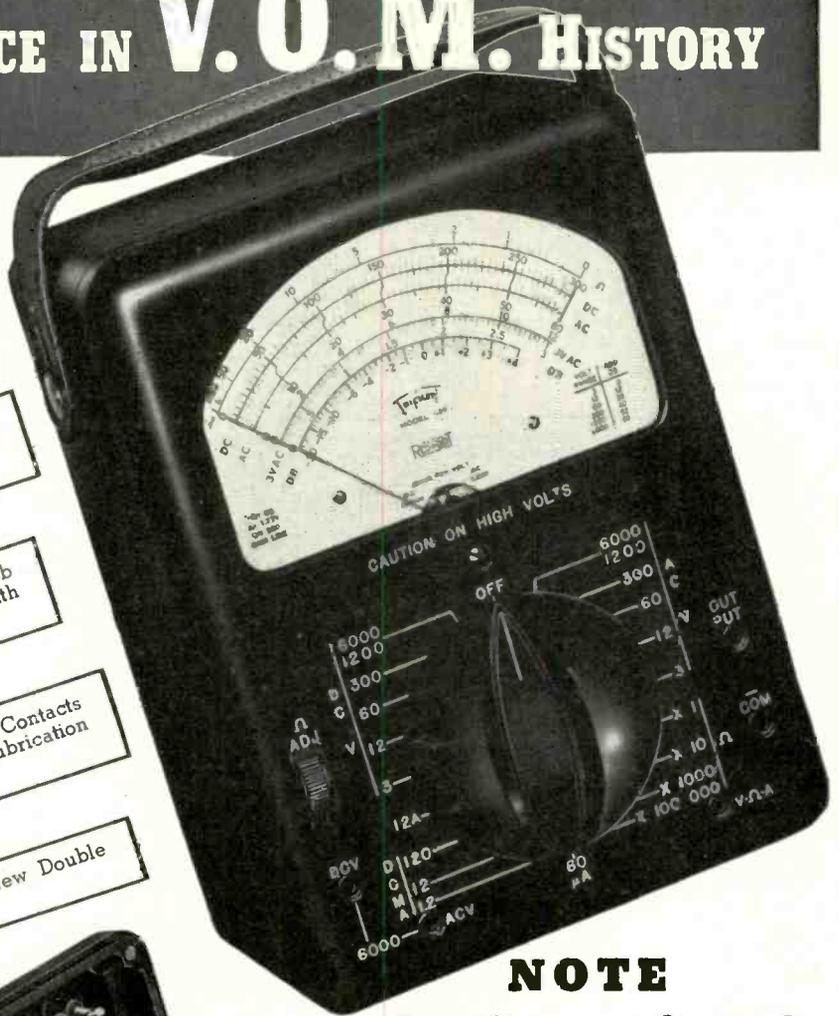
Unit Construction... Resistors, Shunts, Rectifier, Batteries All Are Housed In A Molded Base Built Right Over The Switch... Provides Direct Connections Without Cabling... No Chance For Shorts.



Inside view cover removed...inverted

TECH DATA

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



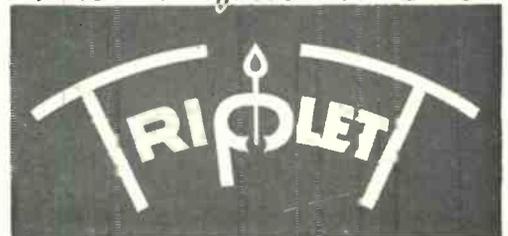
NOTE the Sensational Improvements Model 630

\$3750 U.S.A.
Dealer Net

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

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

Precision first... to Last



TRIPLETT ELECTRICAL INSTRUMENT CO. • BLUFFTON, OHIO

In Canada: Triplett Instruments of Canada, Georgetown, Ontario

Sams Stresses TV Service

Howard W. Sams & Co., Inc., Indianapolis 6, Ind., is sponsoring a series of meetings of radio service men, to alert radio technicians to the opportunities in television for the trained technician. A.C.W. Saunders, of the Saunders Radio & Electronics School, Newton, Mass., whose television training program is the basis for the Howard W. Sams' photofact course in television principles, talked to groups of radio service technicians in Bethlehem and Philadelphia, Pennsylvania, and in New York City, on the fundamentals of receiver servicing.

Mr. Saunders employs an interesting series of analogical diagrams to explain television circuit functions with remarkable clarity.

Bendix Executives Discuss Direct-to-Dealer Plan



Planning the announcement features of the new Bendix Radio sales policy are l. to r.: W. A. Mara, director of advertising and public relations, Bendix Aviation Corp.; Hovey Hagerman, vice-president, MacManus, John & Adams, Detroit Bendix agency; Fred J. Hatch, manager, Baltimore, making the presentation to Fred T. Sterritt, Bendix advertising manager, J. L. J. O'Connor, sales promotion manager and E. C. Bonia, general sales manager for radio and television.

Formal announcement of a direct-to-dealer sales policy was made by Edward C. Bonia, general sales manager for radio and television, Bendix Radio Div., Bendix Aviation Corp., Baltimore. "By adopting this modern merchandising method, Bendix gives both the consumer and the dealer the break they deserve," Mr. Bonia stated.

Bendix Radio proclaimed its new policy with extensive two color advertising spreads and inserts in papers published currently with the opening of the summer market in Chicago. At the same time the new 1949 line of Bendix radios and television was introduced to dealers.

Headline feature of the new line consisting of fifteen models was "Front Row" television. Mr. Bonia described the 53-square-inch direct view picture as the finest to be had in brilliance, detail and freedom from flicker. It is offered in three models.

Other Models

A mahogany and a blond table model with cabinet-type doors at \$329.95 and \$339.95, respectively, and an 18th century mahogany console combination with FM-AM and phonograph at \$599.50, were shown. The table models are convertible to consoles with the addition of matching table bases at \$19.95 extra.

Six new radio-phonograph combinations were shown, beginning at \$149.95. These provide FM-AM reception, automatic phonograph, and feature record storage space. A new FM-AM table model at \$59.95 was shown in an offering of five plastic models, beginning at \$19.95. All models feature one-piece cabinet construction incorporating the molded-in handle, all-enclosed back and a stout metal base.

Named by Air King

Frank Wedel was appointed manufacturer's representative for Air King Products Co., Inc., Brooklyn, N.Y., manufacturers of radios, combinations, wire recorders and television receivers, it has been announced by Roland D. Payne, sales manager. Mr. Wedel is introducing the new 1948-1949 Air King line to radio distributors throughout the states of Washington and Oregon.

- **SCREEN SIZE** 78 square inch direct-vision view screen with 12 inch Dumont Picture Tube.
- **CONTINUOUS TUNING** Dumont Inputuner provides continuous tuning for all 13 Channels and entire FM Bands.
- **PICTURE STABILIZER** Remington Automatic Picture Stabilizer provides Steady, Clear, Bright reception.
- **SAFETY SHIELD** Shatter-proof glass protects Picture Tube. Easily removed for cleaning.
- **DISTINCTIVE APPEARANCE** Hand rubbed cabinets of finest natural woods—Mahogany, Blonde Mahogany, Knotty Pine, Curly Birch, Maple, Oak or attractive Chinese Pastels.
- **SIZE** 24" wide, 18 $\frac{1}{4}$ " deep, 20 $\frac{1}{4}$ " high.

"REMBRANDT" Console Models have 12 and 15 inch Dumont Picture Tubes.

Remington Radio Corporation
WHITE PLAINS NEW YORK

8224

8223

8222

8205

8209

8204

8216

8225

8235

TRANSMISSION LINE CABLES

Every Type for Every Service

Sold Exclusively Through Recognized Wholesale Distributors

8210

8226

8227

8229

8221

Belden

Radio WIRE

For the first time . . .

RIM DRIVE DUAL SPEED PHONOMOTORS!

for the NEW 33 $\frac{1}{3}$ R.P.M. RECORDS



MODEL DR—Deluxe model 4 pole, shaded pole motor designed for use in all high-grade instruments in which the ultimate in performance is desired. Novel speed change mechanism is both simple and positive in operation.



MODEL DM—Compact low cost 2 pole, shaded pole motor designed for portables, table models, and other instruments in which space is an important factor. Ingenious speed change mechanism incorporates highest quality molded rubber belt.

Another General Industries' first . . . low cost, dual speed phonomotors that will play both the new 33 $\frac{1}{3}$ R.P.M. and conventional 78 R.P.M. records. Both motors have external speed change control levers . . . both are engineered and built to the same high quality standards which distinguish all phonomotors, recorders and record changer-recorders in the famous GI *Smooth Power* line.

Complete information about this newest development in the phonomotor industry is available upon request. Write or wire *today* to:



The GENERAL INDUSTRIES Co.

DEPARTMENT I • ELYRIA, OHIO

FOR FINER TONE A WALDOM CONE

THE LARGEST MANUFACTURERS OF REPLACEMENT CONES

WALDOM
ELECTRONICS INCORPORATED
911 N. LARRABEE • CHICAGO, ILL.

Write for FREE
Reference Catalog
No. 49

Heads Bendix Sales



Appointment of Parker H. Ericksen, above, as director of sales, Bendix Home Appliances, Inc., has been announced by Judson S. Sayre, president of the South Bend, Ind. firm.

Tele-Tone Radio Exhibit

Tele-Tone Radio Corp., New York City, had a special exhibit at the National Jewelry Fair held in Chicago. Featured in the display was Tele-Tone's \$149.95 television set; model 185 3-way portable which retails for \$27.95; portable phono player, model 182, which sells for \$19.95; player model 183 with automatic record changer, at \$34.95. Attending the exhibit were John S. Mills, vice-president, Martin Zatulove, sales manager, and Robert Shellow, Midwest representative.

Major Television Sets

Major Television Co., 1150 Griswold St., Detroit, introduced its new 1949 television receiver line during a national distributor sales meeting, presided over by I. R. Ross, sales manager. Shown at the meeting were: "Ringsider" model, which features a 7 x 9 ft. projection picture, and lists at \$2195.00; the "Spectator" model with 15-inch direct view picture, listing at \$795.00; "First Nighter" 10-inch direct view set, listing at \$375.00; "Champion" multiple 10-inch unit, which can be used with any television receiver; "Life View", 7-inch tube, suited for home use, and retailing at \$179.95.

Crosley Appoints Redden



Ellis L. Redden, shown, has been named director of advertising and sales promotion, it is announced by N. C. Macdonald, general sales manager, Crosley Div., Avco Mfg. Corp., Cincinnati.

**WANTED BY NATIONALLY KNOWN
RADIO AND TELEVISION MANUFACTURER**

Live Wire Jobbers!

One of our clients, a well established radio manufacturer who will shortly introduce a sensational new line of popular priced television receivers, has planned an aggressive and intensive expansion policy. To achieve this goal, he is desirous of augmenting his present jobbers with additional sales organizations that have proven by past performance that they possess the important "know-how" and the good-will of the radio dealers in the territories they serve. Name of our client will be revealed only to those jobbers who merit consideration.

**MILLER ADVERTISING AGENCY
310 West 57th Street, New York City 19**

Brunswick Marks Entry Into Television Field

At the showing of the Brunswick line of television consoles, David E. Kahn, chairman of the board, Radio & Television, Inc., New York City reported that the entry of his firm in the television field was marked by many years of research and experimentation to develop a product offering the finest available visual and listening performance as well as good cabinet design.

A complete selection of 10-inch and 15-inch straight television consoles and combination television AM-FM phonograph consoles is being offered. In addition a "corner screen" television model called

the "Tibet" which features a 15-inch direct view television tube, AM-FM radio, Panatrophe phonograph and has an album compartment all contained behind a folding screen which fits into the corner of the room, was introduced.

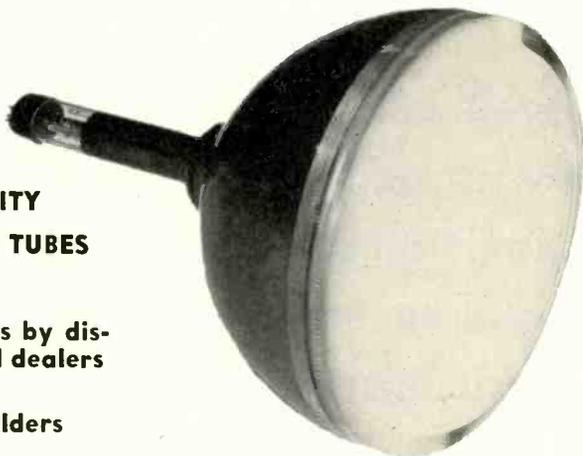
1900 Ups Production

Nineteen Hundred Corp., St. Joseph, Mich., manufacturers of the Whirlpool line of home laundry equipment, broke ground for a \$2,500,000 addition to their factory. To be used for increased production of automatic washers, ironers, and an automatic dryer soon to be on the market, the new plant will add 120,000 square feet of productive floor space to existing facilities.

Announcing

NALPAK

Sole Distributors of
TEL-O-TUBE
for Eastern United States



**TOP QUALITY
TV RECEIVING TUBES**

for

- Sale with kits by distributors and dealers
- Conversions
- Home TV builders
- Kit suppliers
- Replacements

Available in
10", 12" and 15" SIZES

TEL-O-TUBES are used in television sets by leading manufacturers

TEL-O-TUBES give a clear, brilliant, sharp image with definition equal to any tube now on the market

TEL-O-TUBES are priced competitively

Standard Guarantee — Write for Literature and Prices

NALPAK PRODUCTS INC. 352 E. 32 St., New York 16, N. Y.

Rheem Selling Aid



Color display shown stands waist high and depicts woman knitting beside almost-life-sized Rheem gas console heater. The heater is shown in walnut finish and the entire display is a cutout with easel back for showing either with or without the actual product.

Cosgrove and Kindl Avco Vice-Presidents

Raymond C. Cosgrove and Carl H. Kindl, vice-presidents of Avco Manufacturing Corp., have been elected executive vice-presidents of the company, Victor Emanuel, board chairman and president, has announced.

Mr. Cosgrove will be group executive of the Crosley, American Central and New Idea Divisions and chairman of the New Idea Farm Equipment Company. He is also president of the Crosley Distributing Corporation and the Carrollton Furniture Manufacturing Company, and a director of Crosley Broadcasting Corporation.

Mr. Kindl will be group executive of the Lycoming and Spencer Heater Divisions, and will also represent Avco in The Nashville Corporation and ACF-Brill Motors Company, both of which are Avco associated companies.

New Nielsen TV Set-Up

The Nielsen Television Corp., Norwalk, Conn., has franchised exclusive dealers under its own "Nielsen Cooperative Plan." By this method the dealer receives television sets direct from the factory. In return, the dealer guarantees to maintain the list price or lose his franchise.

Westinghouse Cooler Line

New water coolers, featuring a hermetically sealed refrigeration system to assure long, trouble-free life, have been announced by the Westinghouse Appliance Division, Mansfield, Ohio. The Westinghouse water cooler line is complete with seven models, all covered by the Westinghouse five-year protection plan.

Other outstanding features of the line include a new pedal control, automatic stream-height control and built-in carafe filler attachments.

Exceptionally

**HIGH IN QUALITY
LOW IN PRICE**



**AUDIO
OSCILLATOR
Beat Frequency
Type YGA-4**



SERVICEMEN, P.A. technicians, industrial laboratories and technical schools will find a wide variety of applications for this audio oscillator.

Covering the entire audio spectrum, from 25 to 15,000 cycles in one band, the YGA-4 permits extremely rapid checks of frequency response, loudspeaker or amplifier resonance, attenuation and overall performance. Check the features of the YGA-4—then order—today.

- Low Distortion Output... in one band over the entire audio spectrum.
- Stable BFO circuit enables the YGA-4 to deliver low distortion voltages which remain constant within ± 1 db over the frequency range, 50 to 15,000 cycles.
- Electron-ray tube for accurate calibration.
- Dial calibration inaccuracies caused by tube changes or rough handling can be corrected instantly by means of the "Zero Set" control and the electron-ray tube which indicates zero frequency between the two oscillators when the tuning dial is set to the "index" point. Thus, calibration accuracy can be maintained and checked at any time.
- Etched aluminum panel.
- Large, easy-to-read illuminated dial.
- Light, strong construction for easy portability.

For complete information on the G-E Audio Oscillator write:
General Electric Company, Electronics Park, Syracuse, N. Y.

GENERAL  **ELECTRIC**

164-G6

New Booklets

Electro-Voice, Inc., Buchanan, Mich., has made available a 4-page condensed bulletin of Electro-Voice microphones, stands and accessories. Bulletin No. 103 contains the majority of popular E-V models, illustrated and described for quick reference. Mobil-Mike bulletin no. 140 has also been issued by the company, for commercial and emergency 2-way communications, giving helpful information, data and prices on mobile equipment.

The Instrument Division of the Allen B. Du Mont Labs, Inc., 1000 Main Avenue, Clifton, N. J., has gathered together for dealers practical information regarding cathode-ray tubes, oscillographs, allied equipment and accessories. The equipment catalog features a wide selection of standard tubes and instruments.

Clarostat Mfg. Co., inc., 120 Clinton St., Brooklyn 2, N.Y., has issued a wall chart which gives a bird's-eye view of a complete selection of resistors, controls and resistance devices. Attractively printed in green and black the chart provides type designations, specifications, photographs

and drawings for a wide range of equipment. It is intended for wall mounting. Clarostat has also available a control replacement manual which lists replacement controls for the major television receivers made to date. The set manufacturers' part numbers have been translated into standard Clarostat jobber controls where ever possible.

Central Queens Electric Supply Corp., 92-35 166 St., Jamaica, N. Y., has a new catalog compiled by Sam Kessler, sales manager of the firm, entitled "Electrical Essentials." A listing of appliance, lighting and radio equipment is contained.

Standard Transformer Corp., 3580 Elston Ave., Chicago 18, Ill., has announced a new 25-page catalog, 140-H, entitled "Transformers". Over 400 Stancor stock items, including audio and power transformers and reactors, power packs, volt adjusters, radio transmitter kits and television components are listed. Helpful charts are also included.

RCA Victor Div., Radio Corp. of America, Camden, N.J., is offering dealers a handy, pocket-size reference book containing miniature catalog sheets on every radio receiver in the RCA Victor home instrument line. The sheets, providing illustrations and answers to basic questions about the instruments usually asked by customers, are expected to aid dealer salesmen in closing sales. A special television supplement is added to the book for dealers in television areas. Additional miniature catalog sheets are to be issued on all new radio and television receivers as they are announced.

Ward Leonard Electric Co., Radio & Electronic Distributor Div., 53 W. Jackson Blvd., Chicago 4, Ill., has put out a new catalog, D-130. This reference-guide describes and illustrates a comprehensive line of stock units in resistors, rheostats, and radio amateur relays, and gives list prices.

Radio City Products Co., 152 W. 25 St., New York 1, N. Y., has devoted bulletin no. 133 to a new series of hi-meg multimeters, the model 450 series, which includes six different units in open face models and in portable types. Series 450 is a precision multimeter that operates without batteries and tubes in the high ohm-meter circuit.

Electronic Laboratories, Inc., Indianapolis, Ind., has issued a catalog entitled "Vibrator Converters and Power Supplies." In the introduction, the booklet states, "The vibrator power supplies presented here is the result of intensive research on vibrators and vibrator power supply circuits to produce efficient, dependable, trouble-free power conversion equipment. . . ." The booklet is colorful, and the layout clear.

**QUALITY, FIDELITY
FOR FM, MONITORING,
RECORDING, AND
OTHER SOUND USES**

**WIDE RANGE and
PA SPEAKERS**

GET HIGH quality sound reproduction throughout the tonal range with Utah Wide Range Speakers. These Wide Range Speakers assure exceptionally brilliant response in the middle range plus extension of the higher frequencies to 10,000 cps. Unusual sound requirements in FM, laboratory, monitoring, or recording work, often can be met with Utah Speakers. Ask about the SP8JW and SP12LW.

WHEN YOU have a public address job use SP8K, SP12M, SP12P. Utah Speakers are quality built and severely tested. They are completely dust proofed and have pot covers. Write for catalog today!

UTAH RADIO PRODUCTS

HUNTINGTON, INDIANA

DIVISION OF INTERNATIONAL DETROLA CORPORATION

EXPORT DIVISION: MORHAN EXPORTING CORPORATION

NEW YORK, NEW YORK

utah

BUILT STRONGER TO LAST LONGER

(Continued from page 84)

Clarostat RESISTOR KIT

A simple means of keeping 20 of the most popular 10-watt power resistors always at the finger-tips of the busy serviceman, is the idea behind the Greenohm Kit Chart offered by Clarostat. Each Greenohm resistor is held by a metal clip on the wall chart. As it is slid off its clip for use, its resistance value is indicated on the chart immediately adjacent to the vacant clip. Each Greenohm is also stamped with its ohmage. At a glance, therefore, the missing resistors can be noted and re-ordered, to keep the handy stock intact. Clarostat Mfg. Co., Inc, 130 Clinton St., Brooklyn 2, N. Y.—RADIO & TELEVISION RETAILING

RPS CONVERSION UNITS

The new RPS power conversion units, combining the use of a Vickers selenium rectifier with transformer to match, have gained national recognition as the answer to the radio man's need for an easy, inexpensive means of converting war surplus equipment into AC use. A basic schematic is furnished with each power conversion unit. The RPS power conversion units are available with transformers to match in nine popular models with DC output—ranging from 14 volts—2 amps, 4.5 amps, 10 amps, 40 amps, and 28 volts—1.8 amps, 5 amps, 10 amps, 20 amps, and 40 amps. If greater voltage requirements are desired, a special RPS unit to meet any requirement in voltage and amperage rating is available on special order at no extra cost. Radio Products Sales, Inc., 1501 So. Hill St., Los Angeles 15, Calif.—RADIO & TELEVISION RETAILING

New Radio Products

Webster-Chicago RECORD CHANGER

Model 133 "matinee" automatic microgroove record changer with 33 rpm drive features: carefully-balanced tone arm which applies no



pressure on the thin walls, has the nylon knee action needle. Changer unit is mounted in an all-metal base finished to blend with home furnishings. Priced at \$38.75, east of Rockies. Webster-Chicago Corp., Chicago 39, Ill.—RADIO & TELEVISION RETAILING

GE TOY RECORD PLAYER

Electronic toy record player, styled for children, the phonograph employs two tubes,



one as an amplifier, the other as a rectifier. Self-contained, the player has an on-off switch.

(Continued on page 96)

CURRENT CONVERSION

ATR "A" BATTERY ELIMINATORS



for DEMONSTRATING AND TESTING AUTO RADIOS

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



New Models

AUTO RADIO VIBRATORS

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



New 32 page VIBRATOR GUIDE FREE

New Models



STANDARD AND HEAVY DUTY INVERTERS

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

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

AMERICAN TELEVISION & RADIO Co.

Quality Products Since 1931
SAINT PAUL 1, MINNESOTA—U. S. A.

*Extra Sales...
Extra Profits...*

FOR RADIO DEALERS EVERYWHERE!

**NEW TRYLON ANTENNA
SUPPORT BRACKETS**



**TRYLON
LADDER TOWERS**

for TELEVISION, FM, AMATEUR, and SPECIAL RADIO INSTALLATIONS



Here, at last, are the gable brackets you need to make a safe, sturdy, permanent antenna installation! Now you can cash in on the mounting opportunities for extra profit in the rapidly expanding FM and Television business.

These new Trylon Antenna Support Brackets are built to withstand high winds and heavy ice loads. They're heat-treated aluminum castings—engineered, produced and field-tested by the manufacturer of TRYLON LADDER TOWERS!

BUY DIRECT FROM THE MANUFACTURER—WRITE FOR PRICES AND COMPLETE DETAILS

Ask for information about TRYLON Ladder Towers for "fringe area" television reception. Many successful installations already in use.

TRYLON TOWER AND ANTENNA DIVISION
Wind Turbine Company • West Chester, Pa.



MODEL TV 213

JOBBERS—DEALERS! WRITE—WIRE—PHONE:

Federal TELEVISION CORPORATION

210 EAST NINTH STREET—NEW YORK 3, NEW YORK
GRamercy 3-8337 DEPT. A

INCREASE YOUR PROFITS

WITH *Federal's*
**ALL CHANNEL
TELEVISION
BOOSTER**

LIST \$35.00

(Continued from page 95)

is capable of playing 10 and 12-inch records, as well as smaller discs. Case finished in blue, with lithographed figures in white. Size: 13 inches long, 9 inches wide, 5 inches high. Weighs 6 lbs. General Electric Co., Electronics Park, Syracuse, N. Y.—RADIO & TELEVISION RETAILING

Andrea TELEVISION LINE

Deluxe console television set shown, model Co-VJ15 features: 15-inch picture tube; complete 28-tube plus 3 rectifier tube chassis; standard broadcast band; FM broadcast band; automatic phonograph. In dark mahogany cabinet, lists for \$1295.00; in blonde mahogany lists at \$1345. Installation extra.

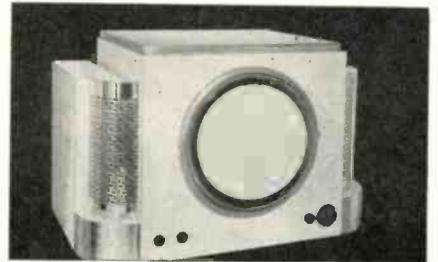
Other models in the line are: console model Co-VJ12-2 which features a 12-inch picture



tube; 28-tube plus 3 rectifier tube chassis; automatic phonograph; standard and FM broadcasting. Lists at \$795.00 in dark mahogany, and at \$815.00 in the light wood. Table television model T-VK12 features a 12-inch picture tube; complete 26-tube plus 3-rectifier tube chassis. Standard and FM broadcast bands. List price \$499.00 in regular mahogany finish, \$525.00 in light mahogany. Andrea Radio Corp., 27-01 Bridge Plaza North, Long Island City 1, N. Y.—RADIO & TELEVISION RETAILING

Televista TELEVISION SET

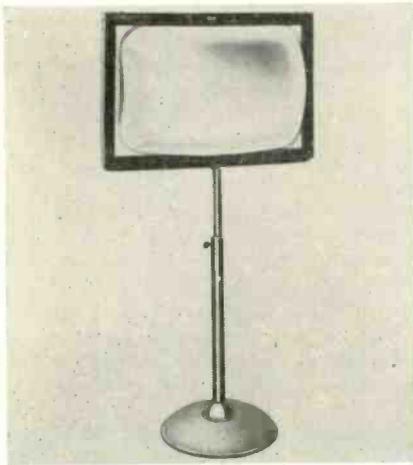
"Monte Carlo," model designed especially to blend with modern decor of cocktail lounges, bars, and home bars. Cabinet made of life-



time formica and chrome. Chassis has 30 tubes, including 3 rectifiers; 10-inch picture tube with hermetically sealed liquid lens gives picture approximately 115 square inches. Televista Corp. of America, 114 E. 16 St., New York, N. Y.—RADIO & TELEVISION RETAILING

Walco LENS

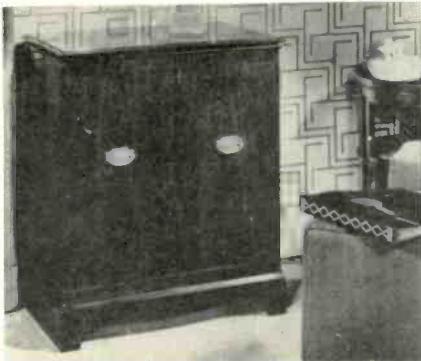
Liquid-filled plastic television magnifying lens, attached to floor stand for use in front of console television receivers. Features: round



base similar to type used on floor lamps, with adjustable vertical bar which permits adjustment of lens to the proper height. Unit easily stored. List price \$59.95. Walco Sales Co., 66 Franklin St., East Orange, N. J.—
RADIO & TELEVISION RETAILING

Stewart-Warner COMBINATIONS

"Decorator's Line" of radio-phonograph combinations in five cabinet styles, available in three finishes. Shown is one of the designs. All the sets are combinations, are supplied in straight AM, or standard broadcast, or in



combination AM-FM. The AM-FM has 8 tubes plus rectifier and the AM has 6 tubes plus rectifier. Sets feature two 8-inch speakers, built-in aerials, deluxe intermix record changers, automatic shut-off. Styles available in light finishes presently popular among decorators. Stewart-Warner Corp., Chicago, Ill.—RADIO & TELEVISION RETAILING

Motorola TELEVISION COMBO

Model VF-102 television set has automatic phonograph, FM-AM radio, furniture-styled cabinet and record storage space. Picture size: 8½ inches x 6¾ inches high; approximately 55 square inches. Set is pre-aligned to cover all 13 television channels. Features: continuously variable tone control; 5 simplified controls. Motorola Inc., 4545 Augusta Boulevard, Chicago 51, Ill.—RADIO & TELEVISION RETAILING

Vote for MASCO's Mobile Sound Equipment



For Election Use and All Sound Truck Purposes

Here is the first U. L. Approved sound equipment for mobile use... ready for the greatest demand ever created by any national election.

Masco-designed and Masco-built of quality components with superior engineering skill it is ideal for use in sound trucks and moving vehicles, for public speakers and record amplification, for police, safety, traffic and fire department work and for indoor use too.

The flexible-purpose 25-watt MC-25PN Phono-Top Mobile Amplifier illustrated, which operates either on 6-Volt battery or on AC lighting current may be had with automatic record changer and as a complete outdoor portable system or indoor fixed system.

MC-25 PN Phono-top mobile amplifier, less tubes \$149.50
West of Rockies add 5% to above list price
For Masco's 10-watt mobile amplifier and for the complete range of Masco Sound Systems and Accessories, see your Masco distributor or write to us for information.



FEATURES

- U. L. Approved.
- Four input channels.
- Battery saver standby switch.
- Heavy duty U. L. approved switches.
- Low battery drain.
- Double-fused circuit.
- Hum and ripple free operation.
- Heavy duty dual vibrator.
- Compensated crystal pick-up input.
- Low pressure pick-up.

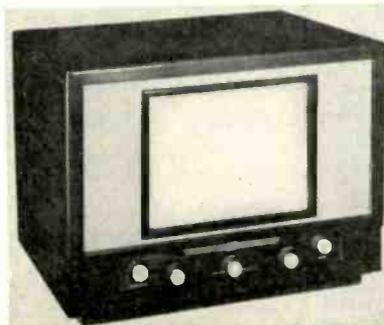
MASCO

MARK SIMPSON MANUFACTURING CO., Inc.
32-28 49th Street, Long Island City 3, N.Y.



SOUND SYSTEMS and Accessories

RAvenswood 8-5810-1-2-3-4



Television cabinets specially engineered for 12" and 15" Standard and De Luxe "Transvision" models. Also available for 12" and 15" Standard and Champion "Television Assembly" models. Exclusively designed tables to match. Various finishes. Write for particulars, Dept. R.

MASTERPIECES
in CABINETRY

TEL-CRAFT CO., 108 Havemeyer St., Bklyn, 11



COMPETITIVE

COMPETITIVE

COMPETITIVE

The NEW

LYRIC SOUND LINE!

Quality Designed — Priced to Sell in the Big Volume Sound Market

There's a new standard for competitive value in the P. A. field! It's the new LYRIC line of Amplifiers and complete P. A. Systems, designed and built by Rauland. Here's an unbeatable combination of famous Rauland quality and sales-acceptance, coupled with low, competitive price. The LYRIC P. A. line offers you every selling advantage: advanced design; more watts per dollar; superior tonal fidelity; flexible application; complete dependability; smart looks. Step out ahead in big-volume P. A. sales with LYRIC—the new COMPETITIVE VALUE in Sound. Ask for full details on the complete LYRIC Sound Line today!

See your RAULAND Distributor for full information on the new LYRIC Sound Line. You'll meet any P. A. competition with LYRIC—the line that combines quality performance with low price for unbeatable value.

Companion Line to the famous Deluxe RAULAND 1800 SERIES

RAULAND DeLuxe 1800 Series Sound Systems and Amplifiers are designed and built for users who demand the finest in Electronic Sound. Available in range of 14 to 60 watts output; packed with versatile features; outstanding for tonal fidelity and enduring serviceability. Get the details covering the RAULAND DeLuxe 1800 Series Sound Line.

Crosley Shows New Radio and Television Sets

Twenty-six new radios, and a television receiver with a 12-inch picture tube, were unveiled by Crosley Div., Avco Mfg. Corp., Cincinnati, at the firm's distributor meetings.

Crosley's new radio line consists of 16 table models, six consoles, two consolettes and a portable. All consoles and consolettes are radio-phonograph combinations, with eight having newly-engineered frequency modulation service. The Carrollton, radio-phonograph with FM, AM and shortwave, model 9-207M, features a mahogany cabinet, with 18th century period styling. Modern motif available in natural blonde finish cabinet.

The new television receiver features a large viewing tube which provides a 72-square-inch picture in a compact cabinet.

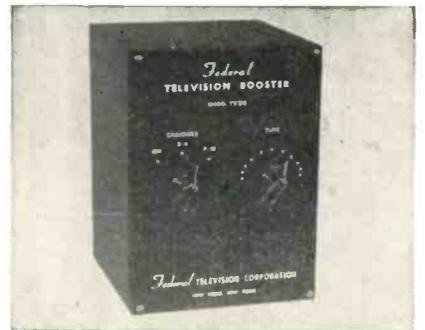


The multipurpose set incorporates FM, and some aviation and amateur reception. Suggested retail price is \$445.00, plus installation and federal tax.

Magnavox 2-Speed Changer Is Announced

The Magnavox Co., Ft. Wayne, Ind., is manufacturing a new two-speed record changer, which makes it possible to play four hours of continuous music on a single loading of long-playing records. In addition to playing records at 33 1/3 revolutions per minute, the changer plays conventional records at 78 r.p.m. Magnavox instruments equipped with the record changer will go on the market shortly.

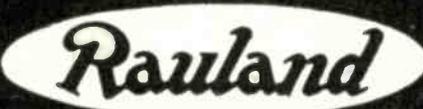
Federal Tele Booster



Federal Television Corp., 210 E. 9th St., New York City, has available an all-channel television booster to retail for \$35.00. Model TV213 is shown, featuring 3 tubes plus selenium rectifier is 5 x 5 1/2 x 7 inches.

Electronizing is our business

SOUND TELEVISION



INTER-COMMUNICATION

THE RAULAND CORP. • 4247 N. KNOX AVE. • CHICAGO 41, ILL.

SEND FOR FREE COPY!



Wholesale Photo New 1948 PHOTO SUPPLIES CATALOG

Nationally Advertised Lines Including:

ANSCO • SPARTUS • CASTLE FILMS
 KEYSTONE • UNIVERSAL • PERFEX
 AMERICAN OPTICAL • NATCO
 TAYLOR INSTRUMENTS • SKAN
 WESTON • MANY OTHERS

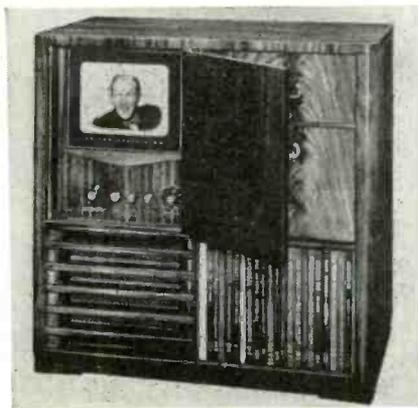
WHOLESALE PHOTO SUPPLY CO.
 7215-725 WEST 13TH ST. CHICAGO 7, ILLINOIS
"Everything Photographic"

Specializing in Photographic Goods to the Radio Trade

Philco Corp. Shows Line of New 1949 Models

Philco Corp., Philadelphia, Pa., has introduced its new 1949 line of television receivers, radio-phonographs and radio receiving sets, featuring many new engineering advances and good value.

Two television combinations (models 1075 and 1275) are being shown, listing



Model 1075 TV-radio-phono combination

at \$595, and \$675, respectively. These provide television service, AM and FM radio reception and phonograph in a single unit. In addition, a new type of television console was introduced, model 1240, a direct-view receiver with 12-inch picture tube, selling at \$424.50. All three television receivers feature the Philco automatic tuning system.

In radios and radio-phonographs Philco introduced 47 models in its 1949 line. These range in price from \$18.75 for model 500 to \$469.50 for model 1615. Model 905, table model receiver providing FM and AM, is priced at \$59.95. Model 1606 radio-phonograph console in classic mahogany cabinet is priced at \$199.95. Other models featuring AM and FM are model 1101 radio console, model 909 table radio, and model 906 in a classic plastic cabinet.

Philco is featuring an entirely new two-tone arm record player in its radio-phonographs for 1949. In addition to the balanced fidelity reproducer for use with the new Microgroove recordings, Philco sets will have a conventional tone arm and automatic record changer to play standard records automatically.

Starting at \$29.95 for the Philco album length record player, which adapts any make radio or phonograph to play the new Microgroove record, the prices range from \$124.95 for a table model combination through \$469.50 for the deluxe console. Models 1615, 1613, 1611, 1609 and 1405 feature the balanced reproducer to play the new long-playing records.

Fisher TELEVISION RECEIVER

"High Resolution" television receiver features: fine grain, quality projection picture 16 inches by 12 inches; tube 2½ inches in diameter; screen flat and sharp to the corners; receiver can be viewed in a fully lighted room at any distance from 5 to 45 feet. "Allegra" model dimensions are: 20 inches deep, 27 inches wide. Avery R. Fisher, Fisher Radio Corp., 41 E. 47 St., New York 17, N. Y.—RADIO & TELEVISION RETAILING

RADIO & TELEVISION RETAILING • August, 1948

For the Sharpest, Clearest Pictures

INSTALL A WORKSHOP RECEIVING SYSTEM

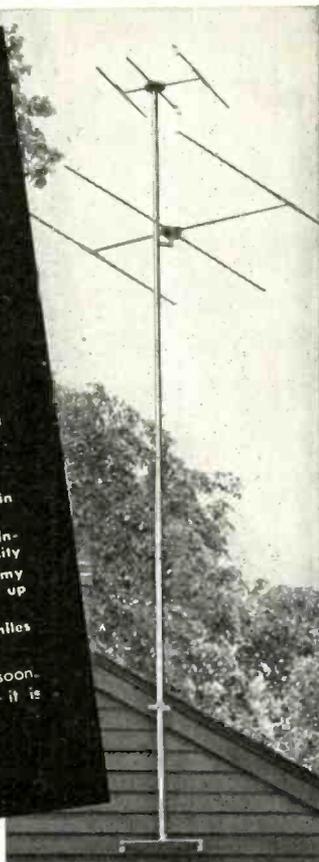
In many locations, the ordinary television antenna does not provide enough "signal strength" for even the finest receivers. Workshop custom-designed Receiving Systems, because of their "high gain," will bring you pictures with brilliant clarity — even at places far beyond the normal range.

Here's what users say:—

- "My WORKSHOP 6-element high-gain antenna brings in Chicago stations 225 miles away."
- "Ghosts and noise have completely disappeared since I installed your Television Receiving System." — New York City
- "The tough winter brought down a lot of antennas in my neighborhood, but my rugged Workshop antenna stood up beautifully." — White Plains
- "I get wonderful reception on baseball game 125 miles from Cleveland with your antenna system."

Many new television stations will come on the air soon. Play safe with a Workshop Receiving System — it is designed to take care of them.

Write for Free Television Catalog



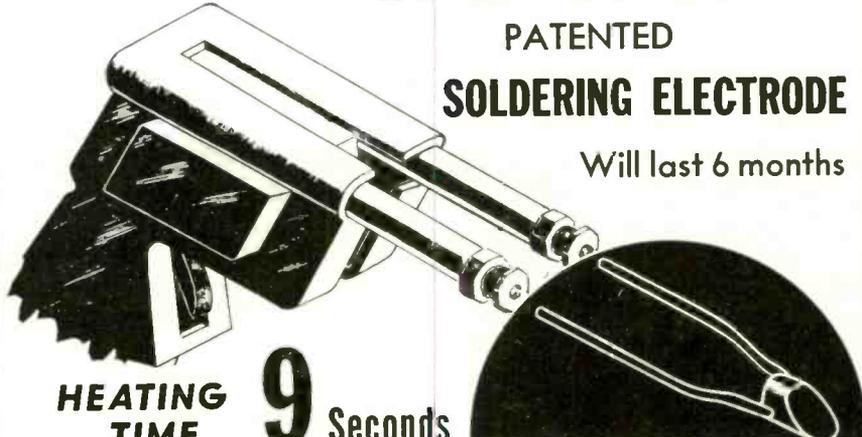

THE WORKSHOP ASSOCIATES, INCORPORATED

57 Needham Street, Newton Highlands 61, Mass.

NEW!!

PATENTED SOLDERING ELECTRODE

Will last 6 months



HEATING TIME 9 Seconds

Scientifically Designed for long use without Breaking or "Eating Through". Made to last, these Electrodes will amaze you—with the wide variety-of-uses to which they can be put. Heat generated is sufficient to cover soldering needs of the every-day work in your shop. No Need For Heavier Irons.

NOTE:
NO DAMAGE CAN RESULT TO THE TRANSFORMER AS LONG AS THESE ELECTRODES ARE USED WITH SAME CARE EXERCISED WITH THE USE OF ANY OTHER WIRE OR ELECTRODE.
Each Electrode is Guaranteed for 6 Months except against misuse or breakage caused by carelessness.

Chromium Plated to Prevent Heat Loss
CHROME PRICE Net .65 each
 at your Jobber or Dealer—EVERYWHERE

Inquiries invited from
 Manufacturers' Representatives
 and Distributors

CAL-PERRY Corporation

62 Franklin St.
East Orange
New Jersey

NEW JERROLD ALL-BAND TELEVISION BOOSTER

**BOOSTS YOUR
TELEVISION
SALES**



The new Jerrold Booster greatly extends the areas where television can be seen and sold. There is a minimum of 30 Db boost for the entire band width of each television channel. This means that ghosts, interference from FM, short wave, and other broadcast are greatly reduced or completely eliminated. When you sell a Jerrold Booster with a TV receiver, you can sell more receivers in the fringe areas and you can sell TV receivers in locations difficult to make good antenna installations. You can see the Jerrold Booster at your favorite radio distributors' or parts jobber. Or write to us for FREE dealer literature.

\$34⁵⁰
LIST

**JERROLD
ELECTRONICS
CORPORATION**

121 N. BROAD ST. • PHILA. 7, PA.
LOcust 7-6791

6 TV Receivers in Big New Emerson Radio Line

Emerson Radio & Phonograph Corporation has announced 30 new radio models, and six new television receivers. The radio line starts with a small table set, model 547, retailing at \$14.95, having 4 tubes and a rectifier. Other receivers include a table model, 561, selling at \$29.95, a five-tube (plus rectifier) superhet with a number of features; model 542, a portable electric phonograph, listing at \$29.95, and having three tubes. Other compact units run up to \$69.95, including AM-FM receivers to retail at \$49.95 up. Several radio-phono combination models start at \$49.95, and run as high as \$299.50.

The lowest-priced TV set in the Emerson line is a new 10-inch table model retailing at \$269.50. In addition, this model comes in a console cabinet



Emerson console cabinet TV Set

listing at \$299.50. A "four-way" receiver, embodying AM and FM radio, automatic phonograph and television will retail at \$495.

One of the new TV models, scheduled to hit the market before the end of this year, features a sixteen-inch tube, and is expected to sell for less than \$500. Emerson is also readying two projection models, one a table set, the other a "consolelet," both providing 12" x 16" pictures. The table model will probably retail for less than \$500, the consolelet for a price under \$600. In its projection receivers, Emerson will use 2½ inch tubes in reflective systems, five-inch tubes in refractive systems.

Admiral 2-Speed Changer

Ross D. Siragusa, president Admiral Corp., Chicago, announced that starting with this month's production all console models will be equipped with players that will play records at 33 1/3 rpm, as well as at the standard speed. One model will retail for \$169.95. Replacement changers may be bought by the user for \$25.00

Hytron Pin Straightener

The third in a series of shop tools designed especially for servicemen's use has been announced by Hytron Radio & Electronics Corp., Salem, Mass. The 9-pin miniature pin straightener precision tool is built of special stainless steel and aluminum for long-life and trouble free performance.



**ACTUAL
SIZE!**

★ Yes sir, a brand new member of the well-known Clarostat family of controls. Type 47 or 15/16" diameter miniature control is smaller, handier, yet just as tough as its bigger brother, Type 37 composition-element control.

It's a beauty. Note the trim lines. It includes the famous Clarostat *stabilized element* you can bank on. Nothing sacrificed by way of electrical and mechanical sturdiness in attaining smaller size. Available with (factory-equipped) or without switch. Available with one tap. Choice of tapers.



Available from your Clarostat jobber. Ask for this tiny-but-mighty Type 47!

Controls and Resistors

CLAROSTAT MFG. CO., Inc. - 285-7 N. 6th St., Brooklyn, N. Y.

In Canada: CANADIAN MARCONI CO., Ltd.
Montreal, P.Q., and branches

Otter Elected Philco VP



James M. Otter, above, has been elected vice-president and general sales manager of Philco Corp., Philadelphia, it has been announced by James H. Carmine, vice-president, distribution. Mr. Otter has been general sales manager for the past year.

Tele-Tone Table Model

Tele-Tone Radio Corp., New York City, is producing a new FM-AM table model radio which retails for \$29.95, it was announced by John S. Mills, vice-president of the company.

The new set, it was pointed out, is equipped with a "true" FM circuit which is technically described as a ratio detector circuit.

Housed in an attractive plastic cabinet, the set contains seven tubes and operates on alternating current. It also features a sensitive self-contained antenna for FM and AM bands.

Assistant Sales Manager

W. W. (Bill) Wagner has been appointed assistant sales manager of the Sparton Radio & Appliance Div., of the Sparks-Withington Co. He will be second in command of sales under Henry L. Pierce, who has been named sales manager of the division.

L. E. Pettit Appointed



L. E. Pettit, above, has been appointed as manager of the advertising division in the electronics department of the General Electric Co., Syracuse, it was announced by E. H. Vogel, manager of marketing for the department.

AMPERITE

Studio Microphones at P.A. Prices

- Ideal for BROADCASTING
- RECORDING
 - PUBLIC ADDRESS

"The ultimate in microphone quality," says Evan Rushing, sound engineer of the Hotel New Yorker.

- Shout right into the new Amperite Microphone—or stand 2 feet away—reproduction is always perfect.
- The only type microphone that is not affected by any climatic conditions.
- Guaranteed to withstand more "knocking around" than any other type mike.

Special Offer: Write for Special Introductory Offer, and 4-page illustrated folder.

AMPERITE Company, Inc.

561 BROADWAY • NEW YORK 12, N. Y.

In Canada: Atlas Radio Corp., Ltd., 560 King St. W., Toronto



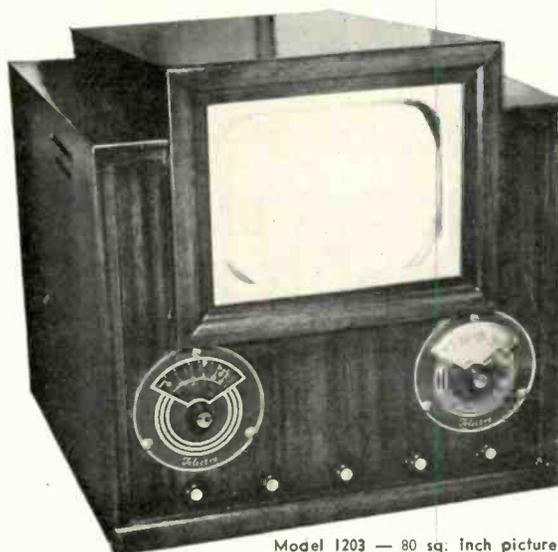
Models
RBLG—200 ohms
RBHG—Hi-imp.
List \$42.00



"Kontak" Mikes
Model SKH, list \$12.00
Model KKH, list \$18.00

CORNELL PRESENTS

NEW



Model 1203 — 80 sq. inch picture
FM — AM — TEL. — Phono Jack

**1949
LINE**

COMPLETE TELEVISION LINE

- Popular Priced 12" & 15" Models
- Table, Console & Commercial Sets
- Beautiful Appearance Precision Built

For Further Information on Complete Cornell Line Write to:

CORNELL TELEVISION, INC.
385 FLATBUSH AVE. EXT. BROOKLYN, N. Y.



More Profits For You

* Trademark Reg.

THE ORIGINAL AND GENUINE TELEFILTER

Now you can cash in on this remarkable high quality filter that every television owner needs. It sharpens the image, reduces glare, makes television viewing comfortable hour after hour. Yet TELEFILTER is so reasonable priced that everyone can afford it.

SHARPENS CONTRAST—no longer necessary to dim lights or draw blinds. TELEFILTER intensifies the image by blocking out surrounding light from the screen. Result . . . sharper, clearer pictures.

REDUCES GLARE—continued viewing of a glaring television screen is a strain on your eyes. TELEFILTER eliminates this glare by optical filtering.

EASIER ON THE EYES—normal room lighting . . . sensible screen brilliance . . . relaxing light shades contrasted with darker blacks . . . permit hour after hour of comfortable television viewing with TELEFILTER.

TELEFILTER is made of heavy Plexiglas with beveled and polished edges, scientifically tinted and optically correct. Easily installed in 15 seconds with self-backed adhesive.

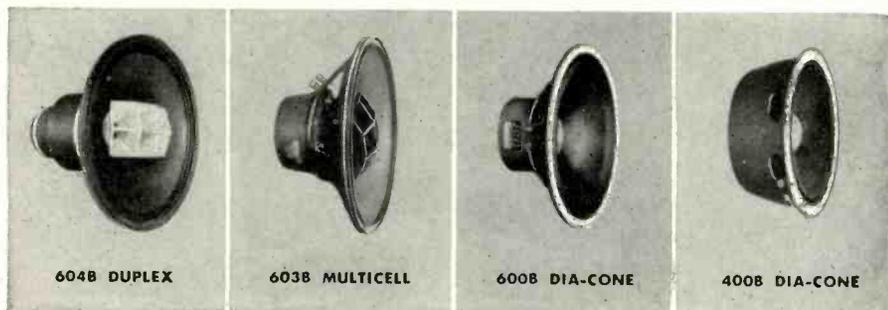
PRICED RIGHT FOR EASY SALES . . .

DISTRIBUTORS and DEALERS

Find out about the generous profits in TELEFILTER.

7" tube models	\$3.95	Retail price
10" tube models	\$4.95	Retail price
12" tube models	\$5.95	Retail price
15" tube models	\$6.95	Retail price
20" tube models	\$9.95	Retail price

THE HOUSE OF TELEVISION
475 FIFTH AVE. NEW YORK 17, N. Y.



CLEARLY THE "NUMBER ONE" LINE IN THE HIGH QUALITY FIELD

Quality-conscious engineers in every field have now found out, in actual use, the remarkable efficiency, the amazing smoothness of frequency response, and the clearly superior performance of the new, improved 1948 Altec Lansing speakers.

This complete, all-purpose line, fundamentally re-engineered and incorporating new scientific discoveries result-

ing from original Altec Lansing research, offers the highest obtainable quality now available in the electronic industry.

The clear superiority of Altec Lansing speakers is substantiated by frequency response curves, made on measurement equipment that has earned the approval of conservative, unbiased audio scientists.

An illustrated brochure, fully describing the 1948 Altec Lansing line, containing frequency response curves for each speaker, will be sent on request. Write to address nearest you.

161 Sixth Avenue,
New York City 13, N. Y.



1161 N. Vine St.
Hollywood 38, Calif.

Zenith Ad Manager



William E. Macke, shown, has been appointed advertising manager of Zenith Radio Corp., Chicago, according to H. C. Bonfig, vice-president and director of sales. Macke will be responsible for the coordination of all advertising and sales Promotion activities.

Abrams Sees 2 Billion Dollar Radio Volume

An average annual business of more than two billion dollars by the end of 1949 was envisioned for the radio and television industry by Benjamin Abrams, president of Emerson Radio and Phonograph Corporation, in his opening address at the company's national distributor convention, held at the Waldorf-Astoria Hotel, New York.

News Labs for Rider

John F. Rider Publisher, Inc., has leased new quarters at 480 Canal St., New York City. The Rider laboratories have been moved to the new location. Expansion of space is to be accompanied by a major increase in personnel and equipment. Orders have been placed for about \$25,000 of additional laboratory test equipment.

In line with the expansion program, Joseph K. Rose has been appointed to head the Chicago office of the firm. He can be reached at 6240 North Francisco Ave., Chicago.

Atlas Sound Products

The newly developed Atlas Alnico-V-Plus line of speakers incorporates high fidelity, magnetic shielding, hermetic sealing and full phenolic unbreakable diaphragm in the driver units. Maximum efficiency as reproducers, and performance as microphones in talk-back highlight the speaker design.

The new Atlas multiple speaker support stand is a portable unit which accommodates from one to five speakers and is available in either the indoor or the collapsible tripod outdoor model. The enlarged Atlas Sound plant is located at 1450 39 St., Brooklyn, N.Y.

Tel-O-Tube Distributors

Nalpak Products, Inc., 352 E. 32 St., New York City, have been named exclusive distributors in the East for the line of Tel-O-Tube cathode tubes. Ten, twelve, and fifteen inch tubes are available with kits and replacements.

Two-Speed Record Player



Crosley Div., Avco Mfg. Corp., Cincinnati, introduced a new two-speed record player with automatic changer at its national distributor meeting. Shown examining the record changer in one of the Crosley console combinations are (l. to r.): Wm. Fox, chief radio engineer; John W. Craig, Crosley general manager and vice-president, Avco Mfg. Corp.; Stanley Glaser, manager of radio and television; R. C. Cosgrove, executive vice-president of Avco.

Bendix Radio Ad Manager

Edward C. Bonia, general sales manager for radio and television, Bendix Radio Div., Bendix Aviation Corp., Baltimore, Maryland, has announced the appointment of F. T. (Fred) Sterritt as advertising manager of Bendix Radio and Television.

Shure Names Berman

Shure Bros., Inc., Chicago, manufacturers of microphones, phonograph pickups, and other acoustic devices has appointed Eugene L. Berman as its representative in the northern California territory. Mr. Berman was sales manager of Shure Bros. from 1933 to 1939.

Rembrandt TV Ads

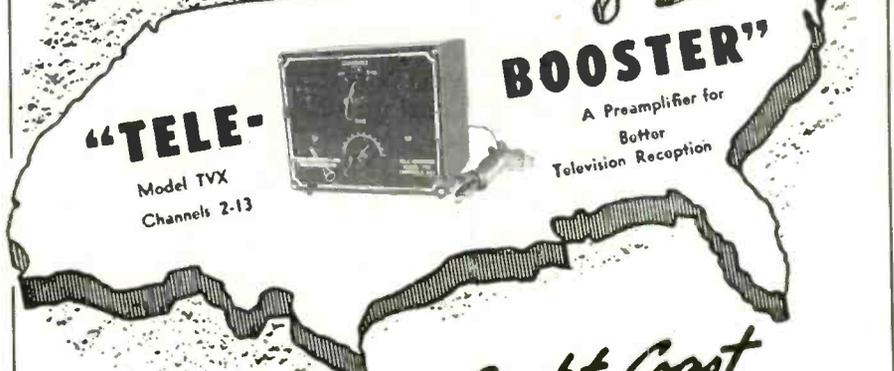
Rembrandt television and FM radio combinations, manufactured by the Remington Radio Corp., 80 Main St., White Plains, N.Y., were featured by Wanamaker's, N.Y., in daily newspaper ads. The Rembrandt console model which retails at \$895 plus installation, and the table model, which sells for \$495. plus installation, were described in the advertisement.

Hadley Joins Sparton



Earl L. Hadley, shown in photo, has been appointed advertising and sales promotion manager of the Sparks-Withington Co., radio and appliance division, Henry L. Pierce, general sales manager of the Jackson, Mich. firm, has announced.

Sweeping the Country!



"TELE-

Model TVX
Channels 2-13

BOOSTER"

A Pre-amplifier for
Better
Television Reception

VISION
ALL CHANNEL
TELE-BOOSTER

— FEATURES —

- Simple to install and operate.
- Efficient operation on all TV Channels.
- Exclusive "switch-through" circuit which allows normal antenna operation when booster is turned off.
- Excellent adjacent channel rejection, with sufficient bandwidth to preserve normal picture resolution.

\$37.50 LIST

Slightly Higher on
West Coast

For Further
Information
Write To:



SOLD THROUGH LEADING JOBBERS
IN ALL PRESENT TELEVISION AREAS

VISION RESEARCH LABORATORIES
Kew Gardens 15, N. Y.

TELEVISION FM ANTENNAE

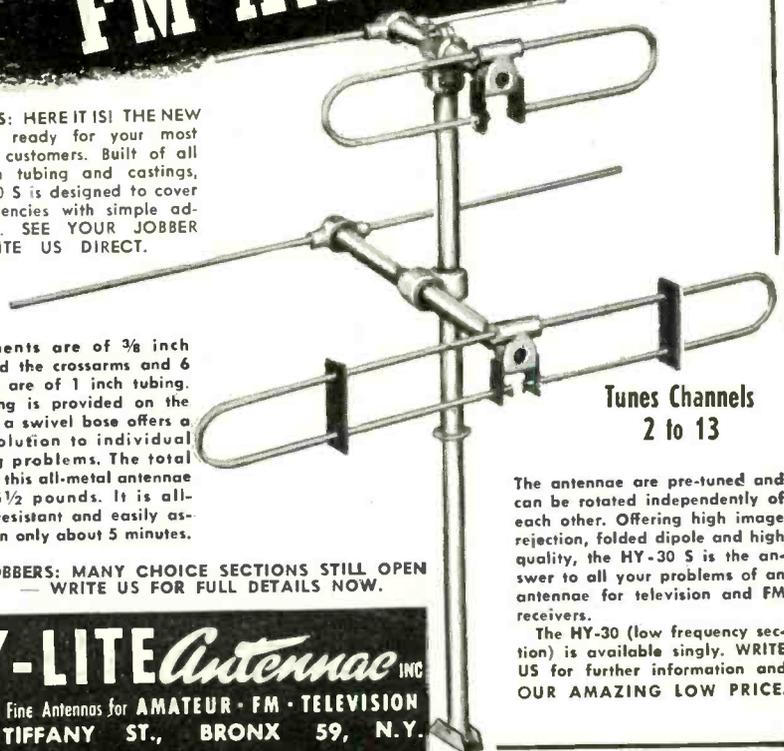
DEALERS: HERE IT IS! THE NEW HY-30 S ready for your most exacting customers. Built of all aluminum tubing and castings, the HY-30 S is designed to cover all frequencies with simple adjustments. SEE YOUR JOBBER OR WRITE US DIRECT.

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

JOBBERS: MANY CHOICE SECTIONS STILL OPEN
— WRITE US FOR FULL DETAILS NOW.

HY-LITE Antennae INC

Makers of Fine Antennas for **AMATEUR • FM • TELEVISION**
528 TIFFANY ST., BRONX 59, N.Y.



**Tunes Channels
2 to 13**

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.

Presenting
DURANITE

the
**SUPERIOR
CAPACITOR**



Immune to Moisture Penetration

Unaffected by Temperatures of **250° F.**

Several sizes — 11/32" to 21/32" dia. 1 1/8" to 2" long.

● An entirely new tubular capacitor—featuring Aerolene, the new impregnant; new processing methods; new DURANITE casing.

Such is DURANITE—the toughest tubular yet offered for use in stay-put assemblies. Therefore don't confuse DURANITES with conventional molded tubulars. DURANITES are different.

Drop, bang, scratch—no damage to the permanent, non-varying, rock-hard DURANITE casing. Unaffected by high temperatures—nothing to melt or burn. Thoroughly moistureproof. No shelf deterioration. Pigtailed won't pull out. And so on.

Order DURANITES from your Aerovox jobber. Popular capacities. 200 to 1600 v. D.C.W. Try them. You'll be amazed!



FOR RADIO-ELECTRONIC AND INDUSTRIAL APPLICATIONS

AEROVOX CORP., NEW BEDFORD, MASS., U.S.A.
Export: 13 E. 40th St., New York 16, N.Y. • Cable: 'ARLAB'
In Canada: AEROVOX CANADA LTD., Hamilton, Ont.

Sylvania Names Browne



The appointment of William A. Browne, above, as merchandising supervisor for the radio division of Sylvania Electric Products, Inc., has been announced by R. W. Andrews, merchandising manager.

DuMont Dealer Help

"Just How Big is Big?", a new sales promotion piece which graphically illustrates the full size picture area of DuMont's large screen direct-view television receivers is the newest dealer aid prepared by DuMont's advertising department, Norman M. Markwell, director of advertising and sales promotion for the television receiver division, Allen B. DuMont Laboratories, Inc., reported. DuMont's unit consists of a sports action picture shown in five different receiver screen sizes, all stapled together, one on top of another.

Not Associated with Firm

Edmond Sherman and Jerome Bresson have informed this publication that they are no longer connected with the Royal Television Corp., Brooklyn, N. Y.

Sell Hard Way

(Continued from page 29)

hobby, or some other such subject, and *not about* the product just sold. This technique is the *human way*, and it's an easy way of showing appreciation, making friends.

The guy who grabs the order and takes off too *abruptly* may well leave the unpleasant impression with the buyer that he got the *one thing* he was after, and that all of the pre-sale interest was a one-way window-dressing proposition.

The "hard way" to "easy sales" insures future business of a permanent nature. It removes the "transient" aspect from the sales scene. It makes the salesman happy among the customers he has to "live with." Such technique increases the earnings of the salesman and the firm he works for.

And, while he's making more money, the salesman will make many lasting and worthwhile friendships. These will help to make his job a much more pleasant one than that of the man who "loves 'em and leaves 'em," and ducks responsibility immediately after the purchaser's John Hancock is on the dotted line.

NO PREMIUMS BUT PROFIT!

Bagshaw's

FAMOUS NEEDLES (Since 1892)

The consistent high quality of Bagshaw's famous phonograph needles insures their top demand... and **CONSTANT REPEAT SALES**... without resorting to fancy premiums, and exorbitant claims. You get a premium of **STEADY PROFITS** when you feature Bagshaw Needles.

Every day, present and potential users of phonograph needles are reminded of Bagshaw quality by forceful, truthful advertising in nationally circulated magazines.

Consistent quality and intelligent promotion make all the precision needles in the Bagshaw catalog fast-selling, repeat profit makers for every dealer!



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

H. W. ACTON CO., INC.

Sole Distributor
370 Seventh Ave., New York 1, N. Y.

Industrial Teleceivers

For Public Viewing in
**TAVERNS · HOTELS
INSTITUTIONS
SCHOOLS
CLUBS**



Featuring—
**SIMPLIFIED
CENTRAL CONTROL**
with any number of viewing screens

INDUSTRIAL TELEVISION, INC.

359 LEXINGTON AVE., CLIFTON, N. J. GREGORY 3-0900

Shows them TV

(Continued from page 58)

home, and start from that point. Quite often such phone conversations grow into a lengthy explanation of how the television set works—which is all well and good. At any rate, we spend enough time with each person called that we either get a demonstration response, or implant an active interest in the prospect."

The two girls, paid on a straight salary basis, call anywhere from five to fifteen prospects per day. Liberally mixed in with the "old-customer list" are the names of people who have been recommended by enthusiastic television owners, who have called in response to newspaper advertising, etc.

This program, naturally, gets results—on the law of averages if nothing else. Only slightly secondary are "television parties" which one or another of the Rothman stores stages at frequent intervals. The television parties are limited to prospects known to have a high interest in home television installation, who are invited to whichever Rothman store is convenient, at a specific time. They are served refreshments, sandwiches, beer and pretzels, buffet suppers, etc., while a television program of high interest is being broadcast. For example, at the South Grand store, when St. Louis' famous "Veiled Prophet" parade was in progress, the Rothman store played host to more than 50 interested prospects. Similarly, when the Golden Gloves tournament, an amateur boxing event in St. Louis, was scheduled, another "television party" was held at the University City store with an almost exclusively male audience, who were served old-fashioned dutch lunch and beer while watching the fights.

"We manager to arrange a television party whenever any major event is going to be telecast," Mr. Rothman said, "limiting our invitations, naturally, to the prospects who are recommended by salesmen in each store as definitely worth-while."

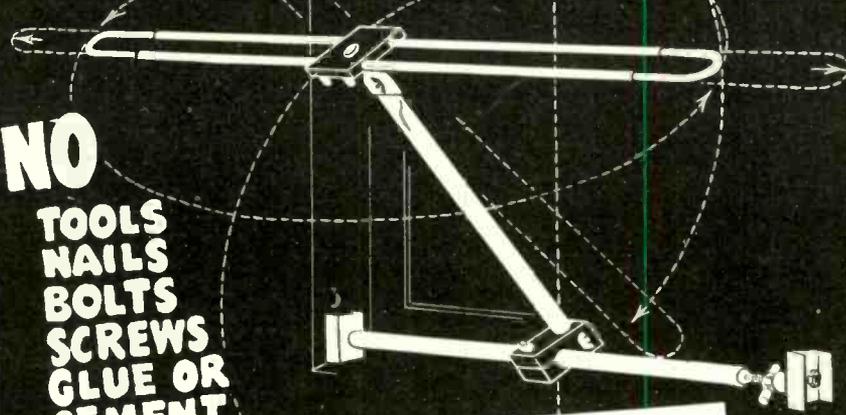
"Such events sell not only television sets, but radios and our entire appliance line, we have discovered." Thus, for a small investment in extra time and trouble, plus \$10 to \$15 for refreshments, the Rothman stores create friendly, enthusiastic prospects who are bound to buy from one or another of the stores.

Co-operating with the television broadcasting station operated by the St. Louis Post Dispatch, the Rothman stores keep up a daily list of programs which will be telecast, and furnish this information to interested video-set owners. Both the South Grand and University City stores, also, have participated in the "telle-quizzicals" program broadcast by Union Electric Company, St. Louis.

One of the worst bugaboos of television merchandising—that of home

(Continued on page 110)

5 MINUTE INSTALLATIONS GYRO-TENNA



**NO TOOLS
NAILS
BOLTS
SCREWS
GLUE OR
CEMENT**

1675 LIST

The Television-FM Antenna of a 1,000 Positions

- A removable window antenna
- Covers all frequency ranges 44-216 mc, channels 1 to 13 and FM
- Non-directional. Provides reception from all points of the compass
- Expandable to full folded dipole or straight dipole and reflector
- Secured firmly by expansion bolts
- Designed for maximum broad band performance
- Strong, lightweight aluminum with genuine lucite insulation
- Sells right across the counter TV-FM buyers can install easily

Distributors Territories Open
Mfd. by PUBLIC OPERATING CORP.
100 West 42nd St., N. Y. 18, N. Y.



Better Products for the Radio Industry

G-C TOOLS and SERVICE AIDS

Most of tools that every radio man should have. Illustrated is "G-C Inspection Lite," ideal for lighting hard-to-see corners. Also handy tools like wire strippers, Ne-O-Lite Tester, circuit tester, Chass-Ex tool and others. Available individually, (majority carded on display of six or twelve).



G-C CEMENT

Variety of service cements in handy bottles, 1/2 oz. and larger. Excellent for speaker and radio work. Ideal for cementing and repairing cones; also good for glass, sold wires in place, etc.



G-C RADIO HARDWARE

Complete assortment of necessary hardware items for everyday repair work. Whatever electronic hardware or service aid you may need, "G-C" undoubtedly has it. Available in bags, carded for attractive display on counters and windows.



G-C PHONOGRAPH NEEDLES and ACCESSORIES

Complete line of record compounds and accessories including various needles, phono needle packet, lubricants, stylus, turn-table springs, felt, etc. Available in attractive counter displays to attract business at "point of sale."



Write for our new illustrated, 64-page catalog featuring thousands of items you should carry.



Have you seen the new G-C "Speedex" Wire Strippers... write for illustrated literature.

Dept. R
RADIO DIVISION

G-C Products are available at leading distributors. Write for your copy of our new illustrated catalog.

GENERAL CEMENT Mfg. Co., Rockford, Ill., U. S. A.
Manufacturers of over 3,000 products • Sales offices in principal cities

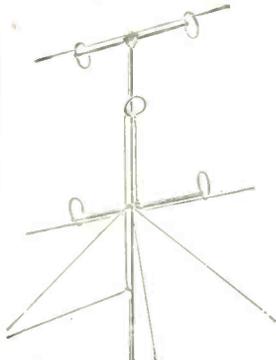
"TRICRAFT"

The Laboratory Engineered
Antennas
for Television & F-M Receivers

Model 300*
ALLWAVE
TELEVI-
SION-FM
ANTENNA



- Full coverage on both television bands and permanent FM band
 - Matches all sets with standard 300 ohm input
 - Easy to install
 - Striking appearance
 - All aluminum alloy construction.
- MODEL 300 AUXILIARY KIT available to convert Model 300 to Model 400



Model 400*
ALLWAVE
ULTRA-
HIGH-
GAIN
TELEVI-
SION-FM
ANTENNA

- Excellent results obtained from stations over 100 miles away
- Highly effective in area of high noise disturbance
- Brings in stations not usually received on ordinary types of antennas
- Performs equally as well on all channels in both television bands and permanent FM bands
- 14½ foot mast
- All aluminum alloy construction.



Model 100
Under the carpet
FM ANTENNA

- Low cost
- High grade construction
- Efficient reception on new FM band
- For indoor use with any FM receiver
- Can be hung behind drapes or flat under the carpet

All antennas complete with mounting hardware and transmission lines.
SOLD THROUGH JOBBERS! If your jobber cannot supply you, write direct.

TRICRAFT PRODUCTS CO., 1535 N. Island Ave., Chicago 22, Illinois Phone ARMitage 2013
Manufacturing Specialists of Special Antennas
* Pat. Applied for

Model 200
Under the carpet
TELEVISION
ANTENNA

- Good reception from all stations
- Low standing wave ratio, which means increased signal strength
- For easy indoor installation
- Low cost
- High grade construction

Shows Them TV

(Continued from page 109)

demonstration—has been solved by Rothman Radio & Appliance Company through experimenting with various types of light, portable antennas, until a simple demonstration plan was worked out.

"Instead of asking the customer to go to the expense of installing a standard type television antenna in order to show the equipment in his home, we have experimented with a telescoping-type tubular dipole antenna, of the type utilized for radio reception," Mr. Rothman said. "We found out by testing that it was possible to take this easily-portable antenna, carry it out to the prospect's home in the salesman's automobile, along with a 10-inch screen demonstration set, and hook it up in the prospect's own living room.

"The method is simple. We merely take the dipole antenna into the house, and pull it out to a length which is slightly longer than the distance from floor to ceiling in the living room.

"With the extension clamped in place, we then bow the dipole antenna so that it stays in one place, pressing against floor and ceiling, and hook up the soldered-on end to the antenna leads on the television set. By switching on the set, and moving the antenna, held rigidly in place, from one point to another in the room, we can quickly reach whatever position gives the maximum receptivity to the set, and demonstrate it on the spot."

The Rothman brothers hit upon this simple idea through experimenting early in 1947, and have been using the simple antenna for home demonstration for the past seven months.

"Naturally, it doesn't always work out," Mr. Rothman grinned. "For example, we have found that when the antenna is set up too near a steam radiator, plumbing pipes, etc., it is likely to place ghosts on the video screen. However, we have been amazingly successful in giving an effective home demonstration in this way."

Seven salesmen in the Rothman organization are qualified to go outside and demonstrate television in the home. However, the stores exercise extreme selection of prospects—"screening" every applicant for a home demonstration carefully to determine whether or not the call is worth-while.

As many as 6 to 9 such home demonstrations have been given in a week by the St. Louis dealer.

While three of the Rothman stores have on display small 5-inch-screen video sets, the Rothman brothers refuse to demonstrate anything less than the 10-inch screen in the customer's home. "Anything smaller does not give the set a fair chance," Mr. Rothman said. "We would rather go to far more pains to bring the large set into the home, than to gamble a sale on the convenience of a portable unit. As a result, however, we're selling mostly combinations."

And Now . . . Introducing
Movement With Lights

KASSON Model "712"
Roto-Sho
ELECTRIC TURNTABLES

For Sales-Producing Displays!



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

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



GENERAL DIE AND STAMPING COMPANY

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

CHAMPION STEEL TELEVISION TOWERS

Built to withstand
70 miles per hour
wind



All steel is hot dip galvanized

Steel ladders on self supporting towers are strong and safe
Patented corner posts provide extra rigidity and strength

EASILY ERECTED

Universal fittings for any type antenna
3 Post self-supporting, as illustrated
40 ft., 53 ft., 67 ft., & 80 ft.

Also

3 Post guyed towers
45 ft., 65 ft. & 85 ft.

DEALERS — JOBBERS — Write for price and descriptive folders

NORMAN M. SEWELL, Inc.

Susquehanna Ave. at Derstine
Lansdale, Pa.

It's DEWALD for VALUE



**DeWald Model BT-100
Direct View 10 Inch
TELEVISION RECEIVER**

Powerful circuit (27 tubes plus 3 rectifiers) for finer reception in any location.



Tops in quality and value, DeWALD presents a complete line from \$14.95 up—a line that is backed up by more than a quarter century of proven quality.

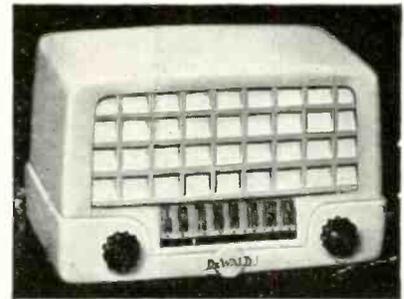
DeWALD'S high-definition television receiver offers maximum enjoyment—clear, brilliant, flickerless theatre-quality pictures. Engineered and constructed throughout in keeping with DeWALD'S traditional standards of excellence.

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

DEWALD RADIO

A FAMOUS NAME IN SINCE 1921

The ONLY POWER SUPPLY
that gives these ratings*
without overheating.

ELECTRO
ELECTRICAL AND RADIO EQUIPMENT



MODEL "A"

- ★ 6V at 15 amps in parallel
- ★ 12V at 7 1/2 amps in series
- ★ 6V at 7 1/2 amps separately
- ★ 115 volts 60 cycles input

Operates auto radios with solenoid tuning and tone controls—also 12 volt marine and aircraft radios.

Height: 7 3/4"
Width: 7 3/4"
Length: 11 3/4"
Shlp. wt.: 31 lbs.
DC OUTPUT

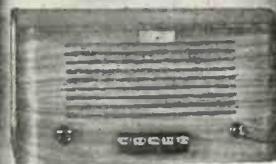
Oversize transformers, chokes and rectifiers insure against overheating. Large capacity condensers for wide-range voltage regulation. Instantaneous power for solenoid operation. Two separately filtered DC output sources.

Compact. Sturdy. 18-gauge steel construction. Handsome blue Hammerloid finish. Comes completely equipped including 6' rubber cord and plug. Vastly superior and costs no more than batteries for equal service.

Send for complete description of this up-to-the-minute power supply.

ELECTRO PRODUCTS LABORATORIES

Pioneer Manufacturers of Battery Eliminators
549 WEST RANDOLPH STREET CHICAGO 6, ILL.



**DeLuxe Communicator
for 1 to 5 Sub Stations**

MASTER STATION MSS **\$37.50** List Price

CONVERSA FONE

makes your "INTERCOM" Sales
PROFITABLE...

Versatile new Pushbutton System sells on demonstration... and it's PRICED RIGHT — for dealer profits and customer goodwill!

These Features sell CONVERSA FONE for you:

- 5 Selector Push Buttons
- Operates 1 to 5 Sub-stations
- 4 Powerful Tubes for Amplification
- "Silent Feature" Eliminates Sub-station Hub-hub
- Modern Styled Cabinet — Walnut Finish

Sub-Station Model SSS List Price 11.95



Complete Literature on Request

AUDIO COMMUNICATION MFG. CO. 108-10 Jamaica Avenue Richmond Hill 18, N. Y.

FORECAST:

Clear and Steady

THAT IS

**ATLAS SOUND
PERFORMANCE**



On land or sea . . . wherever Atlas Sound is used, you can count on unblemished, faithful performance. For a decade Atlas Sound has been noted for better Sound Equipment . . . now, the extra Alnico V Plus feature gives extra clarity, extra power, extra long-life.

ATLAS SOUND CORP.

1447-39th Street
Brooklyn 18, N. Y.

Norge Executive Changes

Howard E. Blood, president of the Norge division of Borg-Warner Corp., announced the following personnel changes in the company's sales and manufacturing departments:

J. N. Candler was elevated to director of manufacturing; H. L. Clary, was named director of sales, and W. S. Law, became general sales manager.

At the same time, Blood announced the resignation of R. W. Gifford, vice-president and assistant general manager, and I. R. Reindel, executive engineer, and the retirement of M. G. O'Harra, vice-president and director of sales. Gifford is also chairman of Borg-Warner International Corp., and will retain that association.

Moving Air

(Continued from page 70)

purpose insures in advance a satisfactory job that no amount of guesswork can equal.

Never before have there been so many different kinds of units to keep air in motion, to remove odors and dust, and to make life more comfortable and healthy for people in homes, factories, offices, restaurants and shops. Never before has the acceptance for such products been at such a high level.

There's year 'round money in moving air for an alert dealer. It's a clean business—and a profitable one as well.

RCA Victor Records Dealer Promotions

RCA Victor is offering a new ad mat service for dealer use in connection with Red Seal merchandise, announced R. M. Fielding, RCA Victor record department ad manager.

The mats comprise one and two column cuts of leading RCA Victor Red Seal recording artists with simulated signature cut lines of the artist to be used as drop-ins for co-op newspaper ads by dealers.

Mat proofs have been shipped to all distributors together with proofs of ready made co-op ads to be used in connection with personal appearances of RCA Victor Red Seal artists in key cities throughout the country.

Supplementing the new service is a mat kit containing a stock newspaper ad that can be adapted for various promotions such as Mother's Day, Thanksgiving, Easter, National Music Week, etc., each promotion dated with a special mat heading which can be inserted into the stock ad mat.

Another promotion aid for use by dealers as a give-away or mailing piece and offering strong incentive for rural music sales, has been made available by RCA Victor. The four-page folder, containing a list of all country and western merchandise, is printed on coated stock in blue. The specialty catalogue is expected to place additional emphasis on merchandise in this category.

S/C LABS

TV ANTENNA ADAPTORS FOR HF CHANNELS 7 to 13 at New LOW Prices

- All-aluminum construction
- Polystyrene insulation

DESIGNED FOR MULTIPLE STACKING

Furnished with or without extension mast and mounting clamps. Standard di-pole and reflector, or folded di-pole and reflector

Basic list price \$4.85 Immediate Delivery

Complete line of standard TV antennas always on hand

See your local jobber or write
S/C LABORATORIES, INC.
37-39 St. George St.
Newark 5, N. J.

Eastern Factory Representative
Martin Bayer

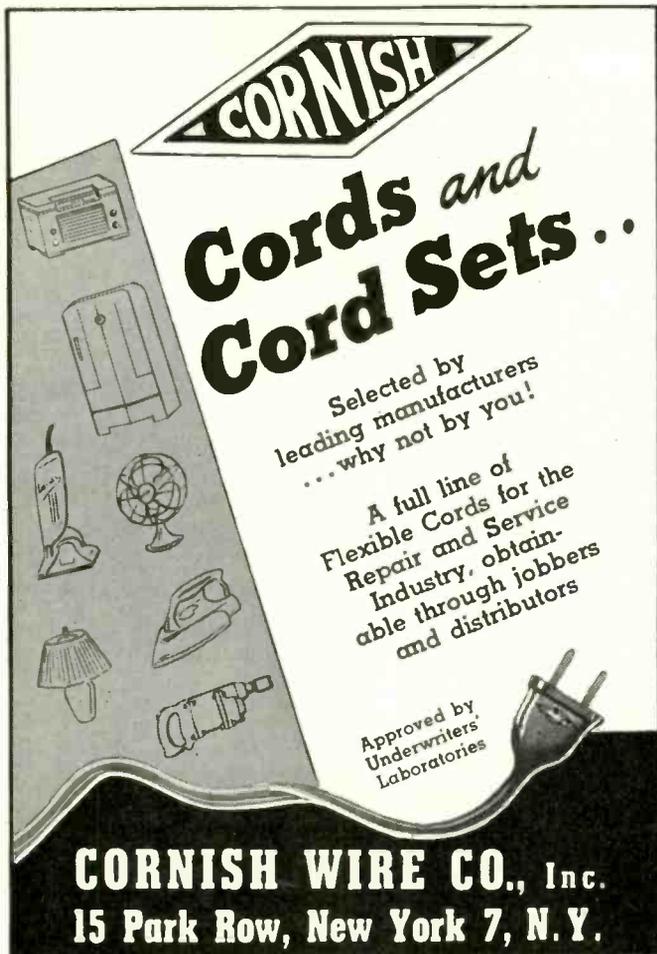
HEAR the signal ...SEE the signal with the

PRECISION ELECTRONICS Mod. 250 Signal Tracer with 4 Stage VTVM



- Highest Gain • Electronic Vacuum Volt Meter, 4 Stage • 20 Cycles to 300 MC
 - Small easy to use Probe • A.C. Operated • Used on A.C. or D.C. Sets • Isolated from A.C. Line • Audio Input • Humless • Polystyrene Probe.
- WRITE FOR DESCRIPTIVE LITERATURE

PRECISION ELECTRONICS, Inc.
641-643 Milwaukee Ave., Chicago 22, Ill.



CORNISH

Cords and Cord Sets ..

Selected by leading manufacturers ... why not by you!

A full line of Flexible Cords for the Repair and Service Industry, obtainable through jobbers and distributors

Approved by Underwriters Laboratories

CORNISH WIRE CO., Inc.
15 Park Row, New York 7, N. Y.

2 out of 3 Need It!



ESPEY
The Custom-Built Chassis

According to a recent survey, over 18 million consoles were built before '44!

That's right! The newest are four years old, and there are more than 11 million of them that are ten years old. Of the 18 million owners, 51%, or over 9 million LIKE their cabinets—in spite of the fact that the vast majority of receivers are hopelessly obsolete, lacking such present-day essentials as FM.

Furthermore, over 90% of the console owners WANT FM, but less than 6% HAVE it. What a replacement market!

It was to fill this tremendous need that ESPEY designed its line of top-quality custom-built chassis, supplied complete and ready to operate in your customers' cabinets.

For further details about ESPEY replacement chassis, and the opportunities in the replacement industry, we urge you to write today to Dept. K-8.

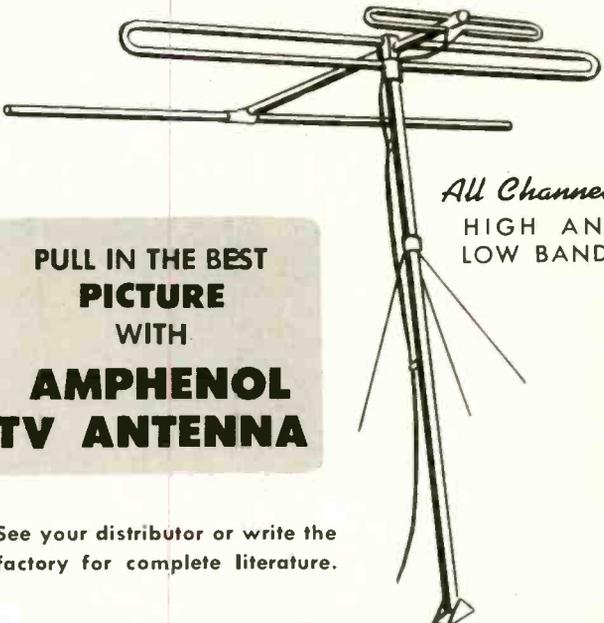
ESPEY MFG. CO., INC.
528 EAST 72nd STREET, NEW YORK 21, N. Y.
"Established—1928"

get the best TV picture ...

by using the best TV ANTENNA

AMPHENOL

Your customers for TV sets are actually *buying a TV picture* — the responsibility of providing a quality picture is yours. By every test Amphenol's Television Antenna 114-005 is the very best available — it will contribute the most toward providing a quality picture — it will assure your saving many service and adjustment calls—its full 13 channel coverage insures fine reception for all future stations in every area — it is ruggedly built to withstand the attack of the elements — it will build for you—CUSTOMER SATISFACTION.



All Channels HIGH AND LOW BANDS

PULL IN THE BEST PICTURE WITH AMPHENOL TV ANTENNA

See your distributor or write the factory for complete literature.

AMPHENOL

AMERICAN PHENOLIC CORPORATION
1830 South 54th Avenue, Chicago 50, Illinois
COAXIAL CABLE AND CONNECTORS, INDUSTRIAL CONNECTORS, FITTINGS AND CONDUIT, ANTENNAS, RADIO COMPONENTS, PLASTICS FOR ELECTRONICS

30,000 SUCCESSFUL RADIO SERVICE- TECHNICIANS READ



EVERY MONTH

RADIO MAINTENANCE today fills a breach that has existed in the radio field for a long time. Already 30,000 technicians read RADIO MAINTENANCE every month because it is devoted entirely to the radio serviceman.

The RADIO MAINTENANCE staff specializes in the preparation of articles on every phase of Radio Maintenance in series form which may be filed and used for reference. The leading articles cover everything for the radio serviceman on Television, FM and AM; Test Equipment; Electronic Appliances; Tools; Antennas; Alignment; Troubleshooting; Repair; Construction; Pick-Ups and Sound Amplification and Reproduction Equipment. Also, in RADIO MAINTENANCE each month there are departments on hints and kinks, the latest news of the trade, review of trade literature, radicmen's opinions, new products and news from the organizations. All articles are presented in a step-by-step precision style, clearly illustrated with schematics, accurate photographs, specially prepared drawings, white on black charts, color diagrams, isometric projections and exploded views.

Binders in beautiful green simulated leather are now available for your RADIO MAINTENANCE magazines. See the current issue for details.

RADIO MAINTENANCE MAGAZINE RTR 8
460 Bloomfield Avenue,
Montclair 6, N. J.

Please send me RADIO MAINTENANCE for
 1 year, \$3 2 years, \$5
 Payment enclosed Bill me later

Name.....
Address.....
City—State.....
Occupation.....
Title.....
Employed by.....

• Independent Serviceman—Dealer Serviceman
—Service Manager—Dealer—Distributor—Jobber

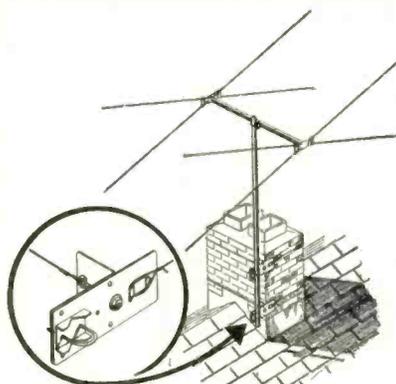
BOLAND & BOYCE INC., PUBLISHERS

DATES AHEAD Future Events of Interest to Readers

- Aug. 2-7: Western Summer Market, Western Merchandise Mart, San Francisco, Cal.
- Aug. 8-11: National Association of Visual Education Dealers, 1948 Convention & Trade Show, Hotel Sherman, Chicago
- Aug. 20-29: First Annual All-Electric Exposition of the Southern California Radio & Electrical Appliance Assn., Inc., Pan Pacific Auditorium, Los Angeles, Cal.
- Sept. 14-19: Midwest Electrical Exposition, Coliseum, Omaha, Neb.
- Sept. 16-18: Electrical Home Appliance & Television Show, DuPont Hotel, Wilmington, Del.
- Sept. 18-26: National Television & Electrical Living Show, Chicago Coliseum, Chicago
- Sept. 20-24: National Lighting Conference, Illuminating Engineering Society, Hotel Statler, Boston
- Sept. 27-29: FM Association, Annual Convention, Sheraton Hotel, Chicago
- Sept. 29-Oct. 2: Annual Conference International Association of Electrical Leagues, Mayflower Hotel, Washington, D. C.
- Sept. 30-Oct. 2: Fourth Annual Pacific Electronic Exhibit, Biltmore Hotel, Los Angeles
- Sept. 30-Oct. 2: Coast Annual Convention, IRE, Biltmore Hotel, Los Angeles

telrex INC. CONICAL ANTENNAS

Asbury Park, N. J. AP 1-0119



MODEL 2XTV & Chimney Mount, illustrated. The perfect combination for quick and easy installation.

MODEL 4XTV — A stacked array for extreme distance.

MODEL CM2 Chimney Mount will support up to 18-ft. mast unguyed.

SHOOTS TROUBLE FASTER! Makes more money for you on job or at service bench!



PRICE
\$9.95

at distributor
or postpaid,
direct, Sorry,
no COD's.
Ohioans add
3% State
Sales Tax.

Signalette

MULTI-FREQUENCY GENERATOR

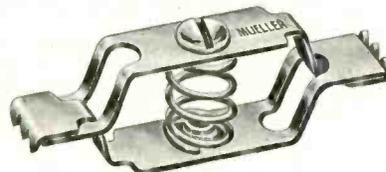
In radio service work, time means money. Locate trouble faster, handle a much greater volume of work with the SIGNALLETTE. As a trouble shooting tool, SIGNALLETTE has no equal. Merely plug in any 110V. AC-DC line, start at speaker end of circuit and trace back, stage by stage, listening in set's speaker. Generates RF, IF and AUDIO Frequencies, 2500 cycles to 20 Megacycles. Also used for checks on Sensitivity, Gain, Peaking, Shielding, Tube testing. Wt. 13 oz. Fits pocket or tool kit. See at your dist. or order direct.

Clippard Instrument Laboratory, Inc.

Dept. R 1125 Bank St., Cincinnati 14
Qualified Jobbers write, wire for details.

Mueller

(THE CLIPPER)
ANNOUNCES THE NEW
No. 22 "TWIN-CLIP"



HAS JAWS ON BOTH ENDS
Something New and Different!

Both jaws may be opened at the same time by pressing the center of the clip, or either jaw may be opened separately without disturbing the grip of the other.

Two inches long, made of cadmium plated steel. Has screw connection.

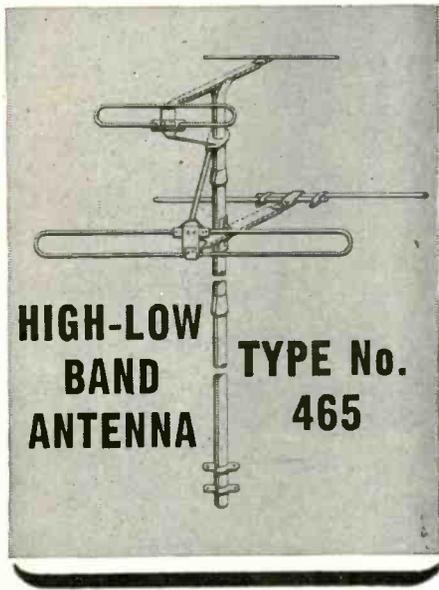
The Twin-Clip is a real time-saver in many electrical and mechanical applications. May be used to make a quick splice, temporary repair hookup, hanging and racking various articles for display or industrial processing, holding identification and record cards, etc.

Send for FREE Samples and
Complete Catalog 1902

Mueller Electric Co.

1601 E. 31st St. Cleveland 14, Ohio

13 CHANNEL TELEVISION RECEPTION PLUS FM



HIGH-LOW BAND ANTENNA TYPE No. 465

★ Definitely a "must" with television set owners who want to see ALL the available TV programs. TACO Type 465 High-Low Band Antenna handles TV Channels 7 to 13 as well as the easier 1 to 6. Also top-performance FM. Separate top section, adjustable for any direction, does the trick. Quarter-wave length jumper automatically applies either antenna to receiver. Aluminum sectional mast and clamps for mounting. Biggest value yet!

★ Ask Our Jobber . . .

Get this or any other TACO antenna that best suits your TV, FM, AM, or SW needs. Ask for latest TACO catalog—or write us.



In Canada: Stromberg-Carlson Co., Ltd. Toronto 4, Ont.

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Zenith Radio Corp.	6

...Help end spark plug INTERFERENCE

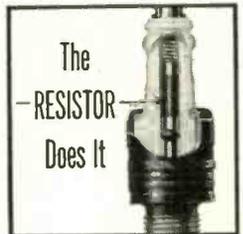


Spark Plugs are miniature broadcasting stations, send signals that interfere with radio reception, distort television. The New Auto-Lite "Resistor" Spark Plug reduces this interference.*

Recommend **NEW**
AUTO-LITE
Resistor
SPARK PLUG

Here's How It Works to End Interference

The "Resistor" acts to dampen the spark plug radio signal to an acceptable level* while still delivering the full high voltage discharge required to ignite the fuel.



Auto-Lite Ignition Engineers, working with leading automotive manufacturers, have developed the new Auto-Lite "Resistor" Spark Plug with this built-in resistor that reduces spark plug interference.* Remember, the "Resistor" also helps deliver smoother idling, improved economy, longer electrode life. Dealers are being supplied as rapidly as possible. Write for Booklet M-1186 for full information.

THE ELECTRIC AUTO-LITE COMPANY
Toronto, Ontario Toledo 1, Ohio

*Under 35mv/m from 540 k.c. to 150 m.c. at 50 ft.
Tune in "Suspense," Thursdays, 9:00 P. M., E. T., CBS



'BRIGHT STAR'

GIVES YOU

A COMPLETE ACTION-PACKED LINE OF RADIO BATTERIES



*to fit every popular set
to simplify your inventory
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- Socket terminals are *not* paper, *not* fibre—but costly phenolic resin.



feature Bright Star to assure satisfied customers



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musical Opportunities

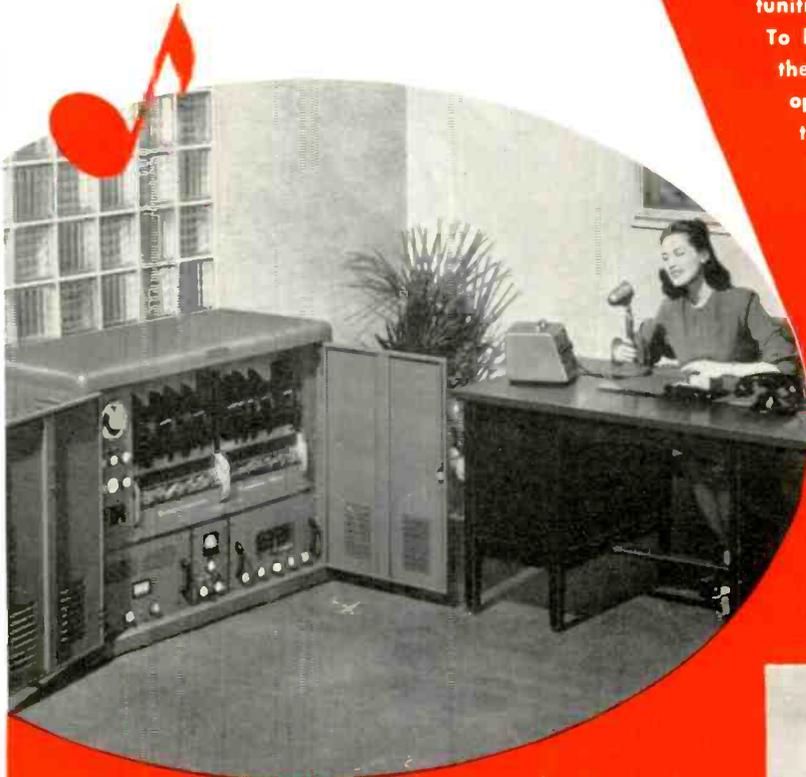
with the amazing
SEEBURG...

Here is a new instrument that plays 100 records, 200 selections . . . plays 10 and 12-inch records vertically, either side, both sides, intermixed in any order . . . plays more than 14 hours without repetition.

Little wonder, then, the statement "musical opportunities with the amazing Seeburg."

To business and industry the Seeburg—through the intelligent use of selective music—brings the opportunity of improved employee relations . . . to restaurants and clubs the opportunity of building the good will of guests. To music lovers everywhere the Seeburg offers the opportunity of new thrills in listening pleasure . . . all automatically.

To another group—distributors, dealers, sound system companies—this amazing instrument brings the opportunity of new, profitable business.



◆ **MODEL JCS-** — a basic unit including the Select-O-Matic "200" Library. Here is the heart of a complete music system to provide AM-FM radio, paging service, outgoing telephone lines and complete remote control. Attractive metal cabinet. Size 59 x 37 1/2 x 27 1/2 inches.



MODEL SLBA-2. For home recreation rooms, hotel lounges, club rooms • wherever selective music is desired by discriminating listeners. Handsome cabinet of imported Avodire wood



MODEL SLU. The Select-O-Matic "200" Library only in metal cabinet for use with existing sound systems in factories, restaurants, homes — wherever selective music is wanted.

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