

RADIO & TELEVISION RETAILING

• IN TWO PARTS—PART ONE • CALDWELL-CLEMENTS INC. •

Get in line for '49



AM. FM. TV.
APPLIANCES
RECORDS
SERVICING

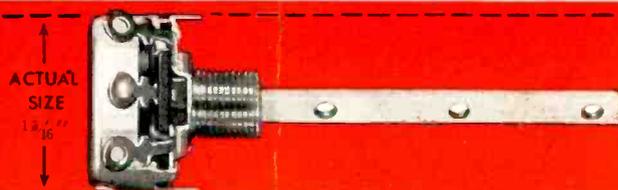
DO YOUR NEW-YEAR PROFIT PLANNING NOW!
(See article in this issue)

DECEMBER 1948



Get Acquainted with the Little Fellow with the **BIG** Advantages

The All New Mallory Midgetrol



Offers These **BIG** Advantages...

BIGGER MARKET

The small size of the Mallory Midgetrol lets you service portables, auto radios and small AC-DC receivers which require $1\frac{5}{16}$ " controls.

SIMPLER INSTALLATION

The unique shaft design of the Mallory Midgetrol saves installation time with *all* types of knobs.

SIMPLER STOCKING

Electrical characteristics let you use the Mallory Midgetrol to replace $1\frac{1}{8}$ " as well as $1\frac{5}{16}$ " controls. Stocks are further reduced because no special shafts are needed.

Both mechanically and electrically, the Mallory Midgetrol is amazingly quiet. Tests prove it *stays* quiet! And the Mallory Midgetrol offers nine *all new* features.

It's the NEW Standard in Carbon Controls. See your Mallory distributor.

- NEW SIZE
- NEW DESIGN
- NEW SHAFT
- NEW EXTENSION
- NEW SWITCH
- NEW ELEMENT
- NEW CONTACT
- NEW TERMINAL
- NEW TWO-POINT SUSPENSION

P. R. MALLORY & CO. Inc.
MALLORY

CAPACITORS... CONTROLS... VIBRATORS...
SWITCHES... RESISTORS... RECTIFIERS...
VIBRAPACK* POWER SUPPLIES... FILTERS
*Reg. U. S. Pat. Off.

APPROVED PRECISION PRODUCTS

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

RADIO & TELEVISION RETAILING

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

IN THIS ISSUE—Part I

DECEMBER, 1948

ORESTES H. CALDWELL

Editorial Director

M. CLEMENTS

Publisher

JOHN L. STOUTENBURGH

Executive Editor

RUTH MORRIS

Records Editor

M. R. LABATT-SIMON

Assistant Editor

ROBERT HERTZBERG

Contributing Editor

EDWARD A. CAMPBELL

Technical Editor

CHARLES F. DREYER

Art Director

BUSINESS DEPARTMENT

M. H. NEWTON

Sales Manager

EDWIN WEISL, JR.

JOHN ROMANCHAK

M. E. SCHNEIDER

Production

BRANCH OFFICES

CHICAGO 6

R. Y. FITZPATRICK, Manager

S. GASKINS

201 N. Wells St. Randolph 6-9225

LOS ANGELES 14

DUANE WANAMAKER

610 S. Broadway

MUtal 2161

CIRCULATION DEPARTMENT

B. V. SPINETTA

Circulation Director

W. W. SWIGERT

Credit Manager

December 1948, Vol. 48, No. 6, 35 cents a copy. Published monthly by Caldwell-Clements, Inc., 480 Lexington Ave., New York 17, N. Y. M. Clements, President; Orestes H. Caldwell, Treasurer. Subscription rates: United States and U. S. Possessions \$2.00 for one year, \$3.00 for two years, and \$4.00 for three years. Pan American Countries \$4.00 for one year, \$5.00 for two years, \$6.00 for three years. Canada \$3.00 for one year, \$4.00 for two years, \$5.00 for three years. All other Countries \$5.00 for one year, \$7.50 for two years, \$10.00 for three years. Printed in U.S.A. Entered as second class matter April 9, 1948 at the Post Office, at New York, N. Y., under the act of March 3, 1879. Member of Audit Bureau of Circulation. *Trade-Mark Reg. U.S. Pat. Off. Copyright 1948 by

CALDWELL-CLEMENTS, Inc.
Publishers also of TELE-TECH.

★ *AM, FM, Television*

COVER—GET IN LINE FOR '49—Profit planning, house-cleaning are in order for the dealer who wants his sales graph to climb this year. For article, see page 28.

EDITORIAL—Prospects for Modern "Farty-Niners" 23

WHAT'S AHEAD—IN RADIO, APPLIANCES, RECORDS & TELEVISION 24

GET IN LINE FOR '49 28

HOW TO RUN RADIO MEETINGS IN YOUR TOWN 30

NEW RECEIVERS AND PLAYERS FOR DEALERS 32

BUYING MADE EASY FOR THE CUSTOMER 34

★ *Records, Phonographs, Accessories*

COVER—New Platters for More Profits 39

DO A SELLING JOB ON LONG PLAYING RECORDS 40

MERCHANDISING LP EQUIPMENT 42

NEWS OF THE INDUSTRY Begins on page 44

★ *Electrical Appliances*

COVER—Sell Them Time Buying 49

THE LATEST IN NEW ELECTRICAL HOME APPLIANCES 50

NEWS OF THE INDUSTRY Begins on page 52

★ *Servicing and Sound*

COVER—Sell Servicing Know-How 57

TIME SAVING SERVICE HINTS 59

CLEARER TV PICTURES 60

NEW TELEVISION PRODUCTS 62

NEW AIDS FOR SERVICERS 64

NEW PA AND SERVICE ITEMS 66

PART II

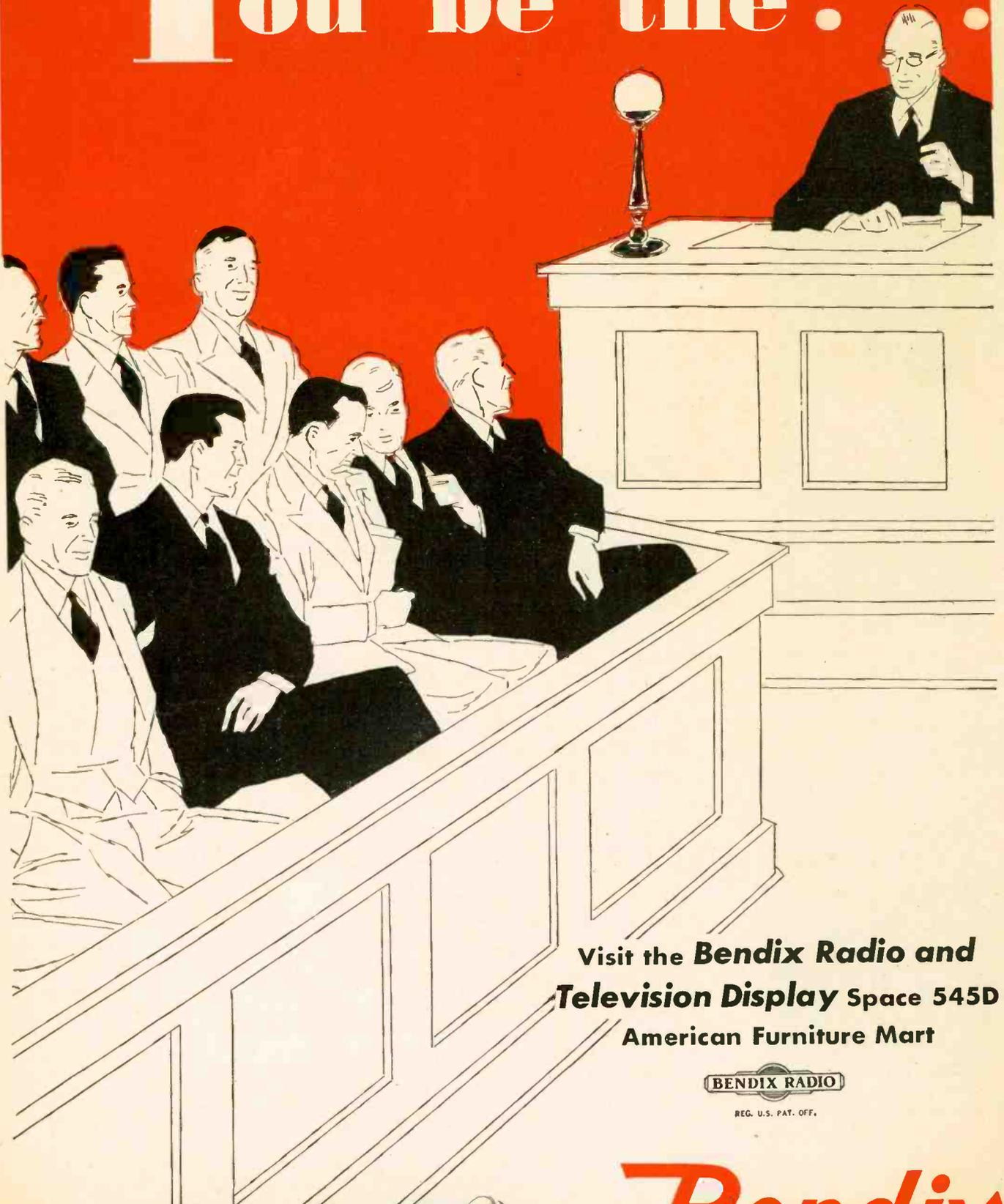
TV TIMETABLE—Stations and Networks



Member of
**AUDIT BUREAU
OF CIRCULATIONS**

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

You be the . . .



Visit the **Bendix Radio and
Television Display Space 545D**
American Furniture Mart

BENDIX RADIO

REG. U.S. PAT. OFF.

BENDIX RADIO DIVISION OF
BALTIMORE 4, MARYLAND



Bendix

RADIO & TELEVISION RETAILING • December, 1948

Judge and Jury!

The case before the independent radio and television retailer is plain and urgent. In the cut-throat competition already starting, must you again watch 85% of available sales go to chain stores, discount houses, private brands purveyors, and cut-throat dealers, or can you fight successfully and profitably for a full share of this billion dollar market?

THE VERDICT IS POSITIVELY "YES"

WITH THE BENDIX RADIO AND TELEVISION DIRECT-TO-DEALER MERCHANDISING PLAN

Price-wise, you can take on all comers with this "no middle-man" line. Quality-wise and value-wise, you'll be way out in front! And because this franchise is restricted to only one dealer in each community you are protected as well from dumping and price cutting by dealers with the same line. *Your profit is protected every way!*

See the evidence for yourself in the new "Success"

line for '49—perfect testimony to the value, permanence and power of this answer to a retailer's prayer. Visit the Bendix Radio and Television space at the Winter Furniture Mart—see and compare Bendix Radio's sensational "no middle-man" prices. Check point-by-point the profit making advantages of this power-packed plan. Let your own good judgment tell you why everything points to Bendix Radio for profits, progress and permanence.

HOW CAN YOU MISS WITH A PROGRAM LIKE THIS!

No Salesmen Present Opening Day

To let you make an unbiased decision on the profit potentials of our plan and the outstanding merchandising values in our special winter promotion models, all our Bendix Radio salesmen are barred from our exhibit on January 3rd. Come in and let your own good judgment guide you.

- 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.

Radio and Television

come see what's up our sleeve

for *Sparton* DEALERS

at the January *Chicago Show*

New EXCITING TELEVISION RECEIVERS

New MODERN RADIO-PHONOGRAPH CONSOLES

New CHALLENGING PRICES

Get set for a real thrill when you see the smartly-styled Sparton Line for '49. Sparton's engineers and designers have been working day and night, and they've come up with the hottest radio-television offerings you've seen.

What's more, because Sparton has cut distribution costs, these high-quality new radio and television models are priced so low you'll doubt your eyes when you look at the tags.

We've got something really terrific up our sleeve for Sparton dealers. Be at the show, and see what we mean.

**HERE'S HOW SPARTON KEEPS THE
SPARTON FRANCHISE NUMBER ONE**

Look at the beautiful Sparton models at the Chicago Show. Check the price tags. You'll see why the Sparton franchise is really hot. Under its time-tested SCMP—Sparton Co-operative Merchandising Plan—Sparton sells *direct* to one *exclusive* dealer in a community, whittles distribution costs and gives you finer models for less money. You offer radio-television's biggest values at rock-bottom prices, and still make a generous profit. While you're at the show, ask if the Sparton franchise in your community is still open . . . if you're not already a Sparton dealer.

Sparton

Radio-Television's Richest Franchise

SPARTON RADIO-TELEVISION

Division of The Sparks-Withington Company
JACKSON, MICHIGAN



PLAN **NOW** TO VISIT
THE SPARTON EXHIBIT

EXHIBIT ROOM 509-B
5th FLOOR

AMERICAN FURNITURE MART

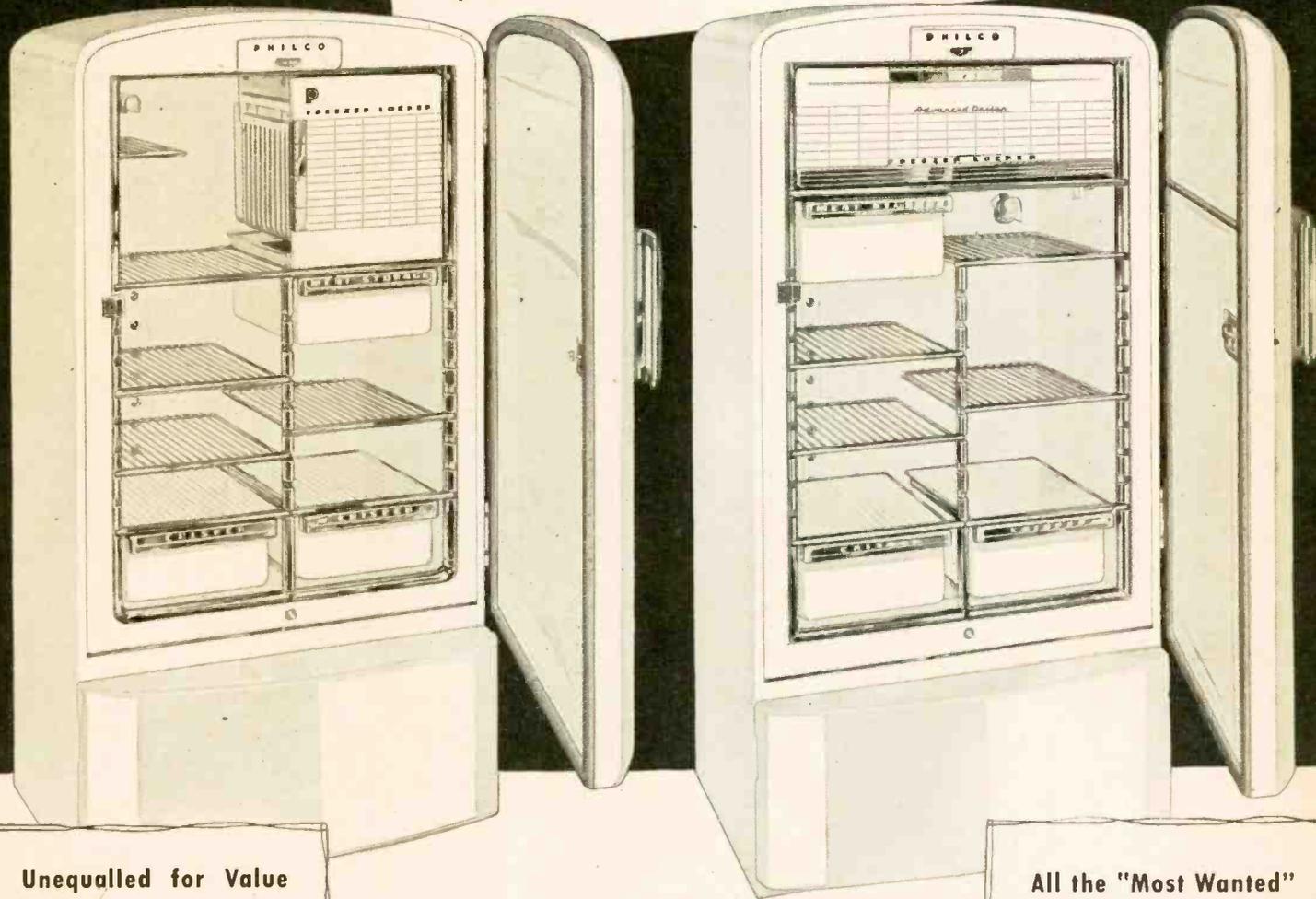
Chicago

January 3 to 15

Just Announced
in time for
Christmas



2 Sensational New 1949 PHILCO REFRIGERATORS



Unequaled for Value
At Its Popular Price
PHILCO 892

Complete Shelf Adjustability
Zero-Zone Freezer Locker
2 Crispers and Meat Drawer
Storage Bin
Self-Closing Door Latch
Easy-Out Ice Trays
Stainless Steel Shelf Fronts
8.1 cu. ft. capacity
16 sq. ft. shelf area

BIG QUANTITIES AVAILABLE FOR Record-Breaking Christmas Promotion

They're here . . . two sensational new 1949 Philco Refrigerators with brand new 1949 features! Just in time for Christmas selling. Available *now* in quantities with huge local advertising campaigns, displays, selling helps galore! For extra Christmas sales and profits, concentrate on these Philco models—newest, "hottest" in the industry.

All the "Most Wanted"
Advanced Design Features
PHILCO 893

Zero-Zone Freezer Locker
Complete Shelf Adjustability
Balanced Humidity
with Summer-Winter Control
2 Crispers and Meat Drawer
Self-Closing Door Latch
Easy-Out Ice Trays
8.1 cu. ft. capacity
16.2 sq. ft. shelf area

Get complete facts at once from your Philco Distributor



STAR-STUDDED

... that is setting the
Television Industry all agog

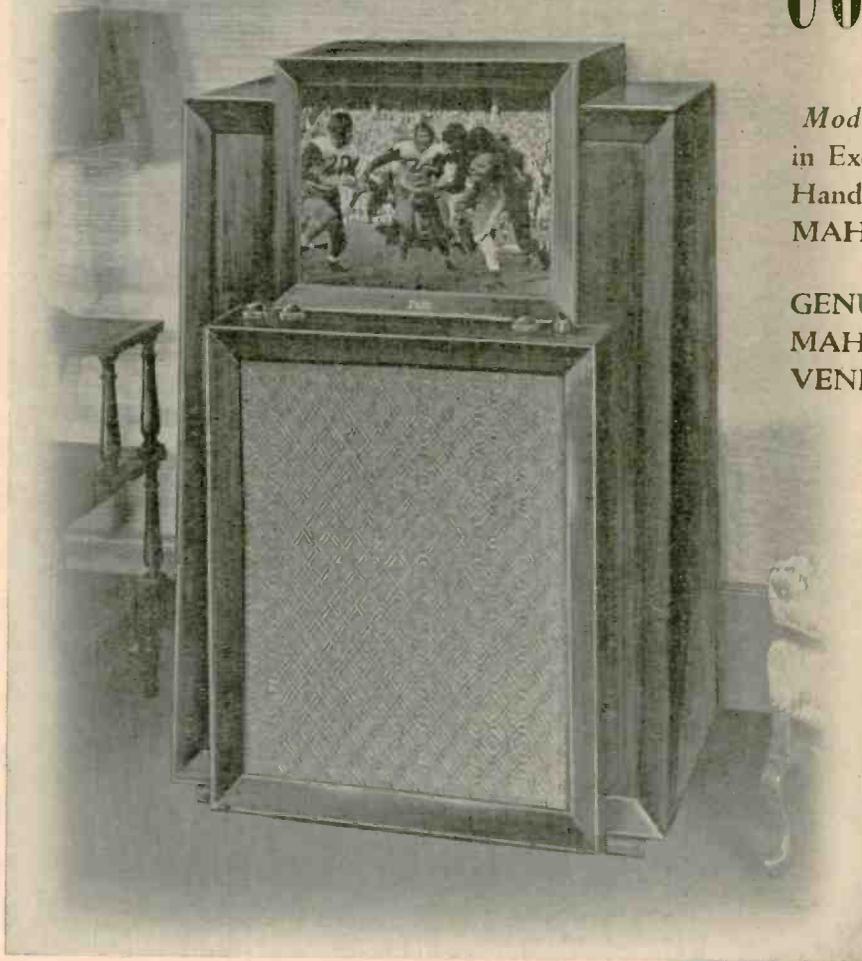
Fada First

Huge Picture Size

... 16 x 12 Inch Screen... 192 Square Inches

PROJECTION TELEVISION

CONSOLE



Model 880
in Exquisite
Hand-rubbed
MAHOGANY
or
GENUINE BLONDE
MAHOGANY
VENEER

Blazing the trail in answer to big picture screen preference comes this powerful, exquisite Projection Television Console with a 192 Square inch screen. Its superior circuit details follow our Model 899 Television Receiver . . . featuring sensitivity, picture stability and fine picture resolution beyond compare. Cabinet styling and workmanship are on par with the finest custom cabinetry. The gorgeous hand rubbed piano finish wins instant admiration.

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

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

"KEN-RAD TUBES HAVE DONE A JOB FOR ME!"



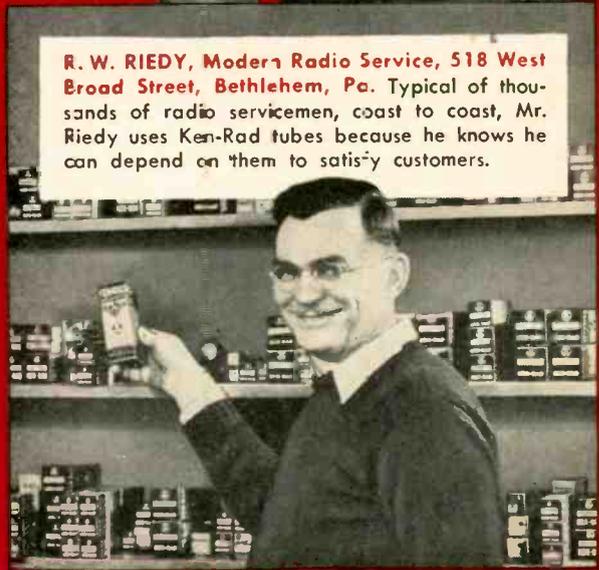
"You can get a testimonial from me on Ken-Rad tubes any time!

"I use them. I've been using them for years. Believe me, no other tube can touch them.

"They're quality tubes. When I pass them on to a customer I know he won't come back mad.

"My customers come back, all right. But satisfied. They want me to do another job for them!"

R. W. RIEDY, Modern Radio Service, 518 West Broad Street, Bethlehem, Pa. Typical of thousands of radio servicemen, coast to coast, Mr. Riedy uses Ken-Rad tubes because he knows he can depend on them to satisfy customers.



EMMETT MERCER, Foreman, is responsible for the weighing of cathode sleeves to check coating weight (shown below). Another example of the great care that is taken in making Ken-Rad tubes.



"KEN-RAD TUBES ARE MADE TO DO A JOB!"

"We *make* Ken-Rad tubes to perform better, last longer, satisfy customers and increase business for you

"I've been helping to make them for years. And I can tell you we check and recheck, test and retest, over and over again, the smallest parts that go into our tubes

"We test the tubes themselves for noise, microphonics, static, life, shorts, appearance, gas air and hum.

"You can count on them to bring customers back satisfied."

178-CA13-8850

KEN-RAD

Radio Tubes

PRODUCT OF GENERAL ELECTRIC COMPANY

Schenectady 5, New York

The Serviceman's Tube



The "TOP" Name In Automobile
Aerials Now Brings You The
"TOPS" In
TV and FM ANTENNAS

Radiart

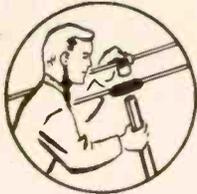


"Simpli-Flex"

TELEVISION and FM ANTENNAS

True to Radiart tradition . . . these new Television and FM antennas are the finest available! They are laboratory engineered and designed to deliver peak performance, always! Their top quality construction will produce the finest television picture possible. For just a little more . . . YOU can deliver the best . . . it pays!

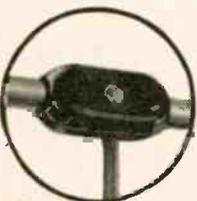
"SIMPLI-FLEX" means just what it says! SIMPLE to install . . . FLEXible for any requirement! Its design allows it to be built up from the basic dipole to multiple stacked all-channel arrays by the addition of reflector kits and additional arrays as required when more stations get on the air.



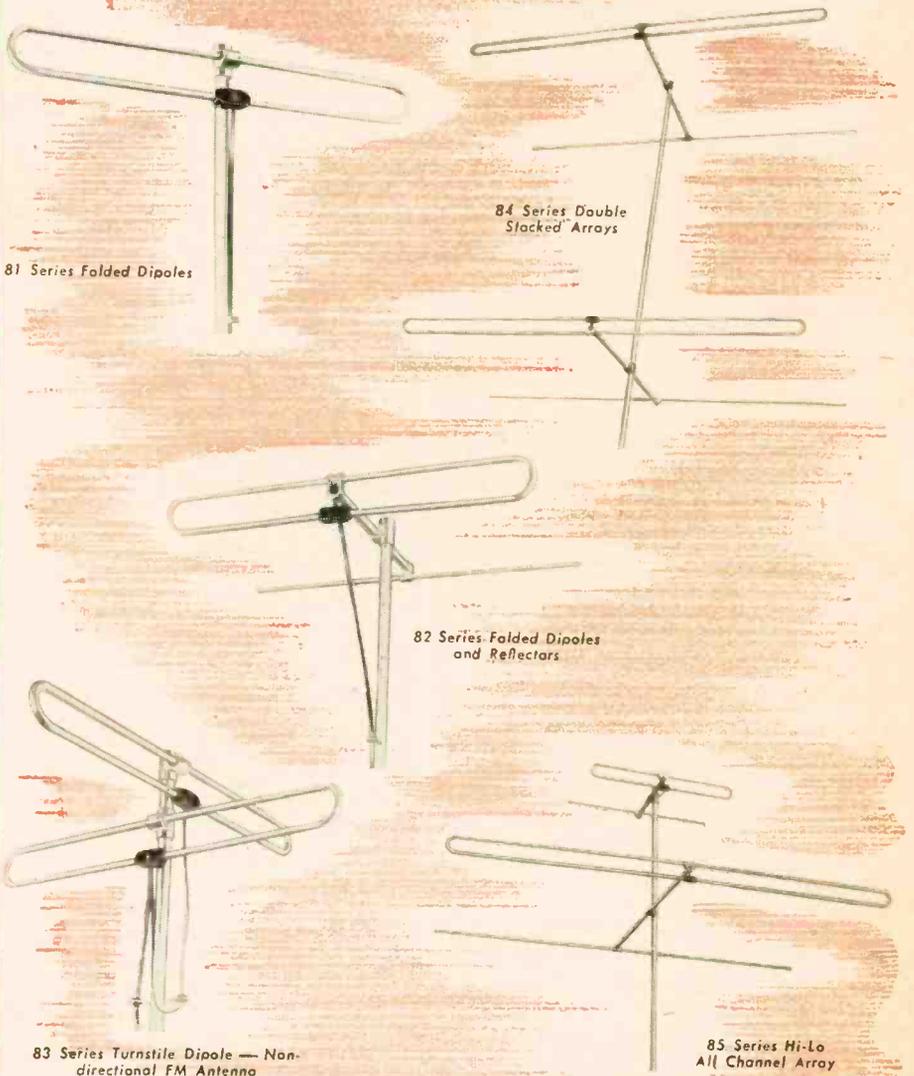
No "assembly puzzles" with Radiart's "SIMPLI-FLEX" design. No degree in engineering or truck-load of tools needed — absolutely no loose hardware. One minute assembly, one man installation!



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

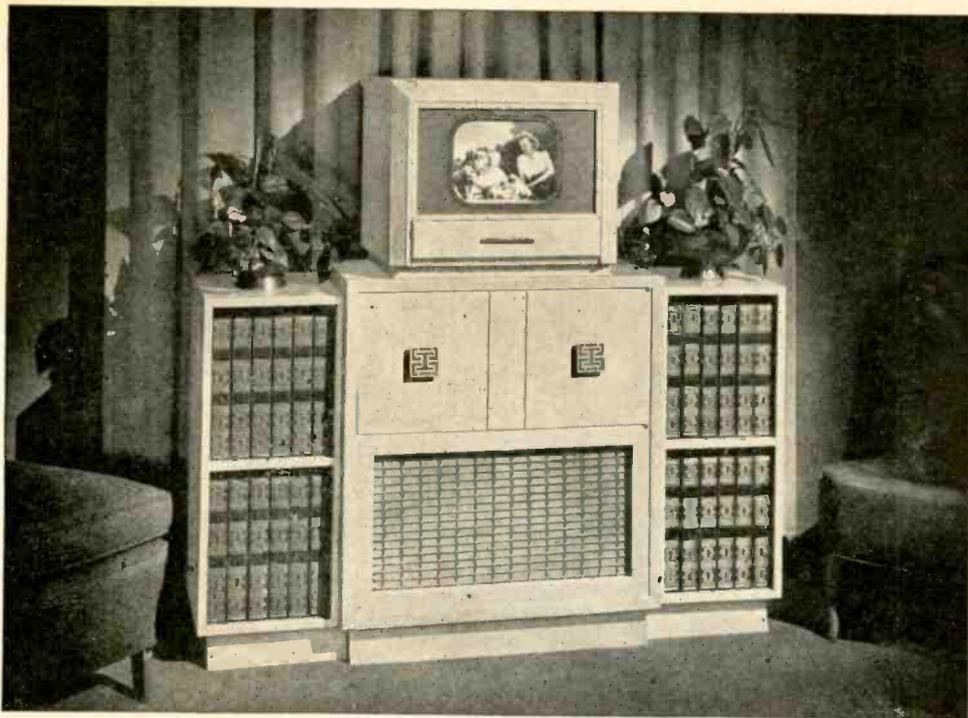


"WEATHER-SHIELD" polystyrene terminal block encloses lead-in connections and protects from all weather conditions! Keeps electrical performance at maximum.



THE RADIART CORPORATION CLEVELAND 2 OHIO

Manufacturers of the Famous "Red Seal" Vibrators



The Modular Television receiver correlated with Magnavox Modern Symphony AM-FM radio-phonograph and record cabinets.

Two revolutionary new developments

INCREASE SALES AND PROFITS

for Magnavox dealers

1. **FOUR HOURS of continuous recorded music AUTOMATICALLY**
2. **SHARP, CLEAR MAGNASCOPE TELEVISION**

MAGNAVOX is the first radio-phonograph to play both new LP (long-playing) and 78 rpm records *automatically*—for four hours of continuous music. Another great Magnavox innovation permits *installation or addition* of Magnascope Television at any time. For revolutionary Magnavox Television can be purchased (1) in a three-way combination television-radio-phonograph, (2) in a modular or correlating unit with the Magnavox Radio-Phonograph, or (3) in an independent television receiver.

» Today more people than ever before want Magnavox instruments. Magnavox is recognized as the greatest cus-

tomers value regardless of price, and it offers the widest selection of furniture models and prices. Magnavox dealers are in a position to make record-breaking sales and profits in the year ahead. They enjoy a sales advantage that is protected in three important ways:

Top customer acceptance—for a product that is recognized to be the highest standard of quality in fine radio-phonographs and television.

An adequate mark-up—the longest profit margin in radio and television.

A profit-protecting franchise—that enables each dealer to secure a fair share of the market at good profits.

• • •

» There is no greater profit opportunity in radio and television today! The Magnavox Company, Dept. 114, 2181 Bueter Road, Fort Wayne 4, Indiana.

the magnificent **Magnavox** radio phonograph + television

The outlook's

with G-E RADIO



GENERAL ELECTRIC BACKS YOU UP
WITH POWERFUL ADVERTISING
AND PROMOTION THAT WILL BRING
CUSTOMERS INTO *Your Store*

15 LEADING
MAGAZINES!

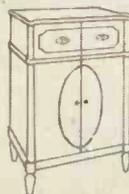
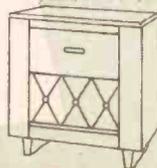
The 1949 G-E line features the finest
and most saleable radio and television
receivers G.E. has ever produced!

- ✓ Daylight Television — the brightest picture under the sun!
- ✓ Portables you can depend on for power and performance!
- ✓ "Wake-up-to-music" Clock-Radios — the hottest specialty in the business!
- ✓ FM-AM automatic radio-phonographs that play both LP and standard records with the sensational G-E Electronic Reproducer!
- ✓ Top-quality table radios at rock-bottom prices!

G-E radio and television ads appear in 15 magazines with a readership of more than 30,000,000! Saturday Evening Post, Life, Collier's, Look, Holiday, National Geographic, Better Homes & Gardens, House Beautiful, New Yorker, Time, Newsweek, Country Gentleman, Farm Journal, Progressive Farmer, Sports Afield.

228 INDIVIDUAL
NATIONAL
ADVERTISEMENTS

G-E radio and television ads are "always in there" pitching for you!



fine for '49

and TELEVISION

GET READY for the rush! General Electric's 1949 advertising and promotion are going to bring ready-to-buy customers to *your* store. They will read the G-E story in leading magazines . . . they'll see it in their newspapers . . . they'll hear it on the radio . . . they'll see and hear it on television. Result: sales, sales, SALES! For full information, get in touch with your G-E radio and television distributor today—or write *General Electric Company, Receiver Division, Electronics Park, Syracuse, New York.*

TELEVISION PROGRAM

Outstanding telecasts of leading events — popular programs — in practically every television service area.

POWERFUL SALES PROMOTION

G-E has prepared everything you need to clinch sales! Folders, streamers, cut-outs, displays, dealer mat ads, signs.

OVER 1/2 A BILLION IMPRESSIONS

G-E radio and television ads average nearly 10,000,000 impressions every week!

SMASHING NEWSPAPER ADS

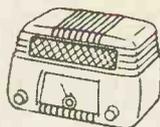
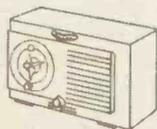
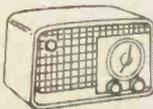
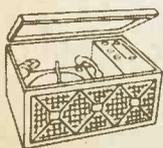
Hard-hitting, large-space G-E radio and television newspaper ads run in leading papers from coast to coast!

RADIO PROGRAMS

The great G-E HOUSE PARTY with Art Linkletter on CBS network! AND—the magnificent FRED WARING PROGRAM every Thursday night over NBC!

GENERAL  ELECTRIC

178-190-G12





NOW AN OLYMPIC FIRST TELEVISION WITH "MOTION PICTURE" QUALITY

Here's news to gladden your heart! In Olympic Star**★**brite television you get a **SHORT** line of magnificently styled instruments—from a 54 sq. inch picture table-top—to an amazingly compact 5-way console—and including the sensational, exclusive Olympic **DUPLICATOR**—to top the entire volume market at unmatched prices.

Distributors: Some Territories still open. Write or wire.
Dealers: Write for full details today.



MODEL TV-922

Big 54 sq. inch Star**★**brite picture screen, clear and brilliant even in a fully lighted room. 22 tubes, in Olympic "FRAME LOCK" circuit. FM audio system. Compact mahogany cabinet 20 $\frac{1}{4}$ " wide x 13 $\frac{1}{4}$ " high x 19 $\frac{1}{2}$ " deep. Also model TV-922B in blond oak. (Illustrated)

Olympic
*Star**★**brite*
television



**EXCLUSIVE DUPLICATOR!
MODEL RTU-3**

Multiplies your television profits. Just connect to ANY standard TV receiver—no antenna needed—simple as an extension telephone. Same principle as famous "HOTELVISION" installations in the New Yorker, Roosevelt, Stevens and other top-rank hotels. Ideal for cafes and other commercial installations.



**5-WAY 18th CENTURY CONSOLE
MODEL TV-928**

New "Magic-Mirroscope" folding screen, 54 sq. inch picture of flicker-free, glare-free brilliance.

"FRAME LOCK" image control — FM/AM radio, automatic record changer — 32 tubes — all housed in graceful 18th century mahogany cabinet only 35 $\frac{3}{4}$ " wide x 34 $\frac{3}{4}$ " high x 17 $\frac{1}{2}$ " deep. Also model TV-928 LP, plays both standard and new long-playing records.



OLYMPIC RADIO & TELEVISION, INC.
34-01 38th Avenue, Long Island City 1, New York

NOW.....

SKYBEAM

THE ONLY HIGH FIDELITY, HIGH FREQUENCY

ANTENNA

For Perfect Reception on Channels 7 to 13

In television it's the picture that counts, and the best picture is produced by the antenna gathering the greatest degree of signal strength. SKYBEAM, the only high fidelity, high frequency antenna in the field is guaranteed to produce the ultimate in television reception.

This amazing antenna includes all the proven fine features of Lyte products: precision, rigidity and proven scientific construction. Fully tested and approved, in the laboratory and in the field.

SKYBEAM, comes complete in individual cartons partly assembled ready for installation.

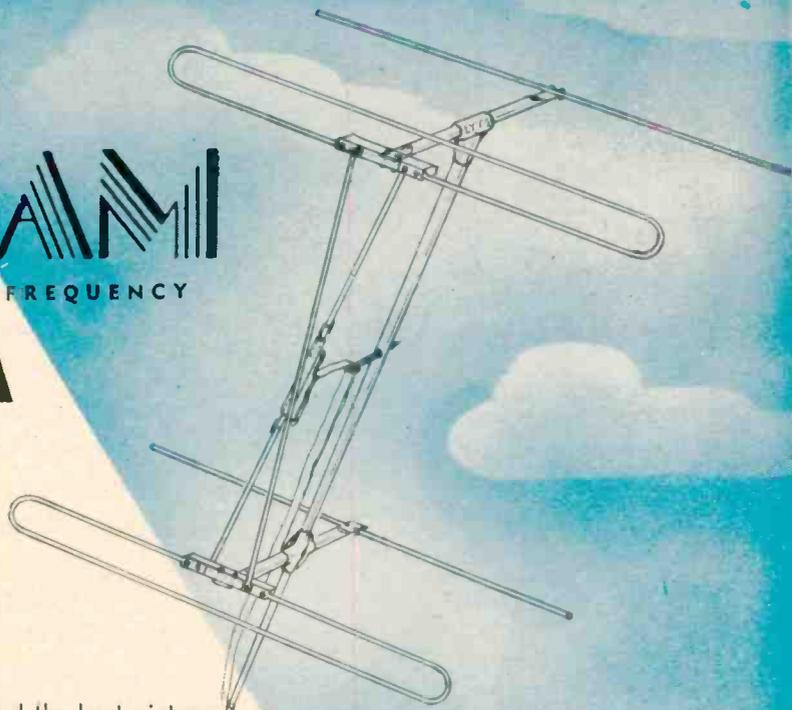
For the ultimate in television reception the Lyte SKYBEAM is an absolute necessity. Say Lyte, be sure you're right.

CHECK THESE FEATURES:

- Easily attached to existing installations.
- Only perfected high frequency antenna.
 - Scientifically manufactured and tested.
 - Guaranteed to produce outstanding results.
 - Easy to install.



DO YOU GET ALL CHANNELS CLEARLY?
OR ARE YOUR TELEVISION EVENINGS
RUINED BY POOR RECEPTION.



BEST BY TEST

LYTE PARTS CO.

11 WASHINGTON AVE., PLAINFIELD, N. J.
195 MAIN ST., DUBUQUE, IOWA
PLAINFIELD 5-2100 DUBUQUE 8884

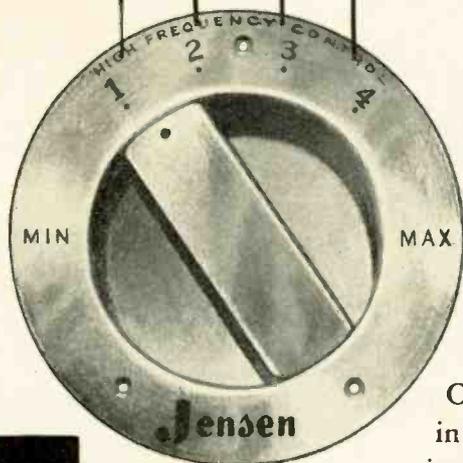
DEALERS — Even the finest Television Set is only as good as its antenna. Install the new Lyte for high fidelity reception, better definition, clearer images, with minimum interference. Satisfied customers mean more PROFITS for YOU! Specify LYTE — Best by Test.

2. for average "AM" Broadcast

3. for High-quality "AM", "LP" Records, and Transcriptions

1. for some Phono Records and "SW" Broadcasts

4. for "FM" and Television Sound



FOR GREATER LISTENING PLEASURE

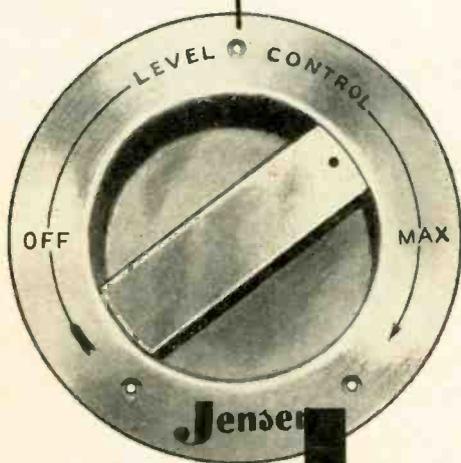
-MATCH YOUR SPEAKER RESPONSE TO THE PROGRAM

Complete listening enjoyment of the quality inherent in FM broadcasts and high-fidelity phonograph recordings may require loudspeaker response up to 12,000 cycles or more. AM broadcasts may demand response of 5,000 cycles or less, while other program material may call for other high-frequency cut-off points. Matching loudspeaker response to today's wide range of program material is essential for real listening pleasure.

Jensen Coaxial speakers (Models HNP-51, JAP-60 and JHP-52) meet this need simply and positively.

A 4-position high-frequency selector switch adjusts the speaker response to suit listener preference and a level control adjusts the overall volume of the program. These two controls are exclusive JENSEN features.

OVER ALL LEVEL CONTROL



Jensen

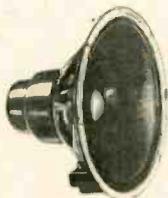
Coaxial SPEAKERS

JENSEN MANUFACTURING COMPANY, 6625 S. LARAMIE AVE., CHICAGO 38, ILL.
IN CANADA: COPPER WIRE PRODUCTS, LTD., 11 KING ST., W., TORONTO



Model HNP-51 Coaxial

Without doubt the finest existing 15-inch Coaxial loudspeaker regardless of price. Compression-type h-f unit contributes to an exceptional polar pattern and realistic "presence". Frequency response, in a Bass Reflex enclosure, extends through the entire useful frequency range. Power rating 25 watts maximum speech and music signal input. Input impedance 500-600 ohms. List price \$125.00



Model JAP-60 Coaxial

A superior quality 15-inch Coaxial loudspeaker with excellent polar pattern. Response, in a Bass Reflex enclosure, extends through the entire useful frequency range. Power rating 20 watts maximum speech and music signal input. Input impedance 500-600 ohms. List price \$85.00



Model JHP-52 Coaxial

A high-quality 15-inch Coaxial loudspeaker at an economy price. Frequency response, in a Bass Reflex enclosure, extends through the entire useful frequency range. Power rating 16 watts maximum speech and music signal input. Input impedance 500-600 ohms. List price \$72.00



Model JRP-40 Coaxial

The ultimate in 12-inch Coaxial value. Frequency range, in a Bass Reflex enclosure, from 50 to 12,000 cycles. Power rating 12 watts maximum speech and music signal input. Input impedance 6-8 ohms. "Bridging" type network. H-F range control not included but "shelving" type control (ST-606) may be added by user. List price \$30.00

Tele King



Now!

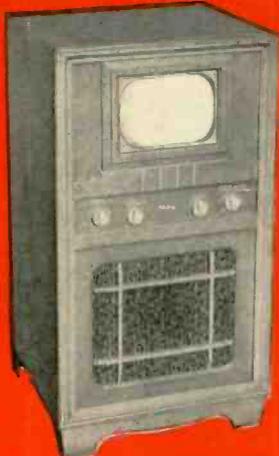
a powerful 30 tube chassis plus
almost 60 sq. inches of picture...

no better television
at **ANY PRICE**

289⁵⁰

In WAJAB plus
Federal Excise Tax

TELE KING TABLE MODELS AND CONSOLETTES IN
BLONDE, MAHOGANY AND WALNUT



MODEL 310-B (41" HIGH) \$319.50 IN WALNUT
Prices slightly higher west of the Rockies

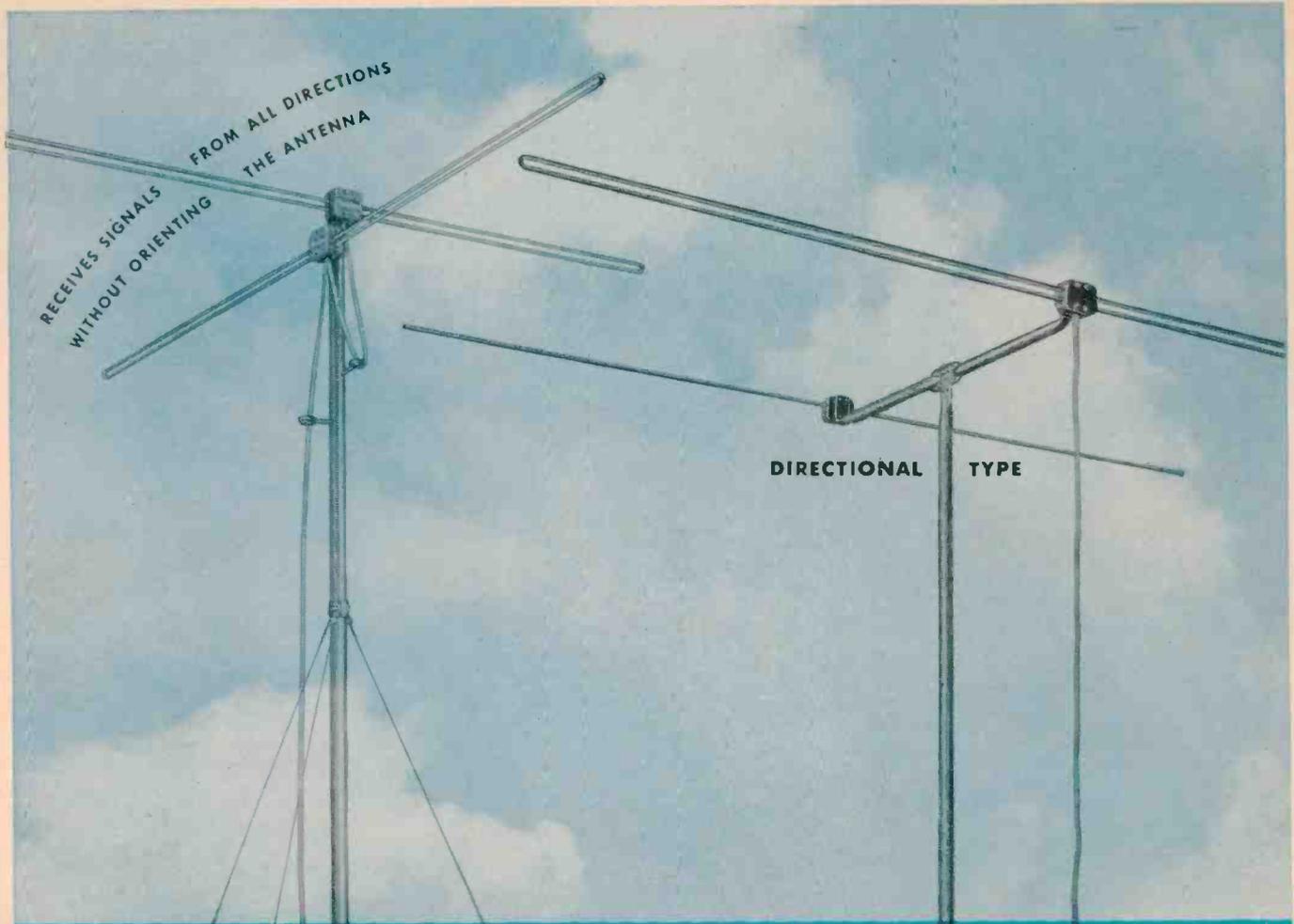
Every Tele King model is tops in appearance... tops in performance because every model has almost 60 Square Inches of Picture Area. 30 Tubes including rectifiers and the Cathode Ray Tube, television tuning covering all 13 channels authorized by the FCC for use in any part of the U. S., F.M. Sound, simplified automatic control — only 4 knobs, A.F.C. (Automatic Frequency Control). A matching table is optional for all table model television sets.



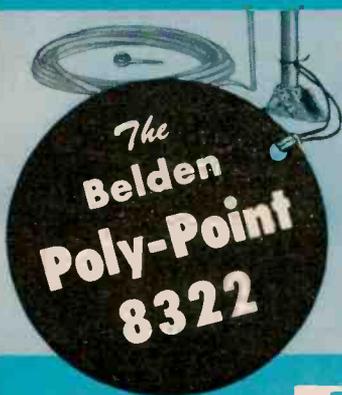
MODEL 210-W (35" HIGH) \$289.50
Prices slightly higher west of the Rockies

Tele King

CORPORATION • 601 WEST 26th ST., NEW YORK 1, N. Y.



Insure **FM Performance**
with a **GOOD FM ANTENNA**



- Belden FM Antennas are engineered for finest FM reception.
- Use Belden 8322 Poly-Point Antenna to receive signals from all directions without turning!
- Use Belden 8320 Dipole Antenna for installations requiring directional characteristics.
- Sturdy aluminum construction withstands severe ice loading and high wind.
- COMMON-SENSE PRICES.



ASK your Belden Jobber

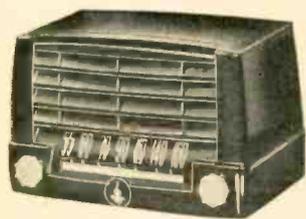
Belden
Radio **WIRE**

The
Ideal Gift

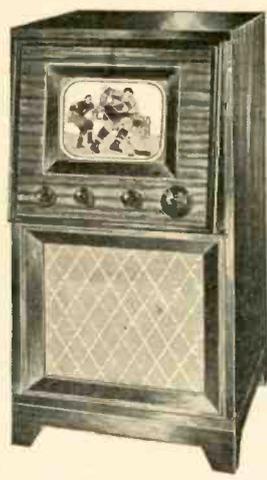
Emerson Radio
and Television



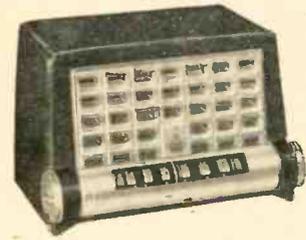
All of America's
Millions are being
Reminded!



Ebony, Model 547, AC-DC Compact \$16.95



Model 606 Console Television \$349.50



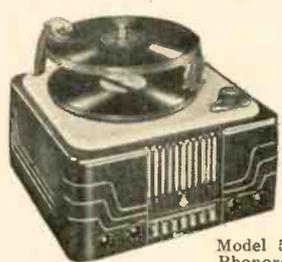
FM Model 602, AC-DC Compact \$29.95



3-way Portable, Model 568 Less batteries \$29.95



4-way Model 585, Television, FM-AM Automatic Phonograph \$495.00



Model 579, Automatic Phonoradio \$49.95

In the Greatest Campaign Ever—
in Behalf of All Emerson Dealers

Again—it's the No. 1 GIFT line—with TOP APPEAL and TOP VALUE in every Radio, Phonoradio and Television category.

Again—it's dramatically featured in America's biggest advertising media—double-page color spreads in SATURDAY EVENING POST, COLLIER'S, LOOK and many other magazines—in newspapers—in dealer helps, in radio and television broadcast programs.

That's why YOU should give Emerson Radio and Television top billing in your windows and store.

How YOU Can Cash In

Feature a representative line of all models. Use the striking window streamers and displays. Run the newspaper ads. Prime your salesmen.

Call Your Emerson
Distributor

EMERSON RADIO & PHONOGRAPH CORPORATION • NEW YORK 11, N. Y.

OVERWHELMING ACCEPTANCE!



- Month after month, RCA Batteries continue to smash all previous sales records.

The reasons for this unprecedented acceptance are conclusive—

RCA Batteries are designed for *radiomen* . . . to sell through *radio* outlets. And they're backed by the greatest name in radio—RCA.

RCA Batteries are your assurance of immediate customer acceptance and greater profits.

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

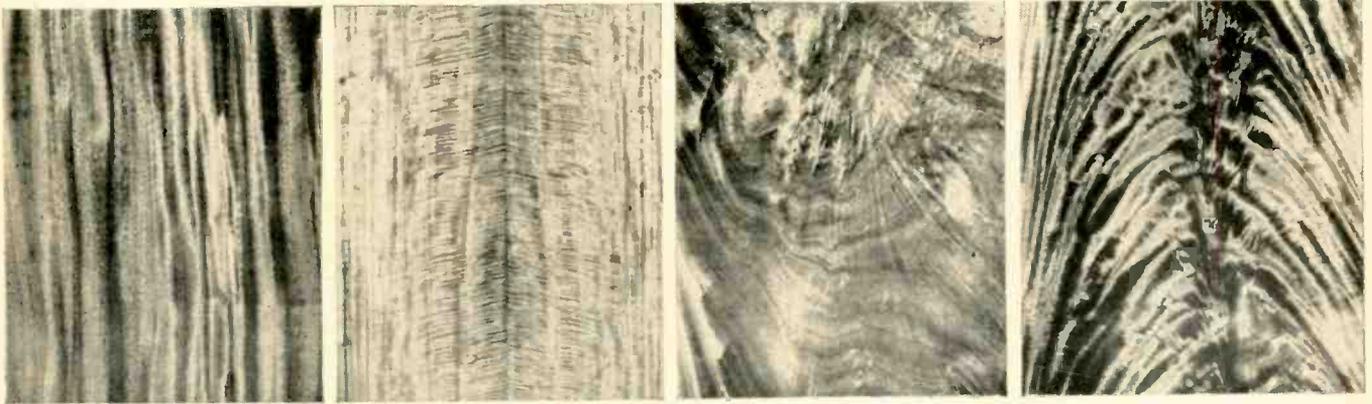


TUBE DEPARTMENT

RADIO CORPORATION of AMERICA

HARRISON, N. J.

are you **SURE**
you're getting
genuine **MAHOGANY?**



It's possible you're not. During the recent shortages, many woods have come into the market masquerading as Mahogany. These woods may be *called* Mahogany (though often accompanied by some modifying term). To the casual eye, they may even *look* like Mahogany. But these woods are *in no way related* to genuine Mahogany!

Genuine Mahogany comes from only two kinds of trees. If it's American Mahogany, it must be *Suietenia*; if it's African Mahogany, it must be *Khaya*. Ask for these names in the lumber you buy—particularly now that genuine Mahogany is more plentiful.

And in buying furniture, look for the Mahogany labels. That is the only way you can really be *sure*.



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



MAHOGANY ASSOCIATION, INC.

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

Please send new 7th edition of the 74-page Mahogany Book.



Name.....
 Address.....
 City and Zone No.....
 State.....

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

Over \$1,780,000 lead!

MORE ADVERTISING THAN CARRIED BY ALL OTHER CHICAGO NEWSPAPERS COMBINED!

THESE figures make clear that the Tribune is Chicago's primary medium for promotion of sales of home furnishings, housing equipment and electrical appliances, including radio and television. It alone supplies the marketwide coverage that is in step with Chicago's wider distribution of spendable income.

Daily and Sunday in Chicago and suburbs, the Tribune delivers hundreds of thousands more circulation than other Chicago newspapers. And because it is the newspaper more people read and want, it delivers for advertisers an impact on consumer buying that produces greater response at counters and on sales floors.

In addition to its full market circulation in metropolitan Chicago, the Tribune reaches hundreds of thousands of home-minded

families in the adjacent territory. In 756 cities of 1,000 or more population in the multi-million dollar greater Chicago market better than one out of every three families reads the Tribune on weekdays. On Sunday nearly three out of five read it.

The Tribune rates highest with salesmen. Retailers prefer it. From first hand experience they know that the Tribune audience does the bulk of the buying of hardline merchandise, and that they sell with greatest effect when they are backed by adequate schedules in the Tribune.

Are you taking full advantage of the opportunities offered by the Tribune's unique position in the Chicago market? A Tribune representative will be glad to help you build a sales producing program based on definite market facts. To get more sales now and to build solidly for the future, ask him to call.

CHICAGO TRIBUNE

THE WORLD'S GREATEST NEWSPAPER

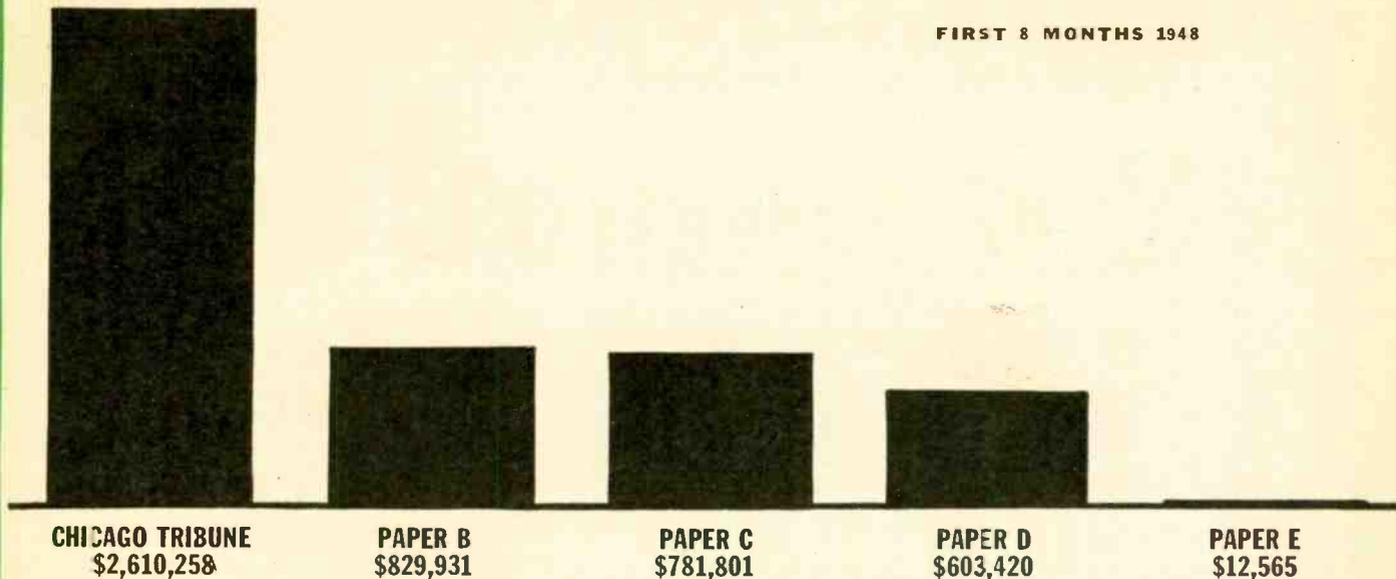
September average net paid total circulation: Daily, over 985,000—Sunday, over 1,575,000

CHICAGO TRIBUNE REPRESENTATIVES: A. W. Dreier, 810 Tribune Tower, Chicago 11; E. P. Struhsacker, 220 East 42nd St., New York City 17; W. E. Bates, Penobscot Bldg., Detroit 26; Fitzpatrick and Chamberlin, 155 Montgomery St., San Francisco 4; also, 448 S. Hill St., Los Angeles 13.

MEMBER: AMERICAN NEWSPAPER ADVERTISING NETWORK, INC., FIRST 3 MARKETS GROUP, AND METROPOLITAN SUNDAY NEWSPAPERS, INC.

Expenditures for advertising of home furnishings, housing equipment, and electrical appliances including radio and television in each Chicago newspaper, retail and general combined.

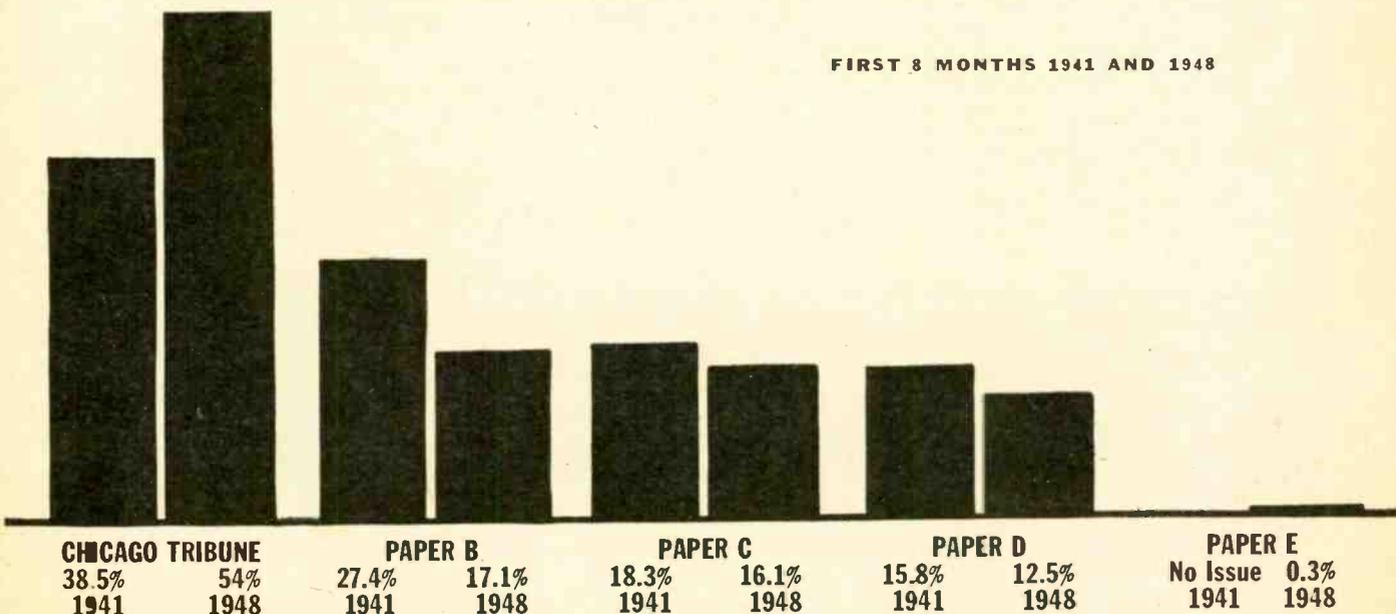
FIRST 8 MONTHS 1948



By placing more of their promotion funds in the Chicago Tribune than in all other Chicago newspapers combined, retailers and manufacturers make plain that the Tribune audience accounts for the bulk of the buying of consumer durables in the rich Chicago market.

Percentage of expenditures for advertising of home furnishings, housing equipment and electrical appliances including radio and television placed in each Chicago newspaper, retail and general combined.

FIRST 8 MONTHS 1941 AND 1948



Note the pronounced trend to the Chicago Tribune. In the 1941 period, the Tribune's lead over the next Chicago newspaper was \$245,148, or 39.9%. In the 1948 period, the Tribune's lead has been boosted to \$1,780,327, or 214.5%. This suggests that you not only sell with maximum economy and effectiveness today, but also that you build solidly for the future when you build your Chicago promotion around the Chicago Tribune.

Matched!

- For Performance
- For Appearance
- For Profitable Sales

Stewart-Warner



Matched!



NEW YORKER

Wonder Window Television, with the new Photo-Mirror Screen . . . puts the picture up where everyone can see it. Concealed enlarging glass extra.
Model AVC-1

MANHATTAN

AM-FM radio with 2-speed automatic radio-phonograph. Dual matched speakers. Dark mahogany. "Palm Springs"—same style in blond mahogany.
Model B92CR-3LP



Matched!



WAKEFIELD

Wonder Window Television in the ever-fashionable 18th Century tradition, dark mahogany. Photo-Mirror Screen that lets the whole family enjoy the show.
Model AVC-2

MT. VERNON

Matching 18th Century style in hand-rubbed dark mahogany. AM-FM-automatic phonograph combination with 2-speed changer, matched-tone speakers.
Model B92CR-1LP

WONDER WINDOW TELEVISION

Pictures on the 10-in. tube are more than 10% bigger . . . over 58 square inches of viewing screen! New instant tuning gets picture and sound together. New home-size styles that match popular Stewart-Warner radio-phonographs!

2-SPEED AUTOMATIC RADIO-PHONOGRAPHS

Up to 4 hours of continuous entertainment with the new LP records. Single tone arm . . . fully automatic . . . intermix operation. Two speeds, for new Long Playing records and standard records. Simple, foolproof to use!

Stewart-Warner

TELEVISION • AM RADIO'S FM • RADIO-PHONOGRAPHS

CHICAGO ILL. • ST. LOUIS MO.

WONDER WINDOW Television CONSOLETTA

WASHINGTON—handsome Adam styling in a smart Wonder Window Television Consolette that harmonizes with the "Monticello" radio combination console. Big 58-square-inch direct-view picture—same wider picture as in the console models. *Model AVT-1*



RADIO & TELEVISION RETAILING

Including Radio and Television Today

O. H. CALDWELL, Editorial Director



M. CLEMENTS, Publisher

Prospects for Modern “Forty-Niners”

1949 promises plenty of pay dirt for the radio-appliance merchant who has the know-how and the willingness to work the diggings for all they're worth.

But because of the steadily climbing costs of doing business plus other significant trends, the merchant who doesn't keep up with what's happening may find that while he's taken in a bundle of money, his profits are nil, or have ebbed to a new low.

Certain things which can affect profits are on the increase. For instance, there's growing resistance to buying due to upped costs of living and rising product prices. Customers are becoming more "selective." There's an increase in back-door selling, in price-cutting and in competition.

The merchant finds it increasingly difficult to find and to hold efficient sales, clerical and servicing personnel. Employee turnover rates are rising.

In the face of steadily mounting overhead, the retailer is obliged to operate under reduced margins, and in a market where the demand for some former "hot" items has diminished.

However, to view the situation in its broadest aspects, business is good. Sales are easier to make than ever before. The public is loaded with money. When the end of '49 arrives it seems entirely likely that all previous sales records will have been broken.

But the trick is to be able to ride the crest of the present and coming tide of business with one's head above water.

The modern "Forty-Niner" will not be deceived into working his claim at a loss. To insure profits he'll improve his salesmanship, chop overhead, hold the price line, buy cagily, and select brands with an eagle eye. He will diversify to overcome seasonal slumps, watch customer-credit, and keep his own credit rating at a high level. His service department will be operated on a profitable basis; not merely as an accommodation proposition.

The dealer who keeps abreast of trends and gears his business to fit present conditions will be the modern "Forty-Niner" who is now in line for '49 profits!

What's Ahead!—in Radio,

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

THE TIGHT MATERIALS SITUATION appears certain to last through most of 1949 even if defense orders do not increase. Numbers of manufacturers of electrical appliances are producing solely to fill orders, and some do not even maintain storage facilities in their plants at this time. Steel still heads the short list. The supply of fractional horsepower motors has improved to the extent that it is satisfactory at this time.

"THERE ARE TWENTY-TWO MILLION mechanical household refrigerators in use in America. It can well be that we can sell 22 million home freezers to these same people. Such an opportunity to duplicate a market comes but once in a generation. Let's make the most of it."—G. H. Smith, VP and general manager, Deepfreeze div., Motor Products Corp.

HOUSEHOLD IRONERS AND DRYERS, ELECTRIC BLANKETS AND SHEETS, dishwashers, garbage disposal units and food freezers were named by W. Neal Gallagher, head of Automatic Washer Co., as "some of the products currently enjoying national distribution and approaching the acceptance point at which they will move on into general use." He spoke at a session of a homemakers' institute at Boone, Iowa. He declared that 10 per cent was the point at which appliances commence moving into high saturation brackets.

TV HELPS VOLUNTEER FIREMEN. According to AP, Fire Chief John Cullinan, Morristown, N. J., thinks television sets in the town's three firehouses are a great help. "They get volunteer firemen out to the firehouse at night and when a fire breaks, we automatically have a larger number on the engines when they start rolling," he said.

A NEW FLUORESCENT SUNLAMP that will bring artificial sunlight into schoolrooms, factories, offices, farms and homes has been developed by the Westinghouse Lamp Division. It is claimed that the new lamp has five times the ultraviolet output of the screw-in bulb-type sunlamp. The new bulbs will be available in both 20-watt and 40-watt sizes, and will operate on the same circuits as conventional fluorescent lamps.

"THE MORE CALLS A GOOD SALESMAN MAKES will increase his percentage of sales, only if he uses each experience as a model for self-improvement. On each call he discovers the mistakes he makes. These he eliminates. . . . Self-training is an important phase of sales training."—H. L. Clary, director of Norge sales.

SOME LAUNDRY EQUIPMENT MANUFACTURERS are sending "kits" to Latin-American countries where assembly plants have been set up to produce finished washing machines and ironers for local sale.

ARE YOU ONE OF OUR OLD SUBSCRIBERS? The editors of RADIO & TELEVISION RETAILING would like to hear from those who have been reading this publication since 1925. Drop us a line, old-timers, as we want to include your name and your comments in some very interesting material which will appear in a forthcoming issue.



LAST CALL FOR THOSE SPARKLING, attention-getting Christmas show-window displays. Such set-ups need to suggest gift ideas, sing Christmas and stimulate buying, via a variety of products, color, light and motion.

THE 16,000 EMPLOYES OF THE KAISER-FRAZER Willow Run auto plant henceforth may keep abreast of the latest news and sports development while working at their jobs. News, music and service programs are now piped into every corner of the plant via a recently completed network of 600 PA speakers. K-F and RCA engineers worked nearly a year to perfect this huge PA system.

A MILLION WORDS A MINUTE can be transmitted through the air by Ultrafax, new RCA development which utilizes the latest developments in television, radio-relaying, and high-speed photography. The system produces a photographic reproduction of the original material, and could be used for ultra-speedy transmission of military intelligence, mail, newspapers, weather information, financial reports, descriptions of criminals, and a host of other uses.

PENNSYLVANIA TAXES TAVERN TV. A law, originally enacted to apply to movies, but subsequently interpreted as affecting taverns using TV, will be attacked in a suit to be brought by the set division of RMA, charging that the law is unconstitutional on the grounds that television broadcasting service is interstate commerce.

DAYTIME TV PROGRAMS, 7 AM TO 6 PM, Mondays through Fridays, now being beamed by WABD, key outlet of the Du Mont television network, New York.

Appliances, Records and Television

ONE OF THE TOP APPLIANCE manufacturers planning to add an automatic toaster and a food mixing machine to its present line of household products.

THE FAMILIAR STORY OF THE man of the house dropping in on the dealer with a bag of radio tubes, or parts to be checked is not being repeated so far as television is concerned. A number of dealers questioned didn't have a single case on record where the "layman" owner of a TV set attempted to do any of his own servicing.

A SEALED-IN DEVICE WHICH AUTOMATICALLY turns off an automobile's TV set when the car is in motion is the answer to safety officials' concern over the advent of auto video, says Raymond W. Durst, Hallicrafters VP, commenting on a news item from Milwaukee reporting that a TV set had been installed in a private car there. Hallicrafters is perfecting a small auto TV set with a tamper-proof control which cuts off the set when the car is in operation.

IN A TV SURVEY MADE BY Ohio Advertising Agency, Inc., in Cleveland, Ohio, it was disclosed that 47% of the television sets have required no service at all, 44% needed service once; 5% required service twice, and 4% more than twice. 95% have outside antennas, balance use indoor types. Approximately 1,000 set owners were quizzed, and 98% said they were satisfied with performance of their receivers.

ONE OF THE MOST POPULAR of all television programs is the variety show. It took TV to bring back vaudeville!



BUSINESS WILL BE GOOD IN '49, but it will be problem-laden, is the prevalent thinking of manufacturers, jobbers and dealers as they face the New Year. Some of the problems are probable continued scarcities of raw materials, rising prices, increasing overhead and decreasing profit margins.

A CONTINUING DEMAND FOR REFRIGERATORS with greater interior space for normal cold storage, plus facilities for the preservation of a week's supply of frozen foods, is indicated by a survey recently completed by Norge. 56 per cent of those interviewed would prefer larger refrigerators than they now own, even though 59 per cent of the total have models with six, seven or eight cubic feet.

AT LONG LAST SOME OF THOSE AUTOMATIC toasters are being advertised by some stores as "available." Supply of certain food mixers has improved too.

HOW TO USE THE "TOWN MEETING" IDEA to better business conditions and enhance the standing of the radio technician in localities not covered by the RMA events, is described in this issue. Inspiration for the article stems from the splendid job RMA is doing in bringing its "Town Meetings" to thousands of radiomen, having appropriated \$25,000 for the purpose.



DEALERS IN TV AREAS BEING BESIEGED with requests for installation of video receivers before Christmas. Television is certainly the great new gift for the entire family.

A BUCK GOES A LONG WAY in demonstrating automatic washers, according to Jack Tooill, a St. Louis WESCO salesman. In a report made to Richard Sargent, Laundromat Equipment division of Westinghouse Electric Corp., Mansfield, Ohio, Tooill tells how he borrows a dollar bill from a prospect, drops it into the soap chute of a Laundromat and allows it to remain throughout the entire cycle. Then he shows the prospect that the bill comes out clean, with no frayed or torn edges, and not even folded. Proving that clothes may be safely washed.

"ALTHOUGH THE IMPACT OF TELEVISION is having a retarding effect upon the sale of expensive radio-phonograph combinations, prospects for the receiver business generally have not been impaired," Dr. W. R. G. Baker, GE vice-president told 120 distributors attending a meeting at Electronics Park, Syracuse, N. Y. Dr. Baker said that "adjustments within the industry will be necessary and will probably be made fairly rapid."

WESTINGHOUSE WILL BRING OUT a gas clothes dryer for the home market.

THE BIG JANUARY "STATISTICAL ISSUE" of this publication will feature estimated production figures for '48, covering the entire field—radio, FM, television, phono records, electrical appliances, as well as forecasts for the year 1949. Valuable, exclusive information on the servicing picture will help keep dealers posted on trends.

Merry
Christmas



"Victrola"—T. M. Reg. U. S. Pat. Off.



nce again the time of peace and good will is with us.

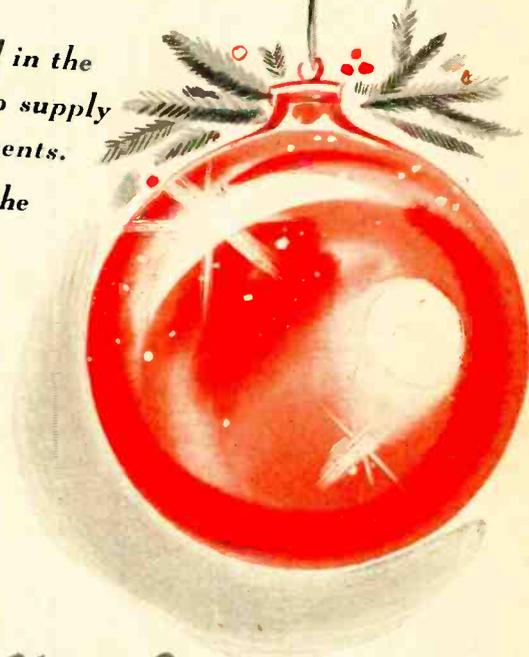
The year 1948 set a new milestone on our long record of successful years. To you . . . the RCA Victor dealers and distributors of America . . . our warmest thanks for a vital job well done.

On our part, we will work in the factory and in the great RCA Laboratories in Princeton, N. J., to supply you with an increasingly superb line of instruments.

As in the past, "The RCA Victor Show" on the radio, national magazine advertising, newspaper advertising and co-operative advertising will be designed with you and your needs in mind.

To you, our friends and associates, we here at RCA Victor again wish a Merry Christmas . . .

and a
*Happy and Prosperous
New Year*



World Leader in Radio . . .
First in Television

RCA VICTOR



ONLY RCA VICTOR MAKES THE VICTROLA

DIVISION OF RADIO CORPORATION OF AMERICA

Get in line for '49



DO YOUR NEW-YEAR PROFIT-PLANNING NOW!

ONE of the best resolutions the merchant can make for the year 1949 is the decision to review his entire business operation with a critical eye and a planning mind.

Only through a calm and unbiased appraisal now and then can the business man see the mistakes he has made, and plan to correct them. Only through such searching re-examination can he make sound plans for various changes which will bring extra profits to him.

The first step to take in getting out of any rut is to know that you're in one. And there isn't a business in the world that doesn't suffer as a result of failing into some bad habit patterns.

While in their early stages some such habits are attacked with great vigor, only to be tolerated later on, then completely forgotten.

Because certain things have been done in a certain way in the past is no reason to continue along the old and often comfortably deceptive routes. Complacency often stands in the way of progress.

The merchant who is willing to make changes which will benefit his business is the man who never takes anything for granted; who is *never satisfied* in his own mind that things cannot be improved upon.

In order to get in line for '49, the retailer should take mental inventory of his business as it stands today, and also look back over the results of the past year. Having examined his whole set-up he is in a position to plan for the coming year.

He can delve into the desirability of making location changes, adding branch stores to his establishment, taking on new lines, and new makes. Too, he can think over his personnel problems. Does

he have enough employees, for instance? Are they efficient, and profitable to the establishment? Is the bookkeeping system open to improvement? Is he collecting his bills promptly? Does his accounts receivable ledger signal that there are too many slow-payers listed on its pages? There are many phases of operation in any business, and each needs to pass the acid test for efficiency.

We all face the New Year with deep concern due to unsettled conditions, but we also face it with extreme optimism, and with planned active participation in the great new things ahead.

Action Will Count

Those merchants presently in TV and FM areas are right in the middle of a new, exciting and profitable business. And in many other sections dealers are away out in front in planning to cash in on the arrival of television programming, or upon the opening up of FM broadcasting in the communities they serve.

The retailer who resolves to do more business in '49, and to do such business profitably, needs to back up such determination with action. He knows that in order to up his volume he must sell more merchandise to his present customers, and to attract numbers of new ones to his store. He knows that in order to do more business, and, at the same time keep out of the red, he must watch every penny. He needs to put his house in order, and to keep it that way.

All good resolutions need to start off with the desire to maintain friendly, fair and efficient relationships with the customer. Since all of the dealer's revenue comes directly from the people who buy products and service from him, he must go all-out in pleasing them. In order to do this, strict supervision must be exercised over the entire business establishment's operation.

In planning for '49, therefore, each proposed change needs to be scanned for its possible effect upon the store's good-will structure. Following are some of the things that can favorably or unfavorably impress customers:

1. *Personal conduct of employees.* Are customers treated courteously at all times? Is the brand of salesmanship used too aggressive? Is it too weak? In cases where salesmanship is maintained on a high level, is the relationship between the customer and the servicer satisfactory? Critical examination of past performance will help in planning for better salesmanship, backed up with better servicing.

2. *Brands Carried.* In looking back over 1948, the dealer can see the various brands stood up, both in customer acceptance and in performance. In considering the dropping of some products, the addition of new ones, the past year's experience is invaluable. Questions to ask himself include such things as resistance to certain makes, or to prices based upon competitive makes, and whether certain of the products required out-of-line servicing, resulting in cutting down the dealer's profit, and antagonizing customers. '49 planning needs to take all of such things into consideration.

To Make More Money, Resolve to . . .

- Review the entire business set-up carefully
- Re-examine your trading area for new trends
- Attract more new customers—hold the old ones
- Strive for better, more effective salesmanship
- Plan to keep up store's appearance at peak level
- Decide what brands to carry—what products to drop
- Control every penny via effective bookkeeping system
- Overhaul advertising budgets and advertising plans
- Buy with both eyes open—know customer preferences
- Study personnel picture for possible needed changes

3. *Store Appearance-Location.* The dealer who re-examines his store and finds the interior and exterior not as attractive as it should be needs to plan some decorating, painting, and maybe some alteration work.

If his business has been experiencing a marked decrease in store traffic, he should, by all means, consider whether it's possible that appearance or location, or both, is responsible. He can determine the appearance angle by viewing other stores in his trading area. He can sometimes put the blame for a drop in traffic directly on location following a careful scrutiny of the business district, where certain changes may be drawing people from his door. In any planned move, however, the careful merchant always thinks twice, and then some, before he leaves an established location. He leaves no stone unturned in convincing himself that such move is a safe one.

The same thorough examination into all angles governs the wise retailer in opening up a branch or branch stores. He must make certain that there is a potential market which can be made to do enough business to warrant the investment.

Paperwork Important

4. *Good-will and Bookkeeping.* Important in '49 planning is the possible revision of the bookkeeping system. It isn't enough to say that a merchant can employ top-flight salesmanship and servicing, and handle the best brands in order to do a good job. His paperwork efficiency must be of the top-drawer variety too, if he wants to continue to know where he stands financially, and to make billing services acceptable to customers.

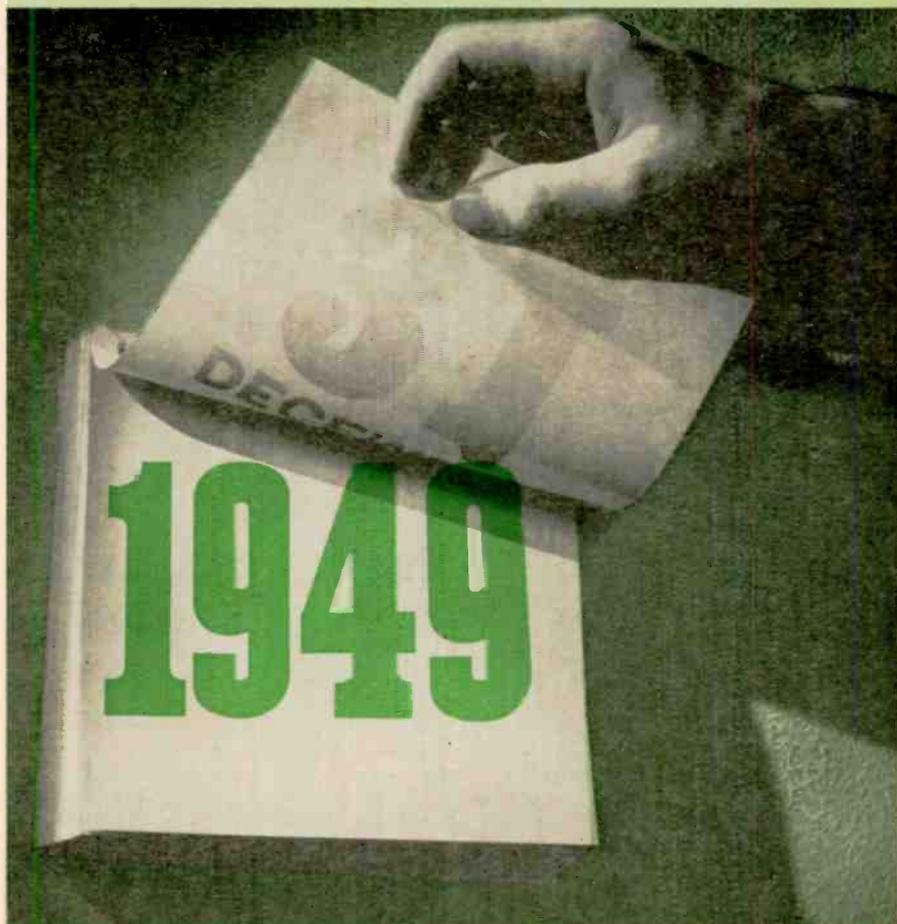
Slipshod methods result in losses, since parts and products used and sold sometimes get "lost". Inefficient billing practices make customers unhappy, and often disgusted to the point where they will quit doing business with the merchant. The dealer who permits batches of incorrect bills to go out, or finds that statements are not sent promptly, needs to start anew in '49 with an entirely different, improved system.

5. *Advertising Budgets* and techniques need overhauling now and then. Perhaps too much money is being spent, or maybe not enough. The copy may be weak. Again, the mediums being used may not be the best buys available in his locality.

And, over the whole picture of '49 spreading out in front of us at this minute there is the great unknown into which we must project our business and our financial stake. There is no

(Continued on page 74)

(photo from Ewing Galloway)



How to Run Radio

Here's a Plan for Action Designed to Result in Upgrading Status



PUBLICIZE THE MEETING—Call your fellow dealers—send out notices—get cooperation from jobbers—invite public officials. Seek cooperation of newspapers and local radio stations.

• If there is no dealer association in the community, two or three business-minded servicemen can start the ball rolling. Elect a chairman right away. Every affair of this kind needs an active head, a spark-plug who will write letters and make phone calls. Give the meeting a name and tie it directly to your own locality; for instance, "The Lansing Radio Town Meeting of 1949". This immediately will interest the mayor, the local chamber of commerce, the town's newspaper and the hotel owners. Almost automatically they'll fall in line, boost your efforts and give you valuable prestige . . . one of the very objectives of the enterprise.

As the first official step, contact the parts distributors with whom you do business and enlist their cooperation. Have a clear understanding that they are expected to contribute to a pool and bear the cost of the promotion, the rental of the meeting place, the mailing of notices, etc. They in turn will get the assistance of set and parts manufacturers, sales representatives, factory demonstrators, etc. The actual amount of money required will of course depend on the size of the contemplated affair, but it will be less than might be expected because the parts distributors themselves already have the means of building up interest. They have mailing lists of customers and their own counters and windows are ideal places for announcement posters. Since any improvement in the techni-

cal or ethical status of local servicemen will be reflected quickly in increased sales, the distributors can be made to see the promotion value of their investment.

Three major committees should be appointed after the parts distributors have pledged their help, to deal with the program, displays and publicity. Housing and entertainment will need some attention, and with local meetings these are comparatively minor items.

Allow plenty of time for advance arrangements. You'll need it to ex-

the best bet for the meeting place. As part of your service to the cooperating manufacturers and other visitors, handle room reservations for them, or at least ask the hotel manager to hold a certain number of rooms open for the meeting date.

How long should the affair run? The "national" meetings in the big cities are scheduled for three days. "Local" meetings can well run two; afternoon and evening sessions included. It hardly pays an exhibitor from out of town to ship himself and heavy equipment for less than a couple of days.

Program planning takes some thinking. These meetings, to be successful, must be along both technical-instructive and business - merchandising lines. Is the area television and FM conscious, or is the emphasis still on AM problems? Even if television broadcasting is not locally available, servicemen will undoubtedly want to hear about the intricacies of video trouble-shooting, so that they'll be prepared when the television boom hits them. Arrange to have important talks given twice, for the benefit of men who can attend only one day or the other of the meeting. Request the speakers to time their presenta-

tion carefully and to allow for discussion and questions. A good breakdown is forty minutes for formal lecture and twenty minutes for forum. Allow a "break" of ten minutes or so between talks so that everyone can stretch his legs, go out for a smoke, etc. Don't

The first "Town Meeting of Radio Technicians,"

held in Philadelphia early this year under the sponsorship of the Radio Parts Industry Coordinating Committee, was such a huge success that five more big meetings were arranged, for New York and Boston during 1948, and Atlanta, Los Angeles and Chicago during 1949. These are interesting affairs, but suppose you can't attend them for the simple reason that they are too far away? Should your town and all the servicemen in it be deprived of the benefits they produce? Certainly not!

The "Town Meeting approach, first worked out in Philadelphia, is flexible and adaptable to the localized needs of every city," says Harry A. Ehle, vice-president of International Resistance Company and chairman of the Town Meetings Committee.

change letters with manufacturers of sets, parts and test equipment in regard to sending exhibits of equipment and engineering representatives who can answer servicemen's questions. On the basis of the Philadelphia meeting, the Coordinating Committee recommends five months; for smaller meetings three months should be ample. Check the calendar carefully and pick a date that doesn't conflict with national, local or religious holidays.

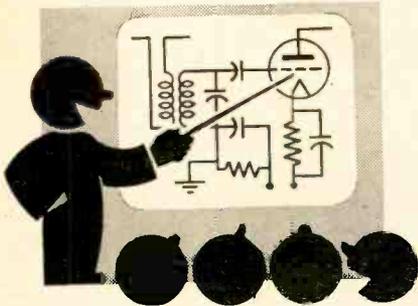
How big a place you'll need for the meeting depends on the expected attendance. The parts distributors have a pretty good idea as to the number of servicemen in the immediate territory. If you figure that from 25% to 33-1/3% will be able to come, you're pretty safe. From the replies to your letters to people in the trade you'll know accurately how much space will be required for displays. The local hotel is



USE POSTERS IN DISTRIBUTORS' showrooms—display signs at parts counters. Get jobbers to mail invitations to their customers. Do everything possible to insure a large attendance.

Meetings in Your Town

of Technician in Community—Increase His Volume and Profits



GET VALUABLE TECHNICAL information from experts. Conduct a question-and-answer forum on topics of great interest to the radiomen who attend the meetings.

overlook such small but essential items as blackboard and chalk, good lighting, tables and chairs for the platform, etc. The hotel usually has this material on hand.

Let's be honest and admit that servicemen have been the targets of some bitter criticism on the part of certain national publications and business organizations. Instead of swearing at these people, invite them in to talk! A hard-hitting speech by a local accountant, bank executive, political leader, etc., sandwiched between a couple of technical lectures, is likely to give the boys something to talk about. If there is a nearby branch or office of the Better Business Bureau, without fail invite a representative to attend the meeting. This Bureau is the clearing house for all sorts of business complaints, and maybe it will have a different attitude toward radio servicing after it learns what a highly technical game it is and what its problems are.

A printed program of all talks, events, etc., is an absolute necessity, even if it is nothing more than a mimeographed sheet.

The attendance and therefore the success of the meeting will depend on the publicity effort. Mainly, this should take the form of direct mail pieces to names on the distributors' list. Don't overlook men "out of town". The ones in the remote, isolated areas are sometimes more likely to show up than technicians right in the community. A total of four or five mailings should

be enough. The first, as the initial announcement, and the last, as the final reminder, can be on penny post cards. Probably the most important piece of literature is the detailed program. If this is sent out about three weeks before the meeting, it will give the recipients enough time to make up their minds.

Simple posters displayed in the parts distributors' sales rooms are also very effective. The counter salesmen should be instructed to "talk up" the affair and to give all customers the impression that they just can't afford to miss it.

Everybody interested in the continued use of radio receivers by the public has a stake in your local radio town-meeting. Contact parts distributors, set manufacturers, radio stations.

The five national shows are sponsored by these organizations:

Electronic Parts & Equipment Manufacturers; the Radio Manufacturers Association; the Sales Managers Club, Eastern Division; the West Coast Electronic Manufacturers Association.

Write to these people, tell them what you're planning, ask for their advice and help. You have nothing to lose, everything to gain.

Get in touch with John F. Rider, Howard Sams and other specialists. They deal with servicemen by the thousands and have lots of ideas. Get cooperation of local broadcasters.

For the local newspapers, a radio town-meeting is a legitimate piece of news. Make reporting easier by preparing mimeographed lists of the full names, addresses and business connections of the committee members, the distributors' men, the manufacturers' representatives, etc. Names make news, and local papers love to run them because the people whose names appear in print will want to buy copies. Visit the mayor, tell him what's cooking, and ask him to issue a welcoming statement in the name of the town. If the meeting promises to be a pretty good sized one, it is a good idea to invite the mayor to open it. He'll feel important, the visitors will feel important, there'll be flash bulbs popping, and everyone will have a good time.

Who gets in? The town meeting is supposed to benefit the professional, independent radio technician. Since no

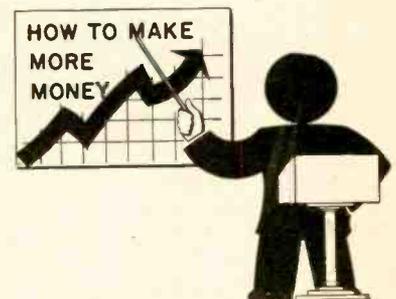
admission is to be charged, some form of identification is necessary. Any real serviceman is on a distributor's mailing list, so any one of the mailing pieces is a good "ticket". Inevitably, there will be attendance by "fringe" personnel . . . local "hams", engineering students, industrial electronics maintenance men, teachers, etc. When in doubt, let 'em in. A student of today may be a customer for service equipment tomorrow.

Equipment displays, manned by capable technicians who can answer questions, are a big attraction at all town meetings. These must be educational and not sales activities, and the manufacturers must understand this in advance. The equipment by all means should be operating so that its application can be demonstrated. After all, a static shelf of signal generators and oscilloscopes can be seen in any distributor's store. The servicemen attending the affair want action and information, and a chance to voice their gripes to experts who can give a sympathetic ear. Under no circumstances are sales to be made or orders to be taken. The boys know where to buy merchandise!

Operating displays will require AC power, spot lights, etc. Check

with the hotel electrician about temporary lines, outlets, etc.

(Continued on page 68)



INVITE LOCAL ACCOUNTANTS or bank officials to address meeting on vitally important business techniques. Hold lively question and answer forums on various business techniques.

New Consoles, TV, FM Sets,

RCA Victor CONSOLES

Model 8-V-112 radio-phonograph shown in 18th Century style features: "magic monitor," noise-suppressing electronic circuit pull-out carriage, standard broadcast and FM recep-



tion, automatic Victrola phonograph. Suggested Eastern retail price is \$299.50 in walnut or mahogany finishes, \$315 in blond finish.

Model 8-V-91 in modern design cabinet is \$269.50 in walnut or mahogany finishes, \$285 for a blond finish. Console radio-phono, model 8-V-151, of the "Crestwood" series features 18th Century cabinet styling, and in addition to the Victrola phonograph facilities, provides standard broadcast, FM and shortwave radio reception. List price is \$495 in walnut or mahogany and \$525 in a blond finish. RCA Victor Div., Radio Corporation of America, Camden, N. J.—RADIO & TELEVISION RETAILING.

Magnavox TELEVISION CONSOLE

"Traditional" model combines AM-FM radio, phonograph and television. Available in mahogany finish or red maple. It is equipped



with 12-inch Duosonic speaker, 10-inch television tube, Duomatic record changer which plays recordings at 78 and 33 1/3 R.P.M. List price is \$595.00. The Magnavox Co., Ft. Wayne, Ind.—RADIO & TELEVISION RETAILING

Philco TELEVISION CONSOLES

Model 1278 television console combination includes direct-view television receiver, 12-inch tube, features Philco automatic tuning system, AM and FM radio reception, twin tone arm phonograph. Set has 28 tubes plus 6 rectifiers, is housed in classic mahogany cabinet, has record storage space, and is priced at \$699.50, plus excise tax and installation.

Model 1076 includes outstanding features of model 1278, except that it provides direct view 10-inch picture tube. It is priced at \$599.50, plus tax and installation. Both models available in blonde at slight additional cost.

Consolelette model 1040 is a junior version

of model 1240. It has automatic tuning and level control, two-speed record player, 21 tubes plus 3 rectifiers, 10-inch direct-view picture tube. It is priced at \$349.50, plus tax and installation.—Philco Corp., Philadelphia, Pa.—RADIO & TELEVISION RETAILING

Zenith RADIO ADAPTER, TWIN-ARM COBRA

Long-playing record adapter, shown, attaches to most Zenith FM-AM combinations by simple plug-in arrangement. Unit includes lightweight Cobra Tone arm, turntable, motor



and special guard to protect tone arm. Housed in black case.

New Zenith record playing unit incorporates Twin Cobra Tone Arms, operating separately for Long Playing and standard discs. Lightweight green Cobra Tone Arm for LP records; standard Cobra Tone Arm operates with intermix record changer. Both Cobras operate rationally. Dual-speed turntable. Zenith Radio Corp., 6001 W. Dickens Ave., Chicago 39, Ill.—RADIO & TELEVISION RETAILING

GE LP RECORD PLAYER

Phonograph attachment to play Long-Playing records, designed to plug into phonograph



jack of two of the company's radio-phonograph combinations (models 118 and 119). Unit lists for \$19.95 in the East. Also for use with other phonograph units. Player takes 10 and 12 inch records, on-off switch located at front of the cabinet also automatically switches from this unit to the standard player. General Electric Co., Electronics Park, Syracuse, N. Y.—RADIO & TELEVISION RETAILING

Du Mont TELEVISION RECEIVERS

"Meadowbrook" model shown, television receiver console model, RA-103. Executed in traditional design with mahogany finish. Produces 72-square inch direct-view picture plus full range FM reception. Screen is 7 1/2 x 10



inches. Features Du Mont's patented "Inputuner" and tuning eye for simplified tuning; 10-inch permanent magnet dynamic speaker. Cabinet size: 27 inches wide, 38 inches high, 20 1/4 inches deep. Priced at \$525 and has 25 tubes plus 3 rectifiers.

"Sutton" model RA-103 is styled in functional modern design and finished in blond hardwood. The set is priced at \$540. Picture size and other specifications are same as above. Allen B. Du Mont Laboratories, Inc., 515 Madison Ave., New York, N. Y.—RADIO & TELEVISION RETAILING

Tele-Tone TELEVISION CONSOLETTA

Consolette model television set, is equipped with 10-inch viewing screen, and retails for



\$299.95. Available in mahogany and blond furniture woods. Tele-tone Radio Corp., 540 W. 58 St., New York 19, N. Y.—RADIO & TELEVISION RETAILING

Walco TELE-VUE FILTER

Television glare filter composed of specially treated plastic material which increases definition and contrast of television images, while reducing the brightness of the light. Sizes are available for all direct view television screens, in price range of \$2.95 to \$6.95, depending upon size. Filter is easily attached to the screen with double sided adhesive dots. Walco Sales Co., 76 Franklin St., East Orange, N. J.—RADIO & TELEVISION RETAILING

Players and Portables, for Dealers

GE TELEVISION SETS

Television console, model 811, shown, has 10-inch picture tube, and lists for \$359.95.



Mahogany finished cabinet of contemporary design. Control knobs mounted on metal escutcheon.

Model 814, is a table model television set, featuring a 12-inch aluminum-backed picture tube. Set lists for \$389.50. In addition to the picture tube, both sets have 18 tubes plus 3 rectifiers. General Electric Co., Electronics Park, Syracuse, N. Y.—RADIO & TELEVISION RETAILING

Emerson PORTABLE RADIO

Portable set, model 568, shown, 3-way five tube model. Features improved superhet circuit for long life operation on AC, DC or battery. "Briefcase" design and plastic basket weave grill.



Table model FM receiver, "Conqueror", model 602, retails at \$29.95. Set is housed in acoustically constructed cabinet featuring maroon plastic and translucent gold-backed slide rule dial. Emerson Radio & Phonograph Corp., 111 8th Ave., New York, N. Y.—RADIO & TELEVISION RETAILING

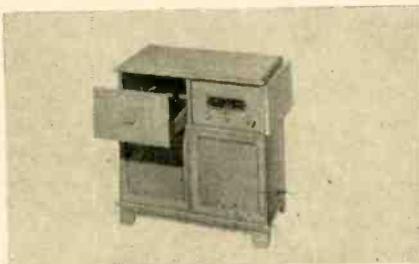
Westinghouse RECORD CHANGER

Dual-speed record changer will play Long-Playing microgroove records automatically, and provide automatic operation of standard

records as well. The changer plays ten of the LP records; 12 ten-inch records or 10 twelve-inch records, or by using an auto-mix feature, 10 records of either size of standard type recordings. The new unit is incorporated in all new Westinghouse console combinations. As a replacement it is sold for \$29.95 plus small installation charge. Player is adapted for replacement in Westinghouse console combination models H-166, H-167, H-169, H-186, H-187 and H-191. Westinghouse Electric Corp., Home Radio Div., Sunbury, Pa.—RADIO & TELEVISION RETAILING

Crosley PHONO COMBINATIONS

Modern blond oak combination, model 9-213B shown, has retail price of \$169.95. Features



floating jewel tone system, automatic record changer, continuous tone control, 10-inch speaker.

Model 9-214M, FM-AM radio phonograph in 18th century cabinet, is also available with 2-speed record changer. Retail price is \$279.95 for the one speed automatic changer and \$299.95 with the two-speed automatic changer. Crosley Div., Avco Mfg. Corp., Cincinnati, O.—RADIO & TELEVISION RETAILING

Webster-Chicago RECORD CHANGER

Dual speed, dual groove record changer features two needles—one regular tip for standard discs and a microground tip for microgroove records. Speeds are 78 or 33 1/3



R.P.M. and the changer provides for either manual or automatic play. Tilt-O-Matic tone arm permits correct automatic play with absence of lateral pressure. Webster-Chicago Corp., 5610 W. Bloomingdale Ave., Chicago—RADIO & TELEVISION RETAILING

Bendix TELEVISION SET

Model 235M1, "The Fiesta" receives television broadcasts on all channels, has 10-inch direct view tube, features "front row" brilliance, 21 tubes including cathode ray tube



plus two rectifiers, 12 push-buttons for instant tuning. Modern table cabinet in mahogany; set has full swinging doors. Features: low power consumption, built-in tele-wave antenna; less heat; concealed efficiency controls. Bendix Radio, Div. of Bendix Aviation Corp., Baltimore 4, Md.—RADIO & TELEVISION RETAILING

Howard CONSOLE, TV UNIT

Model 481-C, FM-AM-SW, 14 tube radio and record changer features two unit chassis;



tuner in tilt-out drawer with separate power pack and amplifier; complete unit FM system; spread-band short wave; automatic record changer in sliding drawer.

Television unit, model 475TV consists of tuner, deflection chassis, and power pack mounted on a wooden liner case complete with front panel. Complete thirteen channel receiver; tuner has sixteen tubes deflection chassis has eleven tubes plus 10-inch kinescope; power pack uses two rectifiers. Company intends factory repair service on a flat fee basis. Howard Radio Co., 1735 Belmont Ave., Chicago 13, Ill.—RADIO & TELEVISION RETAILING

New Appliance Products Elsewhere in Issue

BUYING MADE EASY For the Customer

**Here's How Long Island Store
Sells 80 Per Cent of Visitors**

"EIGHTY PER CENT of the customers who come into our store make a purchase," stated Allen Van Emmerik, manager of the House of Frisby, radio and appliance store in Freeport, Long Island (N. Y.).

The reasons behind this remarkable record can be combined in one basic idea: *make it easy for the customer to buy*. All merchandise is so displayed that it is easy to find, easy to look at, easy to demonstrate. All the products are "live" so that they can be demonstrated on the spot—this includes electric ranges and washers, as well as sinks, light fixtures and television sets. The utmost in service and accommodation that can be rendered to the customer is considered the order of the day—and this includes immediate delivery (off the floor if necessary) and immediate installation and service.

"Easy to look at" has a double meaning, for the merchandise is not only most attractively displayed (in some cases just as it would appear in the home). It is also displayed in such a way as to provide plenty of room for the customer to look at it from all sides, and to examine its features closely.

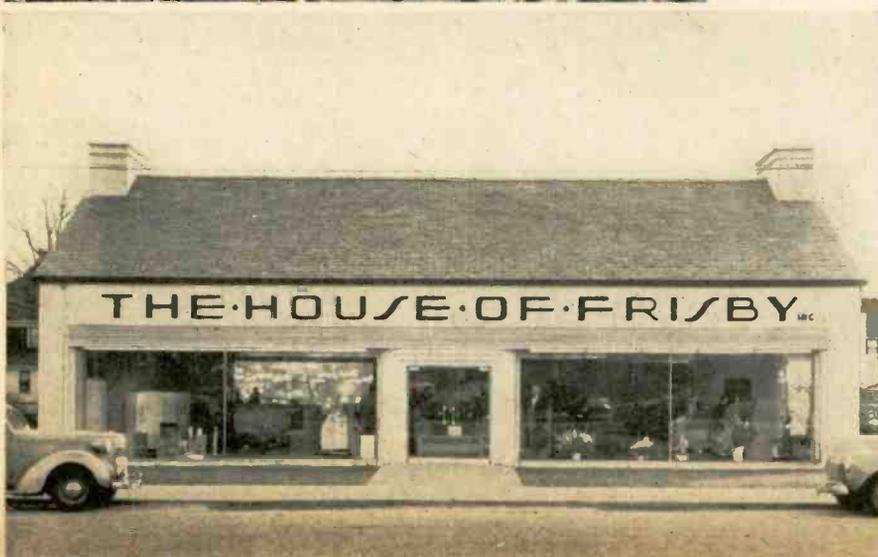
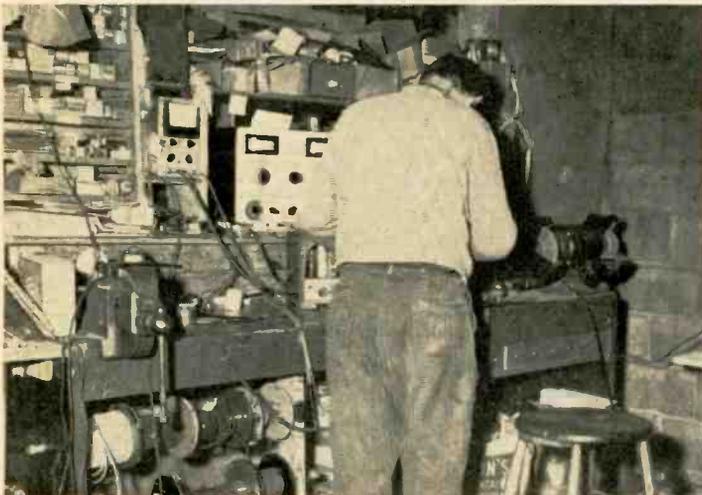
Ray Frisby, owner of the store, has been in the radio-appliance business in Freeport for more than 18 years, and opened this attractive new store about 20 months ago. Freeport is a town of about 25,000 population within 45 minutes of New York City by train. Located on the edge of town in a drive-in situation, the House of Frisby stays open every evening until 10 p.m. to accommodate after-dinner shopping of commuters. This also facilitates the demonstration of television.

Mr. Van Emmerik estimates that traffic appliances and white goods account for about 40% of the volume; radio-records-television another 40%, and lighting and fixtures the other 20%. Income from the service department is kept separate from sales, and is considered an important part of the

(Continued on page 36)



Above: Mr. Van Emmerik and Mrs. Lowery display oven features of a Westinghouse electric range to a customer. Range can be turned on in this location if desired. Below: Service bench for radios, television, and appliances. Prompt and efficient service is one of the strong points of Frisby's merchandising policy.



Left: Simple, white-brick exterior harmonizes with architectural tastes of the community. Liberal use of glass in front, and absence of pillars inside makes entire store visible from the outside.



Above left: Model laundry with automatic washer, dryer, ironer and water heater. Customers can try these appliances out with their own washing. Above right: Ray Frisby and Mrs. Walther demonstrating refrigerator in the model kitchen. All appliances in kitchen are operative.

Below left: The radio "island." Indirect lights in the ceiling follow curve of island on the floor. Below right: Van Emmerik sells a refrigerator. Lifelike food dummies enhance interior of box, effecting an "in-use" appearance. Uncluttered display is result of careful placement.



Below: The lamp and fixture department to the left, and record department to the right, with some traffic appliances on the counter. Light wood panels at the end of this counter are the stalls for record demonstration, known as "musical chairs." Design of counter affords easy view of merchandise.



BUYING MADE EASY

(Continued from page 35)

store's operation. The 2 man service department handles installation and service of television sets, and service on radios and appliances. In addition to Frisby and Van Emmerik, two in sales help are employed, and two in office management, making a total of eight.

To make known his policy of selling "everything from a nickel fuse to a \$2500 television set," Frisby allocates about 4% of sales to advertising. Advertising in the local papers is complemented by paid time on the local broadcasting station WGBB. In addition, the House of Frisby participates in the Freeport Welcome Wagon, which greets new residents of the community with various sales promotional material. No outside salesmen have been maintained during the period of tight supply in appliances and television, but this practice will probably be revived to meet the changing situation.

Westinghouse appliances and radios are the principal lines in the store, and are featured in an "island" of refrigerators, of ranges, and of radios. In addition to these island displays which permit maximum visibility over the entire store while at the same time giving the impression of separate departments, there is a complete Westinghouse kitchen.

Du Mont television is featured in attractive displays in the front of the store, as well as in television rooms in the rear. The record department is highlighted by "musical chairs," which resemble stalls where each individual customer may listen to his own selection.

Little touches add to the sales appeal of the merchandise, such as food in the refrigerators

(Continued on page 74)



Above: Scene in one of the television rooms, where customers may have private demonstration. Below: Large Teleset is on main sales floor, where disappearing picture-tube attracts attention. Bay window aids illusion of "in-home" atmosphere.



Reason [#] 10

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

Everybody you talk to—even a competitive dealer—will freely admit that Du Mont is the finest television receiver made.

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.

THE GREATEST SINGLE ADVANCE IN THE HISTORY OF RECORDED MUSIC



COLUMBIA Lp LONG PLAYING MICROGROOVE RECORD



THE RECORD THAT PLAYS UP TO 45 MINUTES

with these advantages for Dealers!

Enthusiastic Acceptance by Artists, Critics, and Consumer.

Greatly Expanded Market created by appeal of uninterrupted music at lower prices.

No Replacement Problem—no worries about replacing damaged sides.

No Breakage in handling or shipping.

Simple Pricing Structure—only three price classifications.

Get All The Profitable Details From Your Distributor—NOW!

Saving in Floor Space. LP Records require less than 1/2 the space of album sets.

Simplified Stock Control—easy to keep inventories up to date. Each LP Record in dust-proof envelope, with number and title printed front and back for easy classification.

Heavily Stepped-Up Store Traffic stimulated by consistent advertising and promotional support.

Big, Varied and Growing Catalog of universal appeal.

NOW BACKED BY
A TREMENDOUS PROGRAM
OF

ADVERTISING

Magazines • Newspapers • Radio

MERCHANDISING

Direct Mail • Point-of-Sale Aids

PUBLICITY

Feature Articles
Local Tie-in Plans

ANOTHER "FIRST" BY COLUMBIA RECORDS

RECORDS

Section of **RADIO & TELEVISION RETAILING.**

New Platters for More Profits



"GEORGE M. COHAN SONGS,"
George M. Cohan, Jr., and the
Guild Choristers. RCA Victor P-227
The Junior Cohan does the songs his
Dad made famous, such as "Mary,"
"Over There" and "You're a Grand Old
Flag." A nostalgic grouping for those
who remember when.

"GUY LOMBARDO," Decca A-686
This collection features song hits
from Broadway musicals like "Allegro,"
"Brigadoon" and "High Button Shoes."
All records were previously released as
singles.

SHAY, DOROTHY: "Coming 'Round
the Mountain." Columbia C-171
The "Park Avenue Hillbillie" does
eight delightful tunes in her usual rol-
licking fashion. A few titles are: "Why
Don't Someone Marry Mary Anne,"
"Grandpa's Gettin' Younger Every Day"
and "Pure as the Driven Snow."

SMITH, KATE: "Johnny Appleseed."
Orchestra and chorus conducted by
Jack Miller. MGM 34-A



News commentator Ed Murrow weaves actual voices of great men in history into an exciting Columbia album.

Familiar story of Johnny Appleseed,
features Miss Smith as narrator, ably
assisted by an outstanding cast of top-
flight actors and actresses. Good for
Americans of all ages.

ALLEN, TERRY: "Jade Green"—"An-
other Memory." Atlantic 863

"Jade Green" tune has been getting
a big push from the waxery. It's a "dif-
ferent" type tune with unusual wood-
wind choir that sets mood for haunting
melody and mood.

BAILEY, PEARL: "Say It Simple"—
"I'm Lazy, That's All." Columbia
38324

La Bailey does a slow blues number
"Say It Simple" and a good follow-up.
Nice to listen to.

(Continued on page 48)

CLASSICAL WORKS

HOROWITZ, VLADIMIR: Moussorg-
sky: "Pictures at an Exhibition."
RCA Victor DM-1249

Horowitz album part of RCA Victor's
Horowitz 20th Anniversary celebra-
tion, which should provide dealers
with many good display oppor-
tunities. Horowitz has edited
the work to give his piano full
play. Collectors will wel-
come this addition to the
catalog.

RIMSKY - KORSAKOFF:
"Sadko," San Francisco
Symphony Orchestra,
Pierre Monteux, conduc-
tor. RCA Victor DM-1252
Monteux has recorded sev-
eral other Rimsky-Korsakoff
works, and this musical folk-



"Incidental Music in Shakespeare's Play" explains album cover of latest Toscanini RCA Victor recording.

tale should do as well, if not better,
than the recently released "Antar Sym-
phony." Included as final side in this
album is the popular "Introduction"
from "Le Coq d'Or," an additional
sales pointer.

(Continued on page 46)

Peter Lind Hayes turns his talents to a pop tune for Decca.



Do a SELLING Job

LP Records Bring In "Larger Profits" for Those Dealers

THE INTRODUCTION of Long Playing records to retailers brought them face to face with a good, profit-making opportunity and with a challenge. For along with the opportunity to cash in on the sales of the new records and equipment, dealers are now confronted with the necessity for employing new techniques in promoting, demonstrating and selling the 33 1/3 rpm recordings.

To enable the dealer to do a better selling job, and help create public acceptance and desire, Columbia Records is engaged in a national advertising campaign, supported by a strong merchandising plan in behalf of its Long Playing microgroove records. Distributors and dealers have been encouraged to participate in a 9-point plan which includes cooperative newspaper advertising radio chain breaks, window display contests, direct mail campaigns, telephone solicitation campaigns, and full use of point-of-sale material.

But withal, the burden of selling still rests on the merchant. People may be induced to come into the store to make inquiries about the LP discs, but it is up to the dealer to make such visits pay off in actual sales. And to keep making the sales.

The customer may have been attracted to LP records because of what he has heard regarding the long playing time, the economies involved, the lasting and superior qualities of the

record, or the convenience of storing the discs.

These are the selling pointers that have to be "dramatized" and "played up." Just as an actor can catch his audience, and hold their attention, so should a good salesman reach out to the prospective purchaser. By employing a few simple props, the dealer can set the stage for demonstrating LP records, and with a little showmanship put them over in a big way.

Use Good Equipment

First and foremost, the equipment for demonstrating the Long Playing record should be the best available, and should be located in a prominent position in the store. An ideal set-up for a dealer with limited floor space, is illustrated in the accompanying diagram. Note the attention-getting background the LP envelopes make, the convenient location of the player, easily accessible for self-service, and the ample storage space for the store's LP stock. Such a display encourages the customer to pick up the records, han-

dle them, and be receptive to the ensuing demonstration.

Another good suggestion is to locate a clock near the demonstrating machine, thereby "playing-up" the long playing features of the records. The essential differences between microgroove recordings and conventional discs should be impressed upon the customers. Brief comments in any sales talk should touch upon the 33 1/3 rpm as it compares with 78 rpm; the use of Vinylite for the recordings; the fact that surface noise is lessened; tonal fidelity increased; the conveniences of home storage, and the relatively low cost.

It is particularly important to stress the fact that while LP records cannot be played on ordinary turntables with conventional tone arms and needles, the purchase of such a player for less than \$30.00 will result in eventual savings for the record collector. It has been estimated that the LP microgroove records reduce the prices of some musical works up to 62 per cent, as compared with a conventional recording.

Emphasize Economy

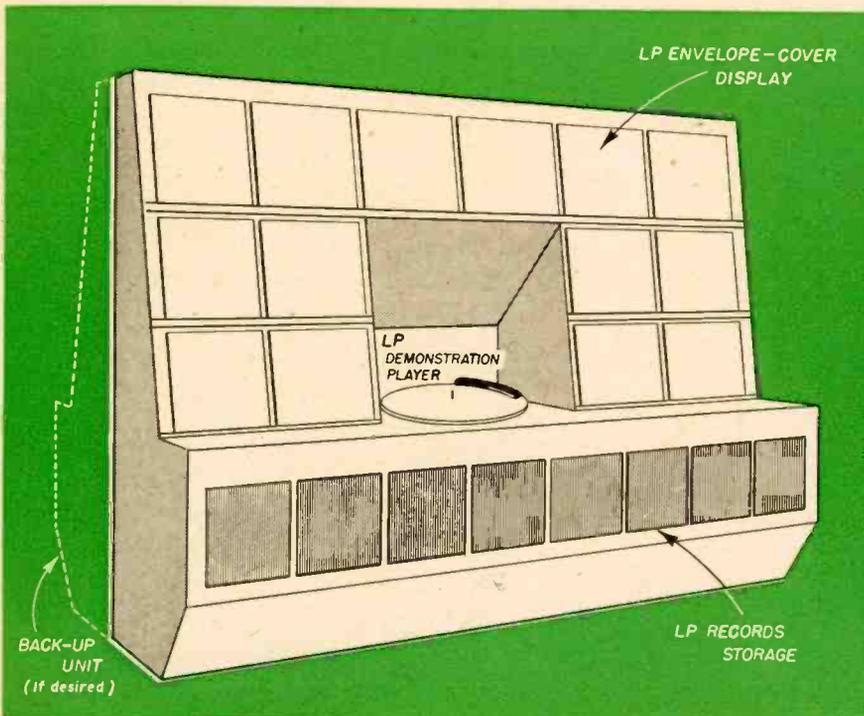
While selling LP playing equipment dealers should take great care to point out that it does not obsolete current players and radios, rather it serves as an accessory, enlarging the usefulness of prevalent types.

Radio manufacturers are incorporating LP facilities in new console models. The dealer who cultivates an enthusiastic LP customer, may gain a new console customer. For people who have been planning to purchase a new combination, the added LP feature is an excellent merchandising pointer.

In addition to the more obvious facts, customers who are buying the LP player only, will be interested in knowing that if the LP player is attached to a regular phonograph, each turntable is independently controlled and there is no need to detach one when using the other.

It should also be pointed out that special markings on the LP records indicate the beginning and end of each symphonic movement, and that similar identification marks are provided in the case of arias or popular songs which are grouped on a single record. It is not necessary to play the whole record to find a desired portion. At this point, the demonstrator might mention that LP records are "easy on the listener" in that they are easy to handle, require less changer loading, turning over, etc.

Four-way display-storage-demonstration-stock unit for merchandising LP records can be readily adapted to the individual dealer's needs. Keeping the records and equipment together encourages customers to "try out" the new records.



on Long Playing Records

Who Are Cashing In on Nationwide Publicity and Enthusiasm

A good rule to follow during the actual demonstration is to turn down the volume whenever the customer has any questions, or the demonstrator wishes to emphasize some special features.

Columbia has suggested the following albums for dealers to use when demonstrating, because they represent a cross-section of the music in the catalog and because they best display qualities of the LP records: Grieg's "Concerto in A Minor"; Khatchaturian, "Gayne's 'Ballet Suite'"; Mendelssohn's "Concerto in E Minor"; Tchaikovsky's "Nutracker Suite"; Strauss' "Waltzes" as performed by Kostelanetz; "Mozart Operatic Arias by Ezio Pinza"; Beethoven's "Emperor Concerto"; "Masquerade Suite" of Khatchaturian; "La Boheme"; "Gene Krupa."

A "deluxe presentation" has been prepared by Columbia, particularly for use by dealers, and designed to serve as a guide during actual demonstration of the LP records.

Personalized Promotions

To augment national publicity efforts, dealers may profit from doing a little drum-beating for LP's on their own. A simple, yet effective way to create interest and dramatize space savings, price savings, and superior quality of LP recordings is by means of displays.

A wealth of promotion material for use in store windows and interiors is readily available from Columbia. Window and counter cards and posters, LP catalog-supplements, hangers, buttons and necklaces for clerks, special LP carrying bags and newspaper advertising mats have been prepared to help dealers in their selling job.

Manufacturers of dual speed players and attachments are also engaged in extensive national advertising, with millions of dollars scheduled in appropriations for use in leading newspapers, magazines and radio stations. Dealers should definitely take advantage of this tremendous promotion effort and cooperate with displays of their own making as well.

An active LP mailing list should also be maintained. Names of customers who showed interest in the LP recordings, as well as of those who have already purchased some of these records and the player, should be on the list to receive LP promotion material.

Names of buyers who have purchased combinations in the store in the last few years are valuable in building up

future sales in LP equipment and records. These past customers should be contacted, and efforts made to sell them an LP adapter to bring their playing equipment up to date.

Advertising in local newspapers, utilizing mats made available by local distributors, is another angle the retailer cannot afford to overlook in planning his LP selling program.

Community clubs, schools and churches welcome the chance to offer members a "musicale." At these public demonstrations the dealer's presentation of LP records and equipment can be made extremely effective and dramatic. Columbia has prepared a special "Public Demonstration Kit" giving necessary tools and suggested talks for

putting features of LP's across in front of larger groups.

Looking to the future of LP records, retailers who stock and sell LP recordings have nothing to fear. The radio manufacturers have tossed their hats into the LP ring, investing huge sums to bring record playing equipment up-to-date. The nationwide ad campaign is beginning to bear fruit, as more and more segments of the record buying public are becoming interested in the microgroove recordings. With each trip to a dealer's store, the words "Long Playing" begin to mean more to different people. And the more customers that are exposed to the qualities of LP's, the more sales will be made. And that is good news for the retailers.

Dr. Peter Goldmark, CBS Director of Engineering Research and Development, kneeling, and William Bachman, director of research for Columbia Records Inc., examine a "gold sputtering" chamber. Originals of the Long Playing nonbreakable discs are placed in the chamber where they are coated with gold as a preliminary to mass reproduction.



Merchandising LP Equipment

Many Types Now Available to Suit Every Need

SINCE THE APPEARANCE of LP records last June, a great variety of equipment for their reproduction has come on the market. This permits considerable latitude in handling the problem of the necessary conversion to the new type. The dealer must concern himself with this equipment in order not only to sell the equipment itself, but also to enlarge the market for the discs. It is obvious that the LP's will eventually account for a considerable portion of his record sales when the equipment for playing them finds its way into a sufficient number of homes.

The retailer's sales approach might be broken down into the following four steps: 1. Sell the LP records themselves by demonstration and explanation, as outlined in another article in this issue. 2. Explain that special equipment is necessary to play the records, and why (motor speed, small size of needle, light weight of tone arm, etc.—see article in October RTR). 3. Justify expenditure for special equipment where necessary by pointing out the economy represented in the records. 4. Outline the different types of reproducing equipment available, the prices and features of each. 5. Make the sale.

The different types of equipment available include consoles with dual speed changers; slow speed players or changers for attachment to the audio stage of present equipment; "wireless" slow speed players for use in conjunction with present radio; dual speed players or changers complete with amplifier and speaker as a separate unit (this is good to suggest if customer's present record player is a table model which would not warrant the addition of an attachment); and component parts such as motors, tone arms, cartridges and the like for use in custom conversions.

Study Buyer's Needs

It will be necessary for the dealer to find out what kind of equipment the customer now has, and to make suggestions according to his needs, tastes, and capacity. The need for a new console may be indicated, which means that the customer who came into the store out of idle curiosity about the new records could be turned into a substantial buyer of new equipment. The choice of an attachment may be influenced by its appearance as furniture, the difficulty of finding a handy place to put it, etc. The development of a special place in the home for playing records, as opposed to listening to

the radio or watching television might be suggested, indicating a sales for the complete amplifier unit.

The word "tastes" was used in the preceding paragraph because it points up a special sales angle for LP. It has long been maintained that the American public has a "tin ear" and is insensitive to brilliance in music reproduction (the highs) as well as depth (the lows). It is even stated that the public dislikes brilliance. Of late, however, there has been an increasing emphasis on high fidelity: in FM radio, in several brands of phonograph records, in pick-

up cartridges and needles, amplifiers, loud speakers, etc.

This angle can be exploited by observing the customer's receptivity to the idea of high fidelity in connection with the LP records. Due to several technical features of these discs, it has been possible to incorporate fuller tonal range (in other words higher fidelity) and greater dynamic range (the spread between the loudest and softest passages), while at the same time the use of Vinylite assures less surface noise (the light pressure of the pickup also contributes to this end). If the customer appreciates high fidelity, it should be suggested that he play the records through equipment capable of reproducing it. This would preclude the use of an attachment or a wireless player with a small table model radio, or an outmoded console.

Equipment now available for playing both the regular and the LP records is usually one of three types. That is, in addition to having two speeds, it either has two tone arms, two cartridges, or two needles in one cartridge. Those with two cartridges provide for relatively easy exchange of cartridges in a manner which might be likened to the replaceable heads found in certain types of toothbrushes. The two-needle type provides a knob or lever for

(Continued on page 70)

Jeannette Davis, singing star of CBS, places an LP record on the turntable of the Philco 1615.





Shipped to your local distributor on Dec. 1st

11 BRAND-NEW *Red Seal* RECORDINGS for the last-minute Christmas Rush!

Alexander Brailowsky
 ETUDES SYMPHONIQUES, Opus 13 —Schumann.
 ALBUM DM-1272, \$4.75  Alexander Brailowsky

Ania Dorfmann
 WARUM? and GRILLEN; TRAUMESWIRREN from "Fantasiestücke" —Schumann.
 Ania Dorfmann  RECORD 12-0424, \$1.25.

Heifetz
 SONGS WITHOUT WORDS —Mendelssohn; BERCEUSE —Stravinsky.
 RECORD 10-1457, \$1.00.  Heifetz

José Iturbi
 RÉVERIE—Debussy; FÜR ELISE (Bagatelle in A Minor, Grove's No. 173) —Beethoven.
 José Iturbi  RECORD 10-1458, \$1.00.

Serge Koussevitzky
 conducts the Boston Symphony Orchestra.
 EGMONT OVERTURE —Beethoven.
 Serge Koussevitzky  RECORD 12-0288, \$1.25

Yehudi Menuhin
 ROMANCE—Green; MINUET IN D —Mozart.
 (Both from the film "The Magic Bow")
 Yehudi Menuhin  RECORD 10-1459, \$1.00.

Pierre Monteux
 The San Francisco Symphony Orchestra.
 RUY BLAS OVERTURE —Mendelssohn.
 Pierre Monteux  RECORD 12-0657, \$1.25.

Artur Rubinstein
 Philharmonia Orch.
 RHAPSODY ON A THEME OF PAGANINI —Rachmaninoff.
 Artur Rubinstein  ALBUM DM-1269, \$4.75.

Leopold Stokowski
 his Symphony Orch.
 SYMPHONY NO. 5 IN E MINOR —Dvořák. (From "The New World").
 Leopold Stokowski  DV-25 (RCA Victor's "Red Seal" De Luxe), \$11.

Ferruccio Tagliavini
 LA RÉVE—"Manon"; POURQUOI ME RÉVEILLER? —"Werther". Both by Massenet.
 Ferruccio Tagliavini  RECORD 12-0659, \$1.25.

Arturo Toscanini
 conducting the NBC Symphony Orchestra.
 MIDSUMMER NIGHT'S DREAM —Mendelssohn.
 Arturo Toscanini  ALBUM DM-1280, \$6.00.

They'll spurt your late December sales and boost you over the top for the year!

These Red Seal money-makers will grab off big sales with late Christmas shoppers! They'll freshen up your displays, brighten up your counters for the peak of the big rush. For example: think of the sales possibilities from Stokowski's 'Red Seal' De Luxe recording of Dvořák's "New World" Symphony!

What's more, during January, these recordings will sell to your regular trade. They're all brand new—they're all big news for record customers!

Take time now! Have you ordered enough of these sure-to-sell Red Seal recordings? The extra profits are well worth the small effort! Contact your local RCA Victor distributor today!

Prices include Federal excise tax, subject to change without notice.

The world's greatest artists are on

RCA VICTOR RECORDS

Distribute Coral Label

Coral Records, Inc., subsidiary of Decca Records Inc., New York City, has named the following distributors for the Coral label: Auto Equipment Co., Denver; Brilliant Music Co., Detroit; Forster Distributing Co., Minneapolis; Kaemper-Barrett Inc., San Francisco; Music Suppliers of New England, Boston; Remco, Inc., Ohio; Winthrop Co., Philadelphia; C & C Distributors of Seattle and Portland, Wash.; Millner Record Sales Co., of Kansas City and St. Louis; Music Sales Co., of Memphis and New Orleans; South Coast Amusement Co., Houston.

Present plans call for naming 65 distributors for the United States. Several areas are still available.

Southard on LP Market

"By the end of the year there will be well over 100,000 owners of LP player attachments and uncounted thousands who will own new dual-purpose phonographs. . . . By the beginning of 1949, there will be close to three million LP records in the hands of consumers." So predicts Paul E. Southard, vice-president in charge of merchandising, Columbia Records, Inc., whose interesting article, "Columbia's Record and the Future," will appear next month in this publication's annual statistical issue. Don't miss this important forecasting-merchandising feature in the January issue of RADIO & TELEVISION RETAILING.

RCA Victor Dealer Aids

Five new RCA Victor promotion pieces—salt and pepper shakers, an up-to-date radio line folder, a book of radio commercials, a new television mat book, and a series of mat ads and patches covering table radios and Victrola radio-phonographs—have been issued by the company as dealer merchandising aids for radio and television receivers.

Duotone LP Needles

Stephen Nester, president of the Duotone Co. Inc., New York, has announced that his company has made available needles which can be used with the new long play micro-groove records. Mr. Nester stated that the Star Sapphire and Shock-proof Nylon needle, are available with a one mill radius.

Capitol Expands Fields

Floyd A. Bittaker, vice-president in charge of general sales, Capitol Records, Inc., announced that Capitol has entered into a reciprocal agreement with Germany's Telefunken and with Articulos Domesticos, S. A., and Panamericana de Discos, S. A. in Mexico. This expansion into the international field was conducted by Sandor A. Porges, chief of Capitol's International Department. Porges, Bittaker, and Glenn E. Wallich, president, signed the contracts for the arrangements.

Mercury Buys Majestic Masters; Pressing Plant

Mercury Record Corp., Chicago, has purchased the assets of the defunct Majestic Record Corporation. This includes 106 masters on Eddy Howard; masters on Louis Prima, Rose Murphy, Three Suns, Ray McKinley and His Orchestra and many others. In addition, Mercury now owns the entire Majestic pressing plants in Newark, New Jersey and Burbank, California. Mercury will now release under its own label, all records of the above mentioned artists.

Allegro Pop Release

Allegro Music, Inc., New York City, makes its bow in the popular and standard field with a new recording by the Polka Dots harmonica group. The first release is "Ha Choo Polka" backed by "Penny Polka."

Successful Dealers Discover

THE PERFECT SALES ITEM

for Christmas and throughout the year

"SONGS OF OUR TIMES"

The Great Hit Tunes from 1917 thru 1943

THEY'RE MEMORABLE GIFTS FOR CHRISTMAS, ANNIVERSARIES, BIRTH-DAYS AND PARTIES!

IT'S MERCHANDISE THAT MOVES CONTINUOUSLY. DOESN'T TIE UP YOUR CAPITAL ON STOCK ROOM SHELVES!

DECCA RECORDS

Rush your order Now!

WEBSTER ELECTRIC

Featheride

IT'S NEW!

Retractable Cartridge!



a crystal cartridge THAT PROTECTS RECORD AND NEEDLE . . .

You'll be pleased with the exceptionally quiet playing and ideal response characteristics of the "Featheride" retractable cartridge. This new cartridge has a light tracking pressure ($\frac{3}{4}$ ounce) and is supplied in 1 v. and 2 v. models. It has the same high quality that characterizes the entire Webster Electric line. The "Featheride" retractable cartridge comes with a special osmium-tipped offset needle, needle guard and necessary attachments for retractable feature. In case an individual should drop or slide the pickup, it will not damage the record or needle.

For full information write Webster Electric Company,
Racine, Wisconsin.

(Licensed under patents of the Brush Development Company)

WEBSTER

RACINE



Established 1909

ELECTRIC

WISCONSIN

featuring . . .

- ✓ Light tracking pressure
- ✓ High lateral and vertical compliance
- ✓ Minimum needle and mechanical noise
- ✓ Available with correct response characteristics
- ✓ Provided with offset needle
- ✓ Provided with needle guard
- ✓ Simple to mount

Columbia Personnel Notes

Edward Wallerstein, chairman of the board, Columbia Records, Inc., Bridgeport, Conn., has announced that Goddard Lieberman, vice-president in charge of the company's Masterworks Division has appointed Richard Gilbert as his assistant, and recording director for the Masterworks Division. Mr. Wallerstein also named Martin D. Schnall as assistant manager of the Transcription Department, reporting to Robert J. Clarkson, general manager of the department.

Manie Sacks, vice-president in charge of popular artists and repertoire for Columbia Records Inc., announced that Ben Selvin had been appointed manager of

popular artists and repertoire in Hollywood. Mr. Selvin continues as director of children's records. George Avakian, in addition to his duties as manager of Hot Jazz Classics becomes manager of the Foreign Language Division.

Wireway Storage Album

The Wire Recording Corp. of America, New York City, is offering attractive albums of brown leatherette, which provide storage space for nine spools of wire. The size of the album is approximately that of the standard 10-inch disc album. The album was designed by Ab Waxman, advertising and sales promotion director.

RCA Victor Appointments



Paul A. Barkmeier, shown, has been appointed general manager of the RCA Victor Record Department, announced J. W. Murray, vice-president in charge of the department. At the same time, Mr. Murray announced that Jack M. Williams would be general sales and merchandise manager of the record department and J. L. Hallstrom manager of the artist and repertoire division. Simultaneously, Robert M. Macrae was named merchandise manager and D. J. Finn, sales manager.

Classical Records

(Continued from page 39)

LECOQC: "Mlle. Angot Suite," Efreim Kurtz conducting Philharmonic-Symphony Orchestra of New York. Columbia MX-305

This suite consists of a series of dances, and is in the same mood as the best-selling "Gaité Parisienne." A good opportunity for tie-in displays.

TCHAIKOVSKY: "Concerto No. 1 in B-Flat Minor for Piano and Orchestra," Oscar Levant, piano, with the Philadelphia Orchestra, Eugene Ormandy, conductor. Columbia MM-785

This Tchaikovsky work is extremely popular, with the "Tonight We Love" pop tune taken from the first movement. Oscar Levant's mass appeal has also been well demonstrated for dealers. The two together should prove to be a best-seller.

At the start of the opera season each year, RCA Victor releases a collection of Red Seal operatic singles. Outstanding in clarity and technical quality are this year's "opera festival" records, which include:

LICIA ALBANESE, soprano: *Herodiade: Il Est Doux, Il Est Bon-Manon: Adieu, Notre Petite Table* (12-0525)

ROBERT MERRILL, baritone: *The Barber of Seville: Largo Al Factotum-Zaza, Piccola Zingara* (12-0450)

ELEANOR STEBER, soprano: *Romeo et Juliette: Valse—The Marriage of Figaro: Voi Che Sapete* (12-0526)

JUSSI BJÖERLING, tenor: *Manon: Ah! Fuyez, Douce Image—Romeo et Juliette: Ah! Leve-toi, Soleil* (12-0527)

GI Leads Again



MODEL DR—Deluxe model 4 pole shaded pole motor for use in all high-grade instruments in which the ultimate in performance is desired.

with **TWO** rim drive

DUAL SPEED PHONOGRAPHS for BOTH 33 $\frac{1}{3}$ and 78 R.P.M. Records

The new long-playing microgroove records are here. Their enthusiastic reception proves that your 1949 customers will want, and demand, dual speed phonographs—operating at 33 $\frac{1}{3}$ R.P.M. for the new records, and at 78 R.P.M. for their existing record collections.

Only General Industries gives you a choice of TWO great new rim drive dual speed phonomotors to meet this profitable market. Built with the same precision that distinguishes all GI Products, these dependable rim drive dual speed motors have been thoroughly tested under all operating conditions.

NOW is the time to get complete information about prices and delivery of GI phonomotors, engineered and designed expressly for this newest development in the record industry. Write today to:



The GENERAL INDUSTRIES Co.

DEPARTMENT I • ELYRIA, OHIO

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.

CORAL RECORDS

(A subsidiary of DECCA RECORDS, INC.)

CORAL'S FIRST RELEASE IS PACKED WITH TOP TALENT RECORDINGS

RECORD NO.	SELECTION	DESCRIPTION	ARTIST
60 M—Coral Series			
CORAL 60000	THE DARKTOWN STRUTTERS' BALL DUSK IN UPPER SANDUSKY	Fox trot. Vocal chorus by June Richmond. Instrumental fox trot featuring Roy McKinley at the drums.	JIMMY DORSEY and his Orchestra
CORAL 60001	PLEASE DON'T SAY "NO" BASIE'S BASEMENT	Fox trot. Vocal chorus by Woody Herman. Instrumental fox trot.	WOODY HERMAN and his Orchestra
CORAL 60002	I'D LOVE TO LIVE IN LOVELAND (With A Girl Like You) MOONLIGHT COCKTAIL	Fox trot. Vocal chorus-by Kenny Sargent. Instrumental fox trot.	GLEN GRAY and the Casa Loma Orchestra
CORAL 60003	DOO-DE-DOO ON AN OLD KAZOO CALM SEAS AND PALM TREES	Vocal with Kazoo Band. Vocal with instrumental accompaniment.	THE BLUE JAYS
CORAL 60004	SUSIE'S BIRTHDAY PARTY VOTE FOR MR. BOOGIE	Vocal with rhythm accompaniment.	BUZZ CONNIE
CORAL 60005	CHOPSTICKS RHUMBA OH! HEAR MY HEART	Rhumba with instrumental accompaniment. Geri Galian at the piano. Bolero with instrumental accompaniment. Geri Galian at the piano.	GERI GALIAN and his Caribbean Rhythm Boys
CORAL 60006	YOU'RE TOO SLOW! LET'S BE SURE	Vocal with instrumental accompaniment.	JULIE O'NEILL and THE PROM QUARTETTE Russ David directs
CORAL 60007	I HAD A HAT (When I Came In) SURE AN' IT'S THE LUCK OF THE IRISH	Vocal with instrumental accompaniment.	THE JESTERS (Red Latham-Wamp Carlson-Guy Bonham)
CORAL 60008	MY DEAR A BEAUTIFUL LADY IN BLUE	Waltz. Vocal chorus by Lew Palmer.	JAN GARBER and his Orchestra
CORAL 60009	THE PENNY POLKA TOY PIANO MINUET	Polka. Vocal chorus by Johnny Messner, Jack Ryan and Ensemble. Instrumental fox trot.	JOHNNY MESSNER and his Orchestra
CORAL 60010	HOT TIME IN THE OLD TOWN TONIGHT TIGER RAG	Fox trot with vocal trio. Instrumental fox trot.	FREDDIE "SCHNICK-ELFRITZ" FISHER and his Orchestra
CORAL 60011	SHADOW WALTZ VAGABOND KING WALTZ	Waltz. Strict tempo. (108) Waltz. Strict tempo. (120)	PAN-PACIFIC TEMPO ORCHESTRA directed by HERB KERN
64 M—Country Series			
CORAL 64000	FROM THE INDIES TO THE ANDES IN HIS UNDIES ('Twas A Very, Very, Daring Thing To Do) BRINGIN' HOME THE BACON	Fox trot with vocal trio. Fox trot with vocal trio.	HOOSIER HOT SHOTS
CORAL 64001	KANGAROO BLUES I'LL KEEP ON LOVING YOU	String bond with singing.	CLIF BRUNER & Boys with MOON MULICAN
65 M—Sepia Series			
CORAL 65000	SINCE THINGS GOT TOUGH AGAIN I'VE WAITED ALL MY LIFE FOR YOU	Vocal with instrumental accompaniment.	ORVILLE BROOKS
CORAL 65001	GOD'S GONNA SEPARATE THE WHEAT FROM THE TARES KEEP ME EVERY DAY	Gospel singing with piano. Gospel singing with organ.	MAHALIA JACKSON

Announcing

A GREAT NEW NAME IN RECORDS

CORAL RECORDS

(A subsidiary of DECCA RECORDS, INC.)

WITH OUTSTANDING ARTISTS AND RECORDINGS

DECCA RECORDS, INC. takes pleasure in announcing the new CORAL Records to be marketed through distributors.

Initial releases will include popular, country, and sepia recordings, with other classifications to follow in the near future.

CORAL records will list at 75¢ and will consist largely of new artists and outstanding recordings which haven't been available in years. The first release speaks for itself. Subsequent releases will be equally powerful.

Distributors are now being appointed

CORAL RECORDS INC.

48 W. 57th Street, New York 19, N. Y.
A subsidiary of Decca Records, Inc.

All records listed 75¢ each exclusive of taxes

Now Play **LONG PLAYING MICROGROOVE**

and Standard records with the new **LIPAN** dual speed radio phonograph combination.

- Plays both type records with 1 tone arm.
- Instantly replaceable cartridge contains permanent needle.
- Plays 10 and 12 inch records with lid closed.
- 5-tube superhet with 7-tube performance.
- Sturdy, appealing two-tone leatherette luggage-type carrying case, weighs only 13 lbs.

SUGGESTED RETAIL **\$5995**



"TINY MITE"

A beautiful electric radio phonograph combination with superb tone. Has attractive two-tone leatherette carrying case. Weighs only 12 lbs.

SUGGESTED RETAIL **\$3450**

Licensed by RCA

Dealers, Distributors:
for further details on these and other
fine LIPAN models, write to:

LIPAN RADIO & TELEVISION CO.
2430 Atlantic Ave. Bklyn. 33, N. Y.

Decca Pushes Waring



In connection with the Fred Waring personal appearance tour, Decca Records, Inc., is servicing dealers in towns in which Waring is performing with merchandising promotional kits. Each kit contains a large mounted easled display, a quantity of posters and photo handouts, plus mats for newspaper advertising.

Popular Records

(Continued from page 39)

CLARK, BUDDY: "Brush Those Tears from Your Eyes"—"One Sunday Afternoon." Columbia 38364

The Modernaires and a vocal group help Buddy put over these new ballads.

CROSBY, BING-BOSWELL, CONNIE: "Tea for Two"—"Yes Indeed." Decca 24506

The inimitable Bing's recordings invariably sell—and this reissue with Connie Boswell features the duo in one of their best.

HAYES, PETER LIND: "My Darling"—"Dainty Brenda Lee." Decca 24519

Assisted by the "Stardusters," vocal group, the nightclub entertainer and radio comedian, demonstrates that he is a jack of all trades with this entry into the straight pop ballad field. It's a pleasant surprise, too.

HOPE, BOB, with The Clark Sisters: "Buttons and Bows"—"That's Not the Knot." Capitol 15292

"Buttons" tune written for Hope to sing in the film "The Paleface," and he performs it here exactly as he does in the movie.

KNIGHT, EVELYN: "A Little Bird Told Me"—"Brush Those Tears from Your Eyes." Decca 24514

"Little Bird Told Me" tune has already chalked up some enviable sales records. Dealers would do well to do well by this top songstress.

PICKENS, JANE: "Galway Bay"—"One Sunday Afternoon." RCA Victor 20-3238

Miss Pickens' debut disc for RCA Victor pairs an English hit tune with "folk song" qualities with theme song of film, "One Sunday Afternoon." Record company is giving thrush build-up.

SINATRA, FRANK: "If I Steal a Kiss"—"Senorita." Columbia 38334

Both songs are from Sinatra's movie, "The Kissing Bandit." Tunes should be big; Sinatra song selling tops.

Bagshaw's

FAMOUS NEEDLES (Since 1892)

Famous for quality ever since the first "talking machine"... used wherever phonographs are played... Bagshaw Needles continue to be the best known and most widely distributed needles on the market!

BRILLIANTONE STEEL NEEDLES
BRILLIANTONE BLUE STEEL NEEDLES
BRILLIANTONE BRASS PLATED NEEDLES
TAPER-TONE NEEDLES
ACTONE TRANSCRIPTION NEEDLES
ARISTOCRAT NEEDLES
STEEL CRAFT NEEDLES
HI-FIDELITY NEEDLES
PETMECKY "MULTI-TONE" NEEDLES
JUMBO NEEDLES
AUTO-CHROMATIC NEEDLES
BRILLIANTONE RECORDING NEEDLES

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.

And Now... Introducing Movement with LIGHTS!

KASSON Model "712"
Roto-Sho
ELECTRIC TURNTABLES

The ACTION Display-Way
To Boost Your Sales!

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

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

Write for our complete ROTO-PRODUCTS catalog!



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

ELECTRICAL APPLIANCES

Section of **RADIO & TELEVISION RETAILING**

Sell Them Time-Buying!

Prejudices of Many Would-Be Customers Can Be Overcome with a Little Missionary Work.

A SUBSTANTIAL INCREASE in sales could be realized by many radio and appliance dealers if they could sell that segment of people in their communities who, although they might easily obtain credit on the basis of their character and ability to pay, are opposed to installment buying on principle.

This type of person needs and wants new appliances but believes in paying cash on the line, and will postpone buying until he can do so. He often "makes things do" 'till long after they have outlived their usefulness, or foregoes new lines which are labor-saving, economical and attractive, making up in pride what he lacks in convenience.

To overcome this type of sales resistance, the dealer should examine the reasoning which underlies it, and try to prepare a logical approach which will tend to diminish it.

The usual "cash-on-the-line" customer is afraid of something, and this gives the dealer the cue to work up a confidence angle. Perhaps the customer is afraid to owe money for fear that it will put him in a bad light with his fellows.

In the first place, installment buying may be viewed, not as "owing money" but as paying a slight charge for the privilege of using the product while paying for it. In the second place, borrowing money and paying it back promptly is the best way to establish a good credit rating. The fellow who always pays cash has no credit rating.

Perhaps the customer is afraid that he will lose money by paying out-of-line rates, or that he will be in continuous danger of losing the merchandise and his money if he violates a letter of one of the paragraphs in the small print. This attitude is especially prevalent among people who have never borrowed, and whose knowledge of such matters is limited to words like "loan shark" and to standard jokes about the finance company coming to pick up the furniture.

Here the dealer may point out that

the customer can buy on time through his own bank, showing specific examples of interest rates and conditions . . . and then follow up by pointing out that other lending agencies employ the same practices.

Actually the bank or lending agency, in financing installment buying, is doing business in their normal way, which is to charge for the use of money according to the time it is used, just as

the depositor does when he gives the bank his money to use.

For the person who feels that getting involved in "buying on time" is degrading (and in the same category as pre-1929 buying stocks on margin), some explanation is necessary to outline the great changes that have taken place in this field of finance in the last 20 years. It should be pointed out that financing is fostered by the most respectable and long-established banking and credit houses. Also that most retailers and wholesalers operate their businesses that way (i.e., they get de-

(Continued on page 68)



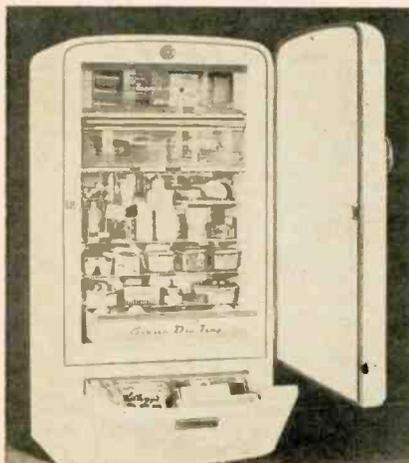
(Photo from Ewing Galloway)

Time buying details should be dignified by confidential approach in the privacy of home or office.

The Latest in New

Gibson REFRIGERATORS, RANGES, HOME FREEZER

Six new refrigerator models introduced to Gibson line. Four models, one 9 cu. ft. and three 8 cu. ft. models feature Freez'r Locker design. Two standard models of 8 and 9 cu. ft. employ conventional freezing unit. Model G-879 refrigerator shown, has net capacity of



8.16 cu. ft. and Freez'r Locker and Fresh'ner Locker. Models have "cold modulation" a method of providing different blends of cold and moisture to keep all foods as they should be kept. Freez'r Locker models also have ice cube reserve for storing extra ice cubes.

Features of the Kookall automatic electric range line, all full 40 inches wide, are "Ups-A-Daisy," up and down cooking unit, automatic cooking and super-speed surface cookery. Two deluxe model ranges each provide two ovens. The home freezer is upright in design; four compartments provide space in the 7 cu. ft. freezer for freezing and storing of 250 lbs. of food. Gibson Refrigerator Co., Greenville, Mich.—RADIO & TELEVISION RETAILING

Schick ELECTRIC SHAVER KIT

"Travel kit" contains all-new Super shaver, with cord, plastic ring and cleaning brush; high-grade nylon tufted hairbrush with lucite comb; all-metal framed glass mirror with



easel back; chrome-finish container for toothbrush and toothpaste; triple-cut nail file. Leather case; zipper closure on three sides. Retail price, including Federal tax is \$32.50. Schick Inc., Stamford, Conn.—RADIO & TELEVISION RETAILING

Hotpoint RANGE

Deluxe rotary switch electric range, model RC-9 features 39-inch wrap-around body, new



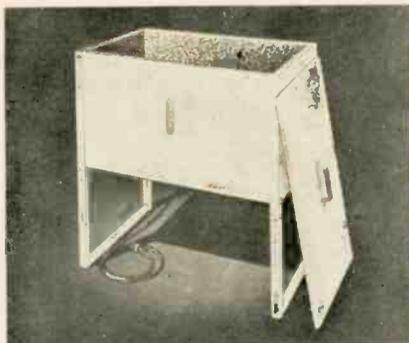
oven range timer, utility clock, tilting back-splasher, and larger storage drawers. The rotary switches are mounted on an 11 3/8 inch back-splasher, which when tilted forward for servicing, automatically cuts off electric current. Other features are a 20-watt fluorescent lamp, improved concealed oven vent and glide type levelers for each corner of the range. Hotpoint, Inc., 5600 W. Taylor St., Chicago 44, Ill.—RADIO & TELEVISION RETAILING

Westinghouse SUNLAMP

Fluorescent sunlamp produces invisible beneficial ultra-violet rays such as is found in natural sunlight. Has the same appearance as a regular fluorescent lamp. Average rated life is 4000 hours at six hour per start. Available in both 20-watt 2-foot and 40-watt 4-foot sizes. Westinghouse Electric Corp., Lamp Div., Bloomfield, N. J.—RADIO & TELEVISION RETAILING

Clark HEATER-STERILIZER

20-gallon electric dairy water heater-sterilizer, may be used for both water heating and



sterilizing. The unit is portable, requires neither special wiring or pressure water system. May be used also for steam or dry sterilizing, and for washing equipment or clothing. Heat is supplied by "life-belt" element attached to outside of the tank. Tank

interior has smooth, galvanized surface. Designed to heat small quantities of water quickly, twenty gallons in a few hours. Equipped with temperature control knob. Clark Div., McGraw Electric Co., Chicago, Ill.—RADIO & TELEVISION RETAILING

Frigidaire RANGE

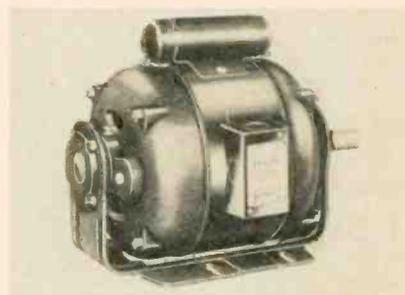
Electric range with four surface units and full size oven; measures 42 inches high, 21 inches wide, 25 1/8 inches deep. Thick spun-glass insulation. Three 6-inch and one 8-inch Radiant-tube surface units. Smooth porcelain base for



easy cleaning. Optional equipment of cooking lamp and Cook-Master for automatic oven control available. Suggested retail price is \$179.75; with special hardware \$189.75. Frigidaire Div., General Motors Corp., 300 Taylor St., Dayton 1, O.—RADIO & TELEVISION RETAILING

Hoover MOTORS

Company has introduced new line of resilient and rigid base motors, built to NEMA mounting standards. Motors available in ratings of 1/4, 1/3 and 1/2 horsepower. Motors can be furnished with either sleeve or ball bearings. Shown is a resilient base, sleeve bearing motor. Sleeve bearing units have accurately machined, wool packed bearings and finely finished shafts to assure long life. Resilient type ball



bearing motors are of the same appearance, except that the oil cups are replaced by set screws which may be easily removed for periodical re-lubricating. Electric Motor Div., The Hoover Co., North Canton, O.—RADIO & TELEVISION RETAILING

Electrical Home Appliances

Ironrite CABINETTE

New Ironrite ironer mechanically is the same as model 80 or 85, designed for use in kitchen or laundry. "Cabinette" model shown is designed as a furniture-piece for use in dinette, hallways, etc. Cabinet and legs made of imported and domestic hardwoods. All surfaces



are sanded and polished; finish is water and moisture resistant. Available in brown mahogany finish and honey blonde. Retail price in most sections of the country is \$249.95. The Ironrite Ironer Co., 332 Cass Ave., Mount Clemens, Mich.—RADIO & TELEVISION RETAILING

Sepco WATER HEATER

40-gallon table top electric water heater, designed as a unit for use in kitchen; height of 36 inches. Front and sides white baked enamel finish; unit styled with recessed metal base. Model available with one or two heating elements, patented snap-action thermostat. Automatic Electric Heater Co., Pottstown, Pa.—RADIO & TELEVISION RETAILING

Telechron CLOCKS

"Sportsman" model, shown, has case of genuine onyx, and bears the markings of the

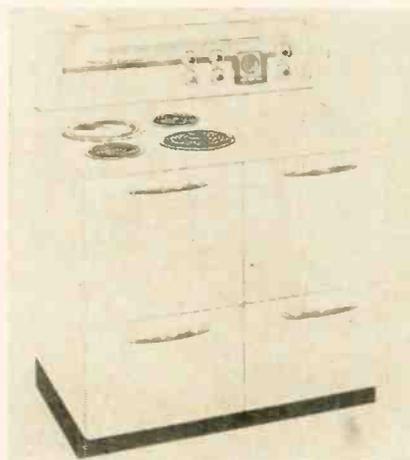


natural stone out of which it is made. Size: 5 1/4 inches square. It has bell alarm, and self-starting silent motor. Price is \$19.95.

"Decorator" model designed in modern lines, suited for rumpus room, kitchen, etc. Wall shows through numeral band so that it becomes part of clock face. Outside diameter is 7 1/4 inches. Sells for \$5.95. Telechron Corp., Ashland, Mass.—RADIO & TELEVISION RETAILING

GE ELECTRIC RANGE

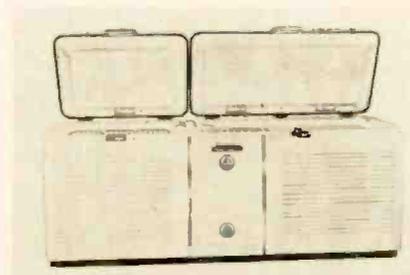
"Speedster" medium-price deluxe electric range, sells for \$299.95. Features high back control panel facilitates vision, and cleaning



and reaching switches. Also, makes for better illumination of range surface. Unit has three high-speed Calrod surface units, built-in 6 quart thrift cooker; "Tripl-Oven", full width broiler unit and a small speed oven; oven timer; master signal light and three storage drawers. General Electric Co., Bridgeport, Conn.—RADIO & TELEVISION RETAILING

Deepfreeze HOME FREEZER

Model C-18 deluxe 17 1/2 cu. ft. farm home freezer retails for \$599.50. Unit has two separate counter-balanced lids, 3 automatic interior lights, 2 positive-action lid latches with built-in tumbler locks, 3 separate freezing and storage

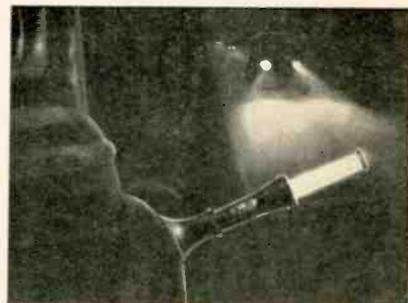


compartments for quick-freezing and storage, 3 metal food storage baskets, 4 food storage dividers, 3 ice cube trays, front-mounted temperature indicator, front-mounted temperature control, toe recess space, 1/3 h.p. sealed compressor. Model is table-top height. Deepfreeze Div., Motor Products Corp., 2301 Davis St., No. Chicago, Ill.—RADIO & TELEVISION RETAILING

Gits ELECTRIC FLARE

Model 788 electric flare molded of unbreakable red ethyl cellulose with black lens ring of the same material, to which is added a clear lucite rod tinted red on the outside. Lighted by

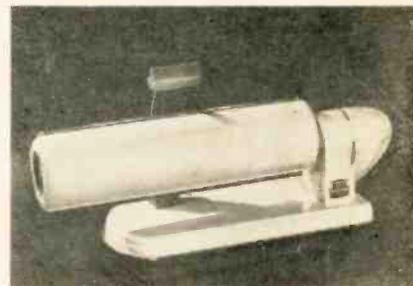
standard flashlight battery cells, unit acts as a safety light for highway emergencies as well



as a powerful flashlight. Heavy rubber suction cup on the back end can be secured to any part of the car. Unit retails for \$5.00. Gits Molding Corp., 4600 W. Huron St., Chicago 44, Ill.—RADIO & TELEVISION RETAILING

Bendix IRONERS

Model L, portable model home ironer, shown, weighs 34 lbs., especially suited for apartments and small homes. Irons variety of clothes and fabrics. Shoe has ni-chrome element producing thermostatically controlled



temperatures up to 450 degrees F. Ironer operated by hand control lever. Has foot press control. Retail price is \$64.95.

Model J standard model home ironer built along conventional lines. Features free-moving, 2-speed roll; cover serves as shelf; fingertip or knee controls; independently heated and thermostatically controlled ni-chrome elements. Bendix Home Appliances, Inc., South Bend, Ind.—RADIO & TELEVISION RETAILING

Motorola Car HEATER

Automatic gasoline car heater, priced at \$39.95, less installation and defrosters. Features fast, constant heat, high efficiency; heats independently of engine and fuel pump, heat selector for individual comfort. Motorola Inc., Chicago 51, Ill.—RADIO & TELEVISION RETAILING

New Radio Products

Elsewhere

In this Issue

Electrical Appliance News

Norge Appointments



H. L. Clary, director of sales, Norge Div., Borg-Warner Corp., has named John D. Schuman, shown, advertising production manager and appointed the following three new product promotion managers: F. H. Toler, H. G. Hillyer and H. J. Stouffer, Jr. The advertising department has been reorganized, with C. H. MacMahon as director of advertising and public relations. Schuman is responsible for initiation, scheduling and handling of advertising and sales promotion material production.

New Hotpoint Washer

Hotpoint, Inc. is scheduling production of a new, fully automatic washer in the medium priced field which will reach the market early in 1949, Leonard C. Truesdell, vice-president of marketing, announced.

The new washer incorporates new technical developments as well as washing principles which have been proved through long use, Truesdell said. In designing the washer, Hotpoint engineers utilized certain existing patents in order to speed the development of a washer which would provide maximum efficiency and flexibility at a popular price.

New Bendix Ironer Models

Distributors and dealers of Bendix Home Appliances, Inc. were introduced to two new ironers at a series of meetings in key cities. N. D. Craighead, sales manager of the ironer division, presented the standard model J, retailing at \$179.95 and portable model L at \$64.95 to the organization. Dealers have been receiving a complete merchandising and sales promotion package for their use in introducing the models.

Telechron Ad Campaign

Telechron, Inc., conducted its annual sales and merchandising conference in Boston, at which an aggressive promotion campaign was announced. New models, new display materials and new methods of selling were presented. It was pointed out that the intensified promotion program was aimed at the long-range objective of building steady volume for retailers.

Stark Named by GE

James F. Stark has been appointed sales manager of the sunlamp and heater section of the General Electric automatic blanket and sunlamp division, it has been announced by D. C. Spooner, Jr., manager of the division.

Frigidaire Appointee

Announcement of the appointment of C. R. Odell, to sales promotion manager of the St. Louis branch of the Frigidaire Sales corporation, was made by R. W. Poccock, branch manager.

Blackstone District Head

Frank M. Houston has been named district sales manager with headquarters in Rochester, for the Blackstone Corp., Jamestown, N. Y., manufacturers of household washers, dryers and ironers.

International Harvester Personnel Changes Made

John L. McCaffrey, president, International Harvester Co., announced the following personnel changes: Michael J. Graham has been appointed director of manufacturing for the company; Eugene F. Schneider, is general manager of the Farm Tractor Div.; Joseph E. Layton has been named general manager of the Refrigeration Div.

More Coolerator Units

The Coolerator Co., Duluth, has increased production of family size freezers and refrigerators, according to Ward R. Schafer, vice-president and general manager.

Lindsay & Morgan Active

Lindsay and Morgan, Savannah, Ga. appliance distributors have acquired new warehousing facilities with a total square footage of approximately 20,000 feet. A modern service department employing seven men has been organized under the direction of H. R. Kreutter. Fred A. Ray, vice-president of the firm, also announced that approximately 20 persons won a free holiday trip to Havana as a result of a dealer contest sponsored by the organization.

In Westinghouse Post



The appointment of Wilbur C. Peterson, shown, as supervisor of refrigeration advertising at the Westinghouse Electric Appliance Div., Mansfield, O., has been announced by Roger Bolln, advertising manager.

Universal Iron Campaign

S. G. Fisher, sales manager traffic appliance department, Landers, Frary & Clark, New Britain, Conn., unfolded Universal's campaign featuring the new, improved Beam-O-Lite headlite iron to dealers and distributors. Entitled, "Ironing on the Beam," the campaign calls for advertising in the nation's top consumer magazines, newspapers, and radio shows. To assist dealers in tying in with the campaign, Universal has developed point-of-sale promotional aids, including sales training booklet, counter-folders, descriptive sheet of ready to print ads, ad reprint counter card and merchandise display piece.

New Welch Fans Sales Plan

W. W. Welch Co. has announced that its line of Air-Flight Circulators is being sold exclusively through wholesalers and distributors.

Big Ad Campaign by Schick

Schick, Inc., Stamford, Conn., has launched a big advertising campaign to introduce its new Schick Super shaver, featuring its "new power, speed and comfort, new stop-start finger switch; new mighty motor." This opening announcement was followed by other ads which stress the improvements and additions to the Schick Colonel, with its new 3-hollow ground head, interceptor bar, and other improvements. Prices for the Super is \$29.00; for the Colonel, \$16.50.

Sunroc Personnel Notes

Orville C. Morrison, president Sunroc Refrigeration Co., Glen Riddle, Pa., has announced that Edward W. Rix has been named branch manager of the company's office in St. Louis, Mo. Company transfers include: Abner Goddard to Glen Riddle as assistant service manager, and Chester McKern, who joins the Atlanta office as salesman.





HOW TO TURN GIFT BUYERS INTO MAJOR CUSTOMERS!

Today's gift customers are **tomorrow's best prospects for major appliances**. That's why the busy Christmas shopping season affords you a great opportunity to **build an A-1 mailing list for your major promotions**.

Each time you sell a toaster, a clock or other traffic appliance, **be sure to get the customer's name and address**. If it's a cash-and-carry purchase, explain that you want to keep him or her posted on bargain buys.

After the holidays consult your local Graybar Appliance Specialist, who will help you develop more business from your prospect list. He can (1) provide you with mailing pieces prepared by leading electrical manufacturers; (2) help you prepare effective direct-mail material of your own; (3) schedule your mailings for greatest selling efficiency.

Dealers who buy appliances and radios from Graybar can get **assistance in all phases of merchandising**—along with America's fastest-selling, most profitable lines.



NATIONALLY ADVERTISED
APPLIANCES AND RADIOS

recommended by
Graybar

FOR MORE SALES, MAIL COUPON!

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

4887

Please have your local Appliance Specialist show me how I can develop more business from my prospect list.

Name _____

Store _____

Address _____

City _____ Zone _____ State _____

Appliance Products

GE REFRIGERATOR, RANGE

Model NH-10-E, 10 cu. ft. combination refrigerator-home freezer features two separately refrigerated, insulated compartments. The upper compartment, a 2 cu. ft. home freezer, holds 70 lbs. of frozen foods. The lower com-



partment, is 8 cu. ft., and features a high humidity, to prevent the drying out of foods. Automatic valve regulates temperature of walls to eliminate need for defrosting. Retail price is \$460.00.

"Leader" and "Airliner" ranges sell for \$199.95 and \$239.95 respectively. Both ranges redesigned to provide extra convenience, and both have cabinet-type 39-inch wide bodies. Both ranges have three 5-heat Calrod surface units and a 5-heat deep well unit with built-in thrift cooker. General Electric Co., Bridgeport 2, Conn.—RADIO & TELEVISION RETAILING

Hotpoint ELECTRIC RANGES

Two new rotary switch ranges, RB-32 retails for \$239.95, and the RB-31 priced at \$199.95. Both have one-piece porcelain enamel wrap-around body with acid resisting cooking top surface. They are equipped with three high speed Calrod surface cooking units. Thrift cooker also included. All controls located on backsplash. The RB-32 has an indicator light for surface units and oven light, lamp, time measure clock, and appliance receptacle. Hotpoint, Inc., 5600 W. Taylor St., Chicago 44, Ill.—RADIO & TELEVISION RETAILING

Detjen DEFROSTER

Automatic defroster for electric refrigerator



tors, automatically defrosts refrigerator every night. Detjen Corp., 303 W. 42 St., New York, N. Y.—RADIO & TELEVISION RETAILING

Hotpoint Range TV Show Sponsored by Dealer



Hotpoint's pushbutton electric range made its television debut on a Chicago television station, sponsored by the Emergency Radio & Appliance Co., a local dealer. (See feature article re this merchant in Oct. 1948 issue of RADIO & TELEVISION RETAILING.) The 15-minute broadcast, a shopping tip program, was participated in by H. P. Malick, range specialist with the General Electric Supply Corp.

Baldor AIR CIRCULATOR

Number B-241, 24-inch blade floor type air circulator. Floor column, counter column and ceiling suspension models are available. Features capacitor start relay type motor which has no centrifugal switch. Only moving part of the motor is the armature. Large cast iron base provides sturdy floor mounting; column chrome plated; 14 foot cord with plug standard equipment. Baldor Electric Co., 4357 Duncan Ave., St. Louis 10, Mo.—RADIO & TELEVISION RETAILING

Ridge-Lite LAMP

Lamp has night light concealed in "telephone" base which lights up when reading light is "dialed" off. Available in ivory, baby blue, pink with decorated parchment shade.



It is 13 inches in height and comes complete with shade and night bulb; retails at \$4.49. Ridge-Lite Associates, Dept. 193, 1788 Board of Trade Bldg., Chicago 4, Ill.—RADIO & TELEVISION RETAILING

Titan HEATER

Electric wall heater with fan-forced circulation. Of modern design the heater is finished in white enamel with polished chrome grillwork. High volume creating fan drives all the heat out of the case through ducts. Heater is easy to install. Dimensions: Front panel, 10 x 14 inches; wall box, 3 x 9 x 12 3/8 inches. Titan Mfg. Co., Inc., Buffalo 2, N. Y.—RADIO & TELEVISION RETAILING

Guth Lighting Booklet

The Edwin F. Guth Company of St. Louis, has released a booklet entitled, "Planned Lighting Equipment for Creating Outstanding Stores." This booklet describes in detail new lighting equipment for improving the effectiveness of "planned sales lighting." The equipment included in this booklet includes show window units, wall case units, and "Hy-Liters" for accent lighting.

Rheem Console Heaters

The Rheem Mfg. Co., New York, N. Y., is featuring two new console heaters, one for oil and the other for gas, which are designed to serve small homes comfortably and to provide auxiliary heating for from one to four rooms in larger houses. The consoles have been styled as another piece of furniture for the living room and their neutral colors in baked on enamel fit them for use in the bedroom, nursery or playroom.

Both heaters may be automatically controlled and are easily installed. Outer surfaces stay cool, insuring safety. Both heaters offer freedom from dust and dirt and oil smudges.

Norge Sales Personnel

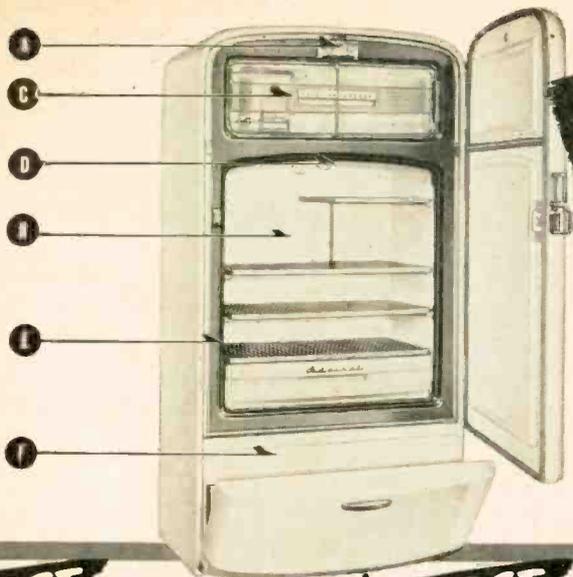
Changes in the sales staff of the Norge Div., Borg-Warner Corp., have been announced by H. L. Clary, director of sales. R. C. Connell has been named gas range sales manager; M. B. Robb, home heater sales manager and J. Edward Wyatt, Jr., contract sales manager.

The field staff had added four district representatives. These are J. M. Dierkes, eastern territory; W. E. Laswell, southern territory; B. H. Melton, Midwestern territory; H. J. Hare, Western territory.

Proctor Selling Display



Proctor Champion Iron-Cordminder display comprises six irons and six Cordminders and respective cartons. Display package, free to dealers who purchase the deal, contains an ironing board and back piece, a reprint of a national ad, several "rayon safe" arrows to highlight the rayon signal on the iron, and fact tags.



DUAL-TEMP

the first 2-temperature
REFRIGERATOR
is still

first!

FIRST



with

2 TEMPERATURE CONTROL

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

FIRST *with*



1

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

FIRST *with a*



BUILT-IN

HOME FREEZER

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

FIRST



1

with **STERILAMP**

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

FIRST

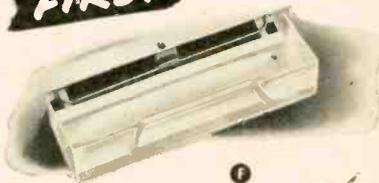


with the

VAPOR-SEALED CABINET

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

FIRST



1

with

AUTOMATIC MOISTROL

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

Admiral

"NO DEFROSTING" REFRIGERATOR
PROVED PERFORMANCE IN OVER 250,000 KITCHENS

DUAL-TEMP

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

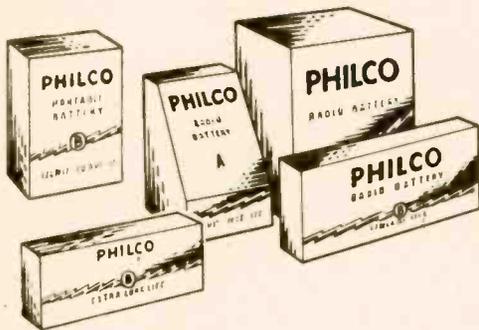
**START THE NEW YEAR RIGHT
BUILDING YOUR PARTS PROFITS**

PHILCO
PARTS, TUBES, BATTERIES
AND OTHER ACCESSORIES

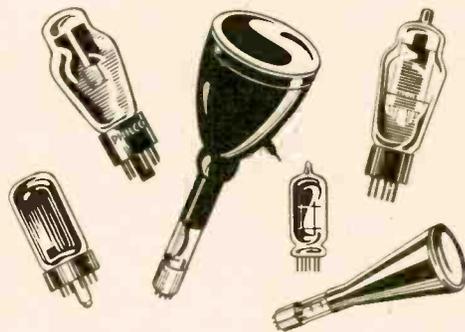
For the coming year don't guess or gamble—concentrate on the brand you *know* is first choice with radio owners—*Philco*, the leader of the industry 18 straight years. Here's your biggest replacement market . . . Philco owners . . . and the surest way to sell it is by featuring Philco parts and accessories. Take advantage of Philco year 'round promotions to get more profitable parts business from Philco owners and from *all* radio owners, every month of 1949,

Ask Your Philco Distributor

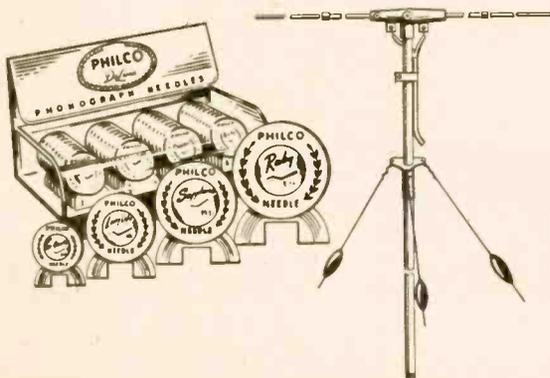
BATTERIES



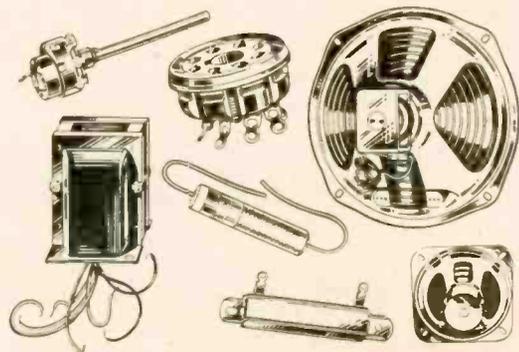
TUBES



ACCESSORIES



PARTS



SERVICE & SOUND

Section of **RADIO & TELEVISION RETAILING**

Sell Servicing Know-How

Justify Charges to Build Customer Confidence

• One of the most frequently mentioned causes of difficulty between the radio servicer and his customer is that radio is a complete mystery to the customer. We can't expect to give such customers a free course of instruction with each pilot lamp replaced, but we should try to take some of the mystery out of the business of radio servicing. There are several ways to do this, which boil down to adapting the science of public relations to the radio business.

The first step is to make perfectly clear the policies under which you operate . . . by displaying such information on posters in the store and in the window, on handouts, in ads, and direct mail. Include your method of charging. If on a time and material basis, state so, with the hourly rate. If you have a minimum charge, or if you have a flat rate for a "checkup" in the home and/or in the shop, define them clearly. And if you offer any special services with your work, such as air-cleaning the set, tube checking, long bench operation of the set repaired, etc., let the customer know.

Secondly, if you furnish the customer with an estimate of the cost and possibly the time it will take, do so in writing, and then stick to it. This may be difficult, but upon it will depend the customer's opinion of your reliability.

The third step is to explain to the customer what was wrong and how it was fixed. Even if he doesn't understand, he will be more pleased by a frank and friendly approach than by the silent intimation that he is an ignorant initiate who just pays the bills.

Dramatizing service costs is a fourth way to make them more understandable to the customer. This can be done on posters, displays, in circulars and ads. An example of this would be to show a small resistor with some such copy as this: "Here is a resistor from a radio . . . in breaking down it caused the set to fail . . .

it took a trained technician with X years of education and X years of experience, aided by \$X.XX worth of test equipment, X hours to track down the trouble, remove and replace the part, check over the rest of the set to make sure that this was the cause of the trouble and not the result of it."

Another suggestion would be to show a radio over 5 years old with the caption, "Why should radios be overhauled?"

Explanation would point

out that although the set came in for a minor trouble (for example, a rough volume control), it was found that the tuning condenser arced in spots due to a heavy coating of dust; several tubes were only (for instance) 65% efficient due to age, resulting in lower sensitivity and/or volume; several of the resistors and condensers had changed in value and/or were ready to pop due to age, the set was out of alignment, etc. Another angle you might use is to show a chart of the most frequent types of repairs (dead set, distorted sound, hum, intermittent condition, etc.) with the average repair bill for each.

An important point to get over is that the dealer is selling service, not just replacing parts. The public is accustomed to paying for the labor, skill and training involved in other services, such as dry cleaners, barbers,

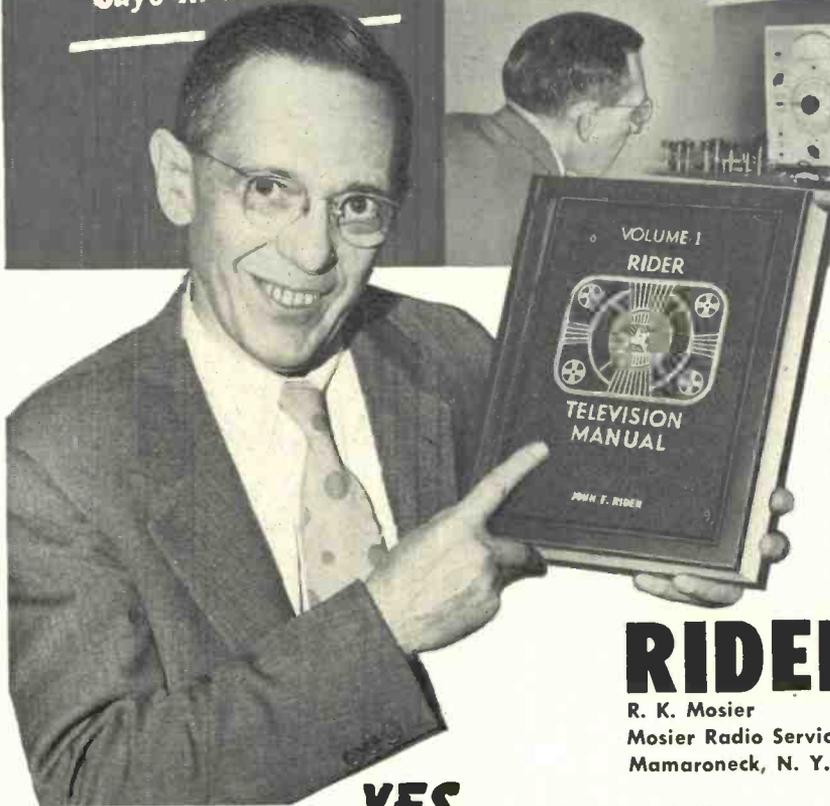
(Continued on page 71)

Six Steps in Radio Servicing PR* Job

1. Define and display your policies.
2. Give a carefully considered estimate of cost and time of completion and stick to it.
3. Furnish a clearly itemized bill including warranty provisions if any. If none, so state.
4. Dramatize service costs through in-store and window displays, advertising.
5. Promote your organization and facilities.
6. Underscore your know-how by giving customers helpful information free.

*Public Relations

**"TV.....
and ALL
SEVENTEEN"**
Says R. K. Mosier



"We are fully aware of the importance of Television. It appears as the brightest spot for the future of all radio servicing. But TV, even with its surprisingly rapid growth, does not offer enough servicing volume to support our organization. We realize, as we prepare ourselves for the TV future, that we must continue to service AM radio as today's basic income of our business. That's why we now have a standing order with our wholesaler to keep us up to date with all the latest

RIDER MANUALS"

R. K. Mosier
Mosier Radio Service
Mamaroneck, N. Y.

YES... he has found, like thousands of other successful servicemen, that a complete set of *Rider Manuals* saves time, saves money, builds business. Each *Manual*, kept handy to the bench, is a source of ready reference for all sets from 1930 to 1948. Service data on 80% of the receivers now in American homes can be found only in the first fourteen volumes of *Rider Manuals*.

"Volume I **RIDER TELEVISION MANUAL** is up to the usual high standards of all the other *Rider Manuals*" —R. K. Mosier
Over 1400 Pages (equivalent of 2000 pages because of the 440 sq. inch **GIANT SIZE** schematics). PLUS 2 Separate Books... "HOW IT WORKS" and **INDEX**.....\$18.00
Includes everything needed on 1946-47 Television Receivers (complete and kit) of 34 leading manufacturers.

"We are equally pleased with the **RIDER PA MANUAL**"
—R. K. Mosier
The first industry-wide service manual covering products of all leading manufacturers of PA amplifying systems, manufactured since 1938 to date. 2024 pages.....\$18.00

... and you, too, should have all *Rider Manuals*

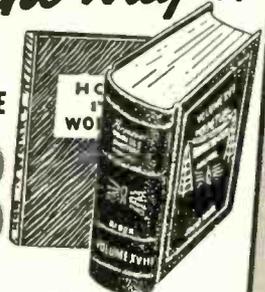
Volume XVII\$16.50
Volume XVI\$ 8.40
Volume XV\$19.80
Volume XIV to VII.
(each volume)\$16.50
Volume VI\$12.50
Abridged Manuals I to V
(one volume)\$19.80
Record Changers and
Recorders\$ 9.00
Master Index, covering
Manuals, Vols. I to XV. \$ 1.50

JOHN F. RIDER, PUBLISHER, Inc., 480 Canal Street, New York 13, N. Y.
Export Agent: Rocke International Corp., 13 E. 40th St., N.Y.C., Cable, ARLAB.

On the Way...

VOLUME

18



At Your Jobber's Soon
2000 Pages PLUS Separate
"HOW IT WORKS" BOOK

Rider Manual data is **RELIABLE**, the **OFFICIAL AUTHORIZED** data right from the Service Departments of the set manufacturers themselves. They know the correct procedures for their sets, and have cooperated fully in getting this authoritative data to you through *Rider Manuals*. Successful servicemen know that they can turn to a *Rider Manual* for all the information they need on any set brought into the shop. They know that the *Rider-Exclusive* "Clarified Schematics" provide time-saving breakdowns of multi-band jobs; that with Volume XVII even wire recorders are covered, along with FM and AM sets and record changers. **ONLY RIDER GIVES YOU SUCH COVERAGE!**

Both books, complete.....\$19.80

RIDER MANUALS mean SUCCESSFUL SERVICING

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

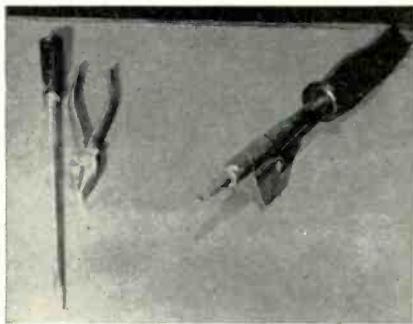
Time-Saving Service Hints

Soldering Tip

In radio circuits, solder is not primarily meant to make a mechanically secure connection, but merely an electrically complete one. Crimp leads tightly before soldering, and then pour the heat on. More radio troubles are due to applying too little heat than are caused by using too much.

Soldering Iron Stand

The strip of tin stand that is furnished with most soldering irons can be greatly improved by bending the tin back upon itself to make a stand that can be left



on the iron permanently, and so save the time usually spent hunting for a place to put the iron down.

When and if the iron needs to be squeezed in a very tight corner, the strip of tin can quickly be pushed back out of the way.

Double-Use Antennas

Customers who have a television set have an antenna which is easily adapted for use with FM radios, whether their TV antenna is of the inside or outdoor variety. FM reception can be improved, or an FM set sale made by connecting the FM set to the TV antenna through a switch. A low capacity wafer type is recommended.

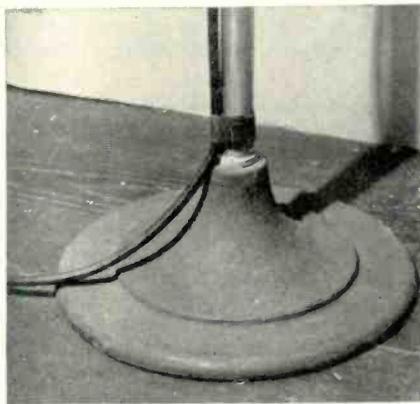
Extra-Revenue Hint

Persons who already owned a fine radio when they purchased their television table set will appreciate the dealer's suggestion to feed the audio output of the television set into the audio amplifier and speaker of their radio. A jack can be installed on the TV set, tapping off the sound second detector, and connecting it with a shielded lead to the phono jack on the radio. This simple operation will provide extra enjoyment for your customer and extra work for your service dept.

Safeguarding Mikes

It is very good policy to tape the mike cord to the base of the mike stand, leaving just enough slack between the base and the mike to permit the stand to be fully extended.

This prevents the mike cord from stretching out at an angle directly from the mike, tripping people, and dragging the mike down to the floor. In case the mike cord should accidentally be pulled, at



a distance from the mike, such pull would be exerted on the stand, and would move the mike stand instead of toppling the mike.

Touching Up Painted Radio Cabinets

The painted plastic radio cabinet is almost certain to accumulate a face full of scratches and chips.

The automobile enamel sold in small bottles by auto supply stores for the purpose of touching up minor scratches on fenders and such, comes in mighty handy for radio cabinets.

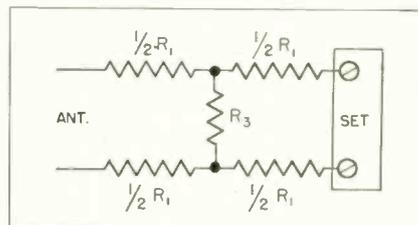
Colors may possibly be found to match, or can be matched by mixing a drop or two on a piece of glass.



After the painted portions have dried they can be "blended" into the original paint job by rubbing the spots down with some 400 sandpaper, used wet.

Constant Impedance Pads

In many localities adjacent to TV transmitters, the signal input at the antenna terminals will be such as to overload the pix IF and video amplifiers, making adjustment of the contrast control very critical, and sometimes making it impossible to obtain proper contrast. The following table shows different values for H-attenuator pads which will not upset the impedance match in 300-ohm systems.



Attenuation in db.	R ₁	R ₃	Voltage ratio
6	98	400	2:1
10	150	205	3:1
12	170	160	4:1
14	200	124	5:1
18	230	80	8:1
20	240	62	10:1
24	250	38	16:1
30	280	19	32:1

TV Hi-Voltage Test

When there is sound but not brilliance on the TV set under test, the first thing one looks for is high voltage on the kinescope. With 9,000 volt supplies, a lead pencil point brought close to the caps of the horizontal output tube and the high voltage rectifier will draw an arc if these tubes are conducting properly. On 27,000 volt supplies, it is safer to use a screw driver with a well insulated handle to draw arcs from the corona rings of each of the 8016's—a successively hotter spark should come from each one.

Figuring TV Pix Sizes

Figure the picture width of direct-view screens as 80% of tube diameter, and the height as 3/4 of the width.

Tube Size	Width	Height	Area
5" tube	4"	3"	12 sq. in.
10" tube	8"	6"	48 sq. in.
15" tube	12"	9"	108 sq. in.
20" tube	16"	12"	192 sq. in.

Notice that when tube diameter is doubled, picture area is increased four times.

Actual size of picture is made larger by cutting off the corners. The 10" tube picture is about 52 sq. in. but above rule of thumb will help to "guesstimate."

Clearer TV Pictures

How to Isolate and Eliminate Causes of Interference

INTERFERENCE in the picture or sound channels of TV receivers can emanate from a great variety of sources, and can in severe cases destroy reception on one or more channels. In many cases this interference can be eliminated or greatly diminished . . . in a few cases it cannot be avoided. The alert dealer or servicer should be cognizant of the different types of interference in his area, their manifestations in TV sets, and the methods of reduction or elimination.

The first step will, of course, be the isolation of the particular type of interference present. Most manufacturers' instruction booklets and service notes provide photographs of the more common types, and a collation of customer complaints in various neighborhoods will help to identify others.

Some of the more common types of interference are listed below:

1. Noise: Ignition, electric motors, DC-AC converters
2. Medical & Industrial radiations: Diathermy, RF Heating, Pasteuray lamps
3. RF: Amateur or International short wave; aircraft communication and beacons; police, taxi and other users of two-way radio; FM stations, unwanted television stations, TV receiver radiations.

These forms of interference may come into the set via the antenna, the lead-in, the chassis, and the power line. They may come in because they fall within the RF or IF passband of the TV set, or they may come in as image frequency or double- and second-harmonic conversion products. The problem of isolating and eliminating the interference will usually be solved by the cut and try method, and too much stress can not be placed upon the advantages of comparing symptoms on as many receivers as possible.

Brief mention should be made of two troubles which are sometimes described as interference, but which don't properly belong in that category. These are airplanes and spillover. A momentary picture jitter occurs from the reflection of TV signals against nearby low-flying aircraft. Set owners in the vicinity of airfields will experience this quite often, and little more can be done than identifying the cause of this trouble to the customer so that it will be recognized as other than an inherent fault in the set. Spillover occurs when the set-owner lives in the imme-

diately vicinity of a TV transmitter, or in other words, where an exceptionally strong signal from one station is present (usually more than 15,000 microvolts at the antenna terminals). This trouble in its extreme exhibits two pictures at once on channels other than the strong one, or the appearance of the strong station floating through the picture of other channels, or oscillating back and forth. For this reason it is sometimes called "floating ghosts" or "oscillating ghosts." This can be reduced by the use of an antenna pad (see "Service Hints" in this issue for typical values) which can be removed from the circuit with a switch, or by connecting to the antenna terminals (of the receiver) a shorted or resistor ter-

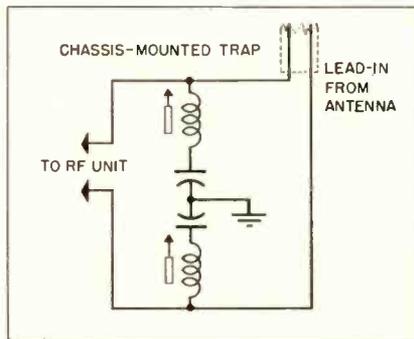


Figure 1: Typical wave trap for image and conversion products interference. This trap is installed at the factory by one TV manufacturer.

minated (50 ohms or less) half wave stub. If the stub causes too much attenuation of the offending station for it to be viewed, a switch can be employed. Where all channels come in strongly, removal of the (1st) RF amplifier will often provide adequate attenuation.

The servicer who sets out to eliminate interference should bear in mind two facts relative to the receiver itself. The first is that those methods which involve improving the ratio of signal to unwanted signal or signal to noise by attenuating the interference will meet with indifferent success in very weak signal or fringe areas. Here all attempts should be made first to im-

prove the signal: by height, stacking arrays, orientation, improved antenna front-to-back ratios, etc. The second consideration is that most receivers have features designed to reject unwanted signals: adjacent sound and adjacent picture traps, IF traps, input transformers presenting a high impedance to low frequencies, associated-sound-in-picture traps, etc., and provide for image and conversion product rejection. Since the RF and IF circuits tune broadly, the set may operate satisfactorily where no troublesome condition exists, but will not be aligned well enough to do the job where conditions are critical. Often a check of alignment will point to an easier solution than the methods which follow.

The first type of interference, noise, is least bothersome in normal signal areas, and where the antenna is as high as possible. It can enter the set through any of the four paths described in the beginning of this article (antenna, lead-in, chassis, power line), and one of the easiest methods of eliminating two of these paths is to disconnect the antenna from the receiver terminals. If the interference disappears, it enters either the antenna or its lead-in. This situation is the most difficult, and may possibly be improved by using shielded lead-in (coax or shielded twisted pair) if the noise seems to be local, by re-orienting the antenna on the chance that the noise and the signal come from different directions, and by getting additional height on the antenna when the noise comes from the street or highway.

TVI Can Enter Chassis

If the source of the noise is at the other end (receiver), the easiest starting point is the power line . . . try line filters, and grounding the chassis (except in the case of transformerless receivers). If the noise comes into the chassis, shielding it may help. Ordinary window screen will often do the trick, on as many sides of the receiver as seems necessary, starting with the bottom. Many receivers have considerable twin-lead ribbon connecting the receiver antenna terminals to the RF unit, and very often replacing this with shielded lead (of course, appropriate impedance matching will be necessary) clears up a lot of trouble. In a few instances it may be necessary to search out and clean up arcing motor brushes and other local sources of noise.

In the case where either noise or RF interference is difficult to locate, the use of an all-wave receiver and directional antenna will save a lot of time, especially in antenna work.

The second source of interference is the non-radio group of medical, scientific and industrial services. Nominally these groups operate at approximately 13, 27 and 41 mc. It can be seen that the 27 mc type can enter the IF passband, and the second harmonics of 27 and 41 can enter with RF carriers on appropriate channels. It is essential to

determine here how close the source of interference is. If the interfering signal is weaker than the RF signal, and comes in on the antenna, orientation, traps, or stubs may help. But if the source is right in the vicinity of the TV set, and the signal from it is therefore equal to or greater than the desired RF signal, traps, line filters and chassis shielding will all have to be tried. In severe cases, such interference may never be eliminated. The FCC prescribes the operating frequencies and characteristics of this equipment, including suppression of harmonics, and permissible radiation (usually not more than 15-25 microvolts per meter at a distance of 1000 feet or more). The usual troublesome case, however, is quite within the regulations. Occasionally a friendly appeal to the user of such equipment may persuade him to employ additional shielding and suppression of spurious or harmonic radiation.

In dealing with the third source of interference, RF signals, the same starting point for isolation is employed as with noise and with non-radio RF sources, namely disconnecting the antenna from the set and observing the results. A desirable second step to be used if the source of interference is not known, is to try to tune it in on a communications receiver. Familiarity with the frequencies of possible sources, and the ways in which they get into the picture, will be of assistance here.

All TVI Not From Hams

Amateurs come in for a lot more blame in this respect than is their due. As a general rule, hams are doing more to eliminate TVI than any other source of it. Considering the IF passbands of TV sets to be in the neighborhood of 20-30 mc, we find not only hams (at about 15 meters), but also diathermy (11 meters), aircraft communications (all over the band from 12-60 meters), police, taxi, and international broadcasting. Presuming the interference between 20 and 30 mc as coming in on the antenna, we can improve the antenna gain to get better signal-to-unwanted-signal ratio, orient to favor the wanted signal where possible, improve the front to back ratio of the antenna if the unwanted signal comes from a direction favorable for this method, use shielded lead-in where necessary, use an antenna trap or stub at the receiver tuned to the offending frequency, put an IF trap such as is found in the receiver across the antenna terminals of the set, and in severe cases shield the chassis of the receiver.

Harmonics, when they can be unquestionably attributed to a particular source, may be handled by appealing in a friendly manner for cooperation from the user. For instance, the second harmonic of the 10 meter band falls within the band of TV channel 2. Hams who offend in this respect, will usually do all they can to suppress the harmonic when properly approached even though the signal strength is confined

TYPE	SOURCE	MANIFESTATION		ELIMINATION	
		SOUND	PIX	OUTSIDE	INSIDE
Noise	Ignition Motors	Steady rhythmic clicks	Short, black lines in different places in pix	Raise antenna, orient antenna, use higher gain or more directive antenna, use coax or shielded pair lead-in, relocate antenna or lead-in	Line filters filters on brushes at source shielding at source ground recv'r shield recv'r
Non-Radio RF	Diathermy RF Heating	Loud hum	Herringbone section thru pix diagonal or crosshatch pattern		Trap, stub, chassis shielding
RF	International, Aircraft and Amateur Short Wave FM Stations TV Stations TV Receivers	Voice or music being Xmitted	diagonal or crosshatch pattern		Trap, stub, chassis shielding

NOTE: Sound bars in pix or moire pattern due to pairing of lines should not be confused with interference, and indicate need for alignment. Poor filtering in the receiver can result in visible 60 cycle hum. For description of spillover and airplane jitter, see text.

within limits prescribed by the FCC.

It might be in order to mention at this point that the FCC has been swamped by inquiries about sources of TVI. The technician will probably save time by trying to solve his problem locally without bothering them.

Conversion products are an interesting phenomenon which usually eludes the selectivity measures of the receiver. A few examples will serve to illustrate this problem.

1) Image interference of FM. An image frequency is roughly the same distance away from the local oscillator on one side as the desired signal is on the other side. In a typical case, a receiver tuned to channel 2 has its local oscillator set at 81 mc to produce the

proper IF when beat with the pix carrier (55.25 mc) and the sound carrier (59.75) which are below it 25.75 and 21.25 mc respectively. FM station WGHF at 101.9 mc, above the oscillator, produces a beat of 20.9 mc, which is acceptable to the IF input. This interference can be eliminated with a wave trap or a half-wave stub tuned to the frequency of the offending station.

2) Double conversion. In this case the oscillator beats with an unwanted signal to produce a frequency similar to the channel to which the set is tuned, and then converts this new signal along with the desired one. In a typical case, the receiver is tuned to channel 5, with its oscillator at 103 mc.

(Continued on page 72)

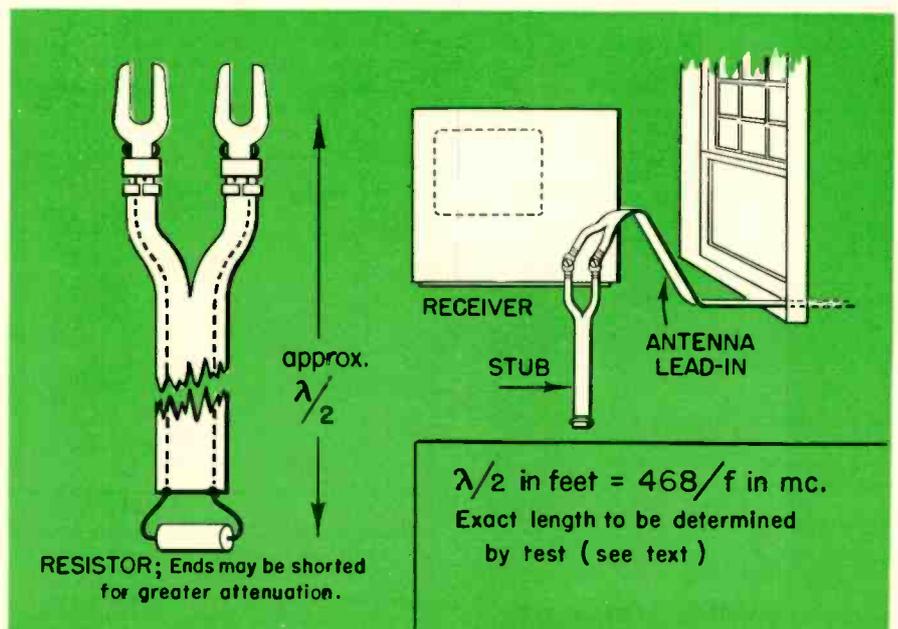
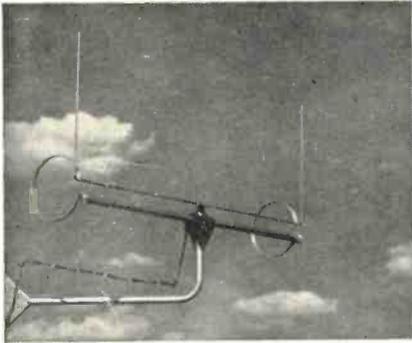


Figure 2: Construction and installation of stub for RF interference

New Television Products

Tricraft TV ANTENNA

Model 500 is an all-wave antenna designed for use where roof installations are not permitted. Weighing 2½ lbs., it may be mounted



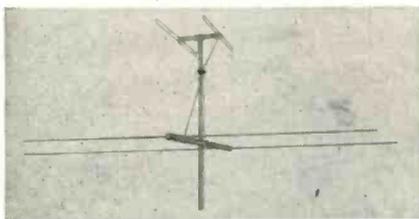
on windows or side-walls and does not protrude excessively from mounting surface. Tricraft Products Co., 1535 Ashland Ave., Chicago, Ill.—RADIO & TELEVISION RETAILING

Roger TV ANTENNA

The Yagi-Beam consists of three directors, one reflector and a driven element providing an extremely directional, high gain antenna on the channel frequency for which it is cut. Each model is peaked to one of the high-band channels (7-13) and provided with an appropriate matching section for either coax or 300 ohm line. All connections are soldered at the factory, and ease of assembly is claimed. Roger Television Inc., 366 Madison Ave., New York, N. Y.—RADIO & TELEVISION RETAILING

RCA TV ANTENNA

Type 203A1 is a folded dipole with folded reflector for reception on the high band (7-13). Designed for mounting on the same mast with a low-band antenna, the unit is



provided with a "harness" to couple the two antennas to a single transmission line. When connected in this fashion, either antenna may be oriented separately. RCA Victor Division, Camden, N. J.—RADIO & TELEVISION RETAILING

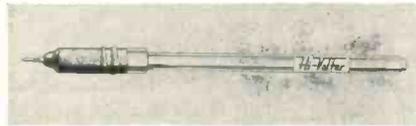
Sand-Scott ANCHOR & DRILL KIT

A complete kit of plastic expanding screw anchors and masonry drills in different sizes is especially adaptable for use by TV installa-

tion teams, where bolts must be anchored in brick or masonry. The 525 screw anchors and 3 masonry drills in the kit cost \$10. Holub Industries, Inc., Sycamore, Ill.—RADIO & TELEVISION RETAILING

Mattison HI-VOLTER

High voltage multiplier probe for use with VTVM or microammeter in television applica-



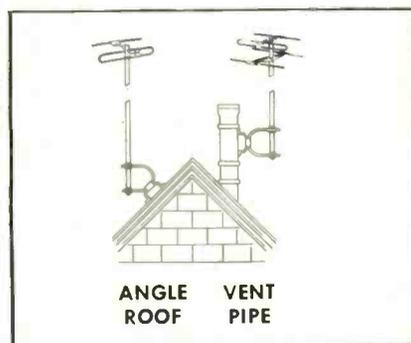
tions, the Hi-Volter has a safety factor of 25,000 volts. Richard Mattison Co., 114 E. 16th St., New York 3, N. Y.—RADIO & TELEVISION RETAILING

Edwards TELEPHONES

Duplex sound-powered phones require no batteries and constitute a two-way communication system when connected together by a two-wire line. They are especially adaptable to TV antenna work where one technician is on the roof and the other at the receiver. List price is \$6.50 for a set. Edwards FM Radio Corp., 168 Washington St., New York 6, N. Y.—RADIO & TELEVISION RETAILING

Snyder TV ACCESSORIES

In addition to its line of Redi-mount TV antennas and accessories, Snyder has announced three new products for TV dealers and installation agencies. The LS-5 lens stand is adjustable for all width lenses and adjustable for height, features a heavy base to pre-



vent tipping. The CA Chimney Anchor permits installation of antenna masts on chimney without drilling or guying. The C Bracket is adjustable for mounting antenna masts on parapets, standpipes, peaked and flat rooves. Snyder Mfg. Co., 22nd & Ontario St., Phila. 40, Penna.—RADIO & TELEVISION RETAILING

Masco TV BOOSTER

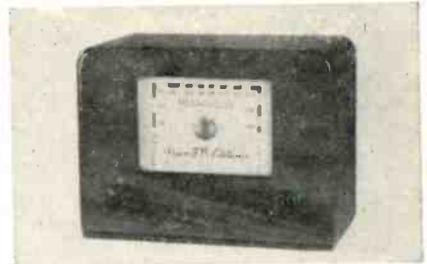
Model MTB-13X is a booster providing continuous vernier tuning over all 13 channels on a two-stage amplifier, with self-contained



power supply and on-off pilot light. List price is \$30. Mark Simpson Mfg. Co., Inc., 32-38 49th St., Long Island City 3, N. Y.—RADIO & TELEVISION RETAILING

Vision FM TUNER

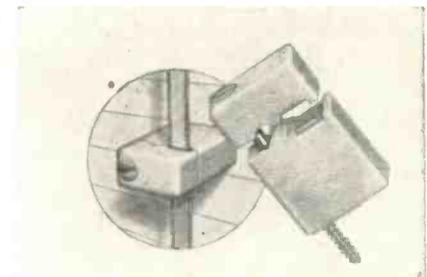
The Teletuner can be connected between the TV antenna and TV set, provides reception in FM band on the sound channel of the TV



set, utilizing either channel 2 or 3, whichever is free. Teletuner is priced at \$29.95 with self-contained power supply. Vision Research Laboratories, 87-50 Lefferts Blvd., Richmond Hill 18, N. Y.—RADIO & TELEVISION RETAILING

TV-FM LEAD-IN SUPPORTS

Porcelain stand-off insulators especially slotted for twin-lead ribbon have been designed



for quick, easy installation, firm support without cutting or chafing of the lead-in. Porcelain Products, Inc., Findlay, Ohio.—RADIO & TELEVISION RETAILING

TV Test Equipment that covers all present and future bands.

The Mega-Sweep, a high quality instrument, is now being used by these and other leading manufacturers.

IN GOOD COMPANY

FADA
Radio

ANACONDA

SONORA Radios

Users



Federal Telecommunication Laboratories, Inc.



BELL TELEPHONE LABORATORIES

E. I. DU PONT DE NEMOURS & COMPANY



GENERAL ELECTRIC COMPANY BELMONT RADIO CORPORATION

THE MEGA-SWEEP



THE MEGA-PIPPER

Precise crystal positioned marker generator. Used with the Mega-Sweep, the Mega-Pipper generates four sharp marker pips which are displayed on the response curve on the oscilloscope. These pips appear simultaneously at sound and picture i.f. carrier and adjacent sound and picture i.f. carrier frequencies. Pips are applied directly to oscilloscope and do not disappear when tuned into traps. Fast, precise tuning of traps and positioning of i.f. characteristics possible. Plug in crystals make it possible to change Mega-Pipper to any i.f. frequency in the RMA bands.

Price \$150.00 f.o.b. factory



THE MEGA-SWEEP

Expert opinion says, "Yes, you must have a Sweeping oscillator to do TV service work." Why not buy the best and assure the best quality work. The Mega-Sweep is the only sweep capable of operation in the UHF-TV bands now being discussed. Wide Sweep (up to 30 mc) continuously variable attenuator with flat frequency response, low amplitude modulation while sweeping. The sawtooth type sweep is entirely electronic. Only one r.f. sweeping voltage in output. No spurious signals, no phasing or synchronizing problems.

Price \$395.00 f.o.b. factory



THE MEGA-MARKER

Experts say, "A marker is essential for use with your sweeping oscillator." The Mega-Marker is a precision variable oscillator (accuracy 0.25%) which operates with the Mega-Sweep. Crystal oscillator (4.5 mc) included for calibrating instrument's variable oscillator and supplying accurate marker for lining up video sound trap and intercarrier i.f. and discriminator. Includes output amplitude control, provision for mixing Mega-Sweep and Mega-Marker outputs for application to the receiver under test.

Price \$60.00 f.o.b. factory



THE MEGA-MARKER SR.

This unit provides a crystal controlled high accuracy (0.01%) sound r.f. carrier for each of the twelve television channels. The carriers can be used tone modulated or unmodulated by setting a panel switch. Includes amplitude control and switched channel tuning. Contains independent power supply and can be used either with Mega-Sweep or as an independent test instrument for tuning TV receiver local oscillator on all twelve channels.

Price \$195.00 f.o.b. factory

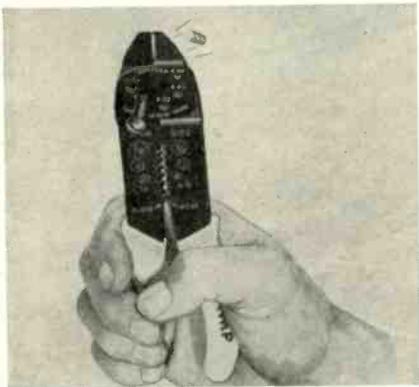
WRITE FOR FULL SPECIFICATIONS

KAY ELECTRIC CO., 15 Maple Ave., Pine Brook, N. J.

New Aids for Servicicers

Amp HAND TOOL

The Shearite cuts machine screws, and strips or cuts wire, combining three uses in one



pliers-like tool. Holes are provided for different sizes of screws and wire. Handles are shock-proof plastic. Aircraft-Marine Products Inc., 1523 North 4th St., Harrisburg, Penna.—RADIO & TELEVISION RETAILING

Federal ANTENNA LEAD-IN

A low-loss auto antenna cable K-109 achieves low capacitance hitherto difficult to obtain in a shielded wire by the use of air dielectric insulant in a special process. Cable comes ready to install. Federal telephone and Radio Corp., Clifton, N. J.—RADIO & TELEVISION RETAILING

RCA REPLACEMENT SPEAKERS

New line of replacement speakers for radio and sound systems includes 14 PM and three field speakers, ranging in size from 2x3 inch to 12 inch. Attention has been given to requirements of size, ruggedness, frequency response, mounting facilities, etc. RCA Victor Division, Camden, N. J.—RADIO & TELEVISION RETAILING

Electrovoice CARTRIDGE KITS

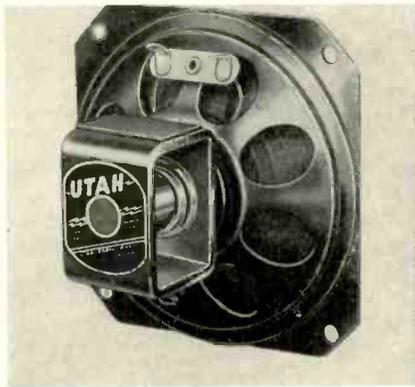
Two new kits of torque drive crystal pickup cartridges are available for counter display and replacement purposes. The cartridges come complete with needles, one kit providing osmium-tipped needles, the other sapphire-tipped. Three basic types are said to provide replacements for over 150 standard models. Electrovoice, Inc., Buchanan, Michigan.—RADIO & TELEVISION RETAILING

Utah REPLACEMENT TRANSFORMERS

A new line of replacement transformers for use in conjunction with Utah replacement speakers are of the universal output, universal line, and single output type. The three types come in eight sizes. Utah Radio Products, Huntington, Indiana.—RADIO & TELEVISION RETAILING

Utah INTERCOM SPEAKERS

The four inch SP4A1 and five-inch SP5A1 are especially designed for intercom and simi-



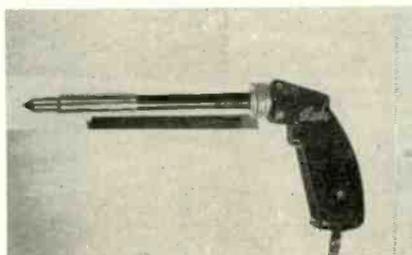
lar sound applications. Both sizes have 44 ohm voice coils and .68 ounce Alnico V magnets. Utah Radio Products, Huntington, Indiana.—RADIO & TELEVISION RETAILING

Artisan WORKSHOP TRAILER

This two-wheel trailer for attachment to truck or auto is equipped with tool and parts bins and shelves, and ladder-holding brackets, providing a mobile workshop for appliance, radio or television installation and service technicians. Two models are available, one 6'3" long, the other 8½' long. Artisan Products, Inc., 3540 West 140th St., Cleveland 11, Ohio.—RADIO & TELEVISION RETAILING

Phillips SOLDERING IRONS

Three new soldering irons for 110 AC or DC, the "200," the "75" and the "300" are rated at 60, 75, and 100 watts respectively.



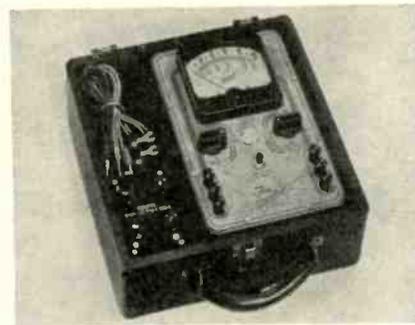
Maker claims less heat waste due to concentration of element heat near tip. Model 200 features a pistol grip. Phillips Mfg. Co., Minneapolis 8, Minnesota.—RADIO & TELEVISION RETAILING

Raytheon VOLTAGE STABILIZER

New model oil-filled voltage stabilizer is rated at 15 watts, input voltage 95-125, 57-63 cycles, output 115 volts. Bulletin describing this and other models in VR-6000 line may be had from Raytheon Mfg. Co., Waltham, Mass.—RADIO & TELEVISION RETAILING

Hickok WATTMETER

Wattage consumption, amperes and line voltage of any ac appliance (up to a 220 volt electric range) may be shown by the model 900B volt-ampere wattmeter, a new unit which tests equipment while in actual use. A continuity



test consisting of a neon lamp connected between line and load binding posts provides a simple, accurate check for shorts in power circuits. A current transformer for additional ranges of 5000 and 10,000 watts, and 65 and 130 amps is provided.—Hickok Electrical Instrument Co., 10606 Dupont Ave., Cleveland 8, Ohio.—RADIO & TELEVISION RETAILING

Bradshaw MULTITESTER

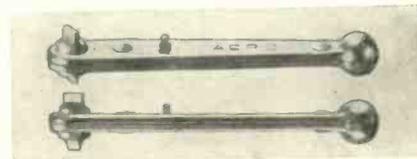
Model 30 is a 1000 ohms/volt instrument providing measurement of AC and DC volts, DC ma., resistance, and decibels in several ranges, all of which are available on one rotary switch. The meter comes in portable, bench and kit versions. Bradshaw Instruments Co., 348 Livingston St., Brooklyn 17, N. Y.—RADIO & TELEVISION RETAILING

Precision TUBE & SET TESTER

Series 654 combines in a single unit a roll-index tube checker and a high sensitivity multimeter (20,000 ohms/volt DC, 1000 ohms/volt AC). Lever switches permit checking of each tube element, and provision is made for testing radio battery packs. A high voltage probe is available which permits the multimeter to test TV voltages up to 30KV. Precision Apparatus Co., Inc., 92-97 Horace Harding Blvd., Elmhurst, L. I., N. Y.—RADIO & TELEVISION RETAILING

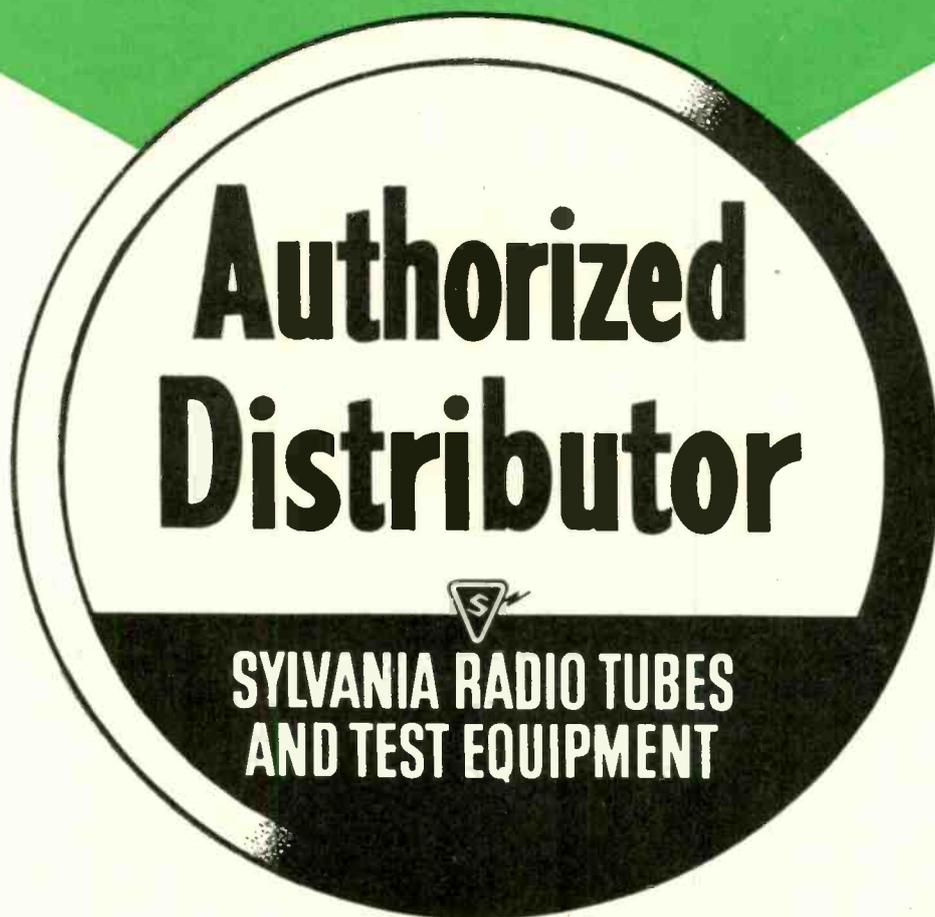
Aero OFFSET SCREWDRIVER

Aero #6200 permits application of leverage to drive screws in inaccessible positions. Re-



versing lever makes it possible to remove screws. Two blades for different size screws. Aero Tool Co., 6930 Avalon Blvd., Los Angeles, Calif.—RADIO & TELEVISION RETAILING

Look for the distributor
who displays this sign!



AS a part of its 1948 program, Sylvania Electric will supply each of its authorized distributors with this new decal, printed in red, yellow, black and three shades of green. It's worth your while to look for this sign on

his windows, doors and trucks — it is your assurance that this distributor will supply you with genuine Sylvania radio tubes and top-quality test equipment — and that you can count on prompt, courteous service as well!

Sylvania Electric Products Inc., Radio Tube Division, Emporium, Pa.

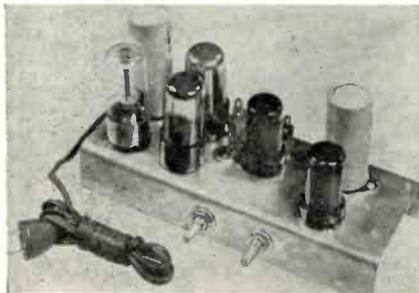
SYLVANIA  ELECTRIC

MAKERS OF RADIO TUBES; CATHODE RAY TUBES; ELECTRONIC DEVICES; FLUORESCENT LAMPS, FIXTURES, WIRING DEVICES; ELECTRIC LIGHT BULBS

New PA and Service Items

Speco PHONO AMPLIFIER

Model 309 phono amplifier and preamplifier provides inputs for both low and high level pickups with virtually flat response from 1000



to 14000 cycles and boost below 1000 cycles, the maker states. Low distortion, hum and noise at 2 watts output is claimed. Dealer's net is \$14.95. Special Products Co., Silver Spring, MD.—RADIO & TELEVISION RETAILING

Universal AMPLIFIER

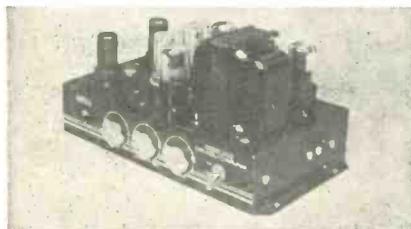
Makers of the Polyphonic Sound amplifier claim to have reached a new threshold in distortionless, full-range amplification of music. A novel coupling arrangement of beam power output tubes is said to yield results superior to triodes through improved power regulation, lowered internal impedance and lack of harmonic distortion. The unit is designed for incorporation in custom built radio and sound installations. Universal Broadcast Equipment Corp., 6035 Northwest Highway, Chicago, Ill.—RADIO & TELEVISION RETAILING

Chicago TRANSFORMERS

A new line of replacement transformers featuring standard ratings at low cost includes power transformers, chokes, driver, speaker, matching, interstage, and output transformers. For further details write Chicago Transformer Division, Essex Wire Corp., 3501 Addison St., Chicago 18, Ill.—RADIO & TELEVISION RETAILING

Bell HI-FI AMPLIFIER

The model 2122 radio-phono amplifier provides 4 individually equalized inputs for tuner, crystal pickup, and magnetic pickups, the



latter with preamp stages. Separate bass and treble controls may be set for flat response from 30-15000 cycles. Choice of output impedances. Bell Sound Systems, Inc., 555 Marion Rd., Columbus 7, Ohio.—RADIO & TELEVISION RETAILING

Universal TV ANTENNAS

This complete line of antennas, including straight and folded dipoles, high and low band, and stacked arrays, features a U-bolt connection of the elements to the cross-arms and the cross-arms to the mast which is said to greatly simplify antenna assembly. Subsequent orientation, or adding of new elements are also facilitated. Veri-Best Television Co., 8-10 Forrest St., Brooklyn, N. Y.—RADIO & TELEVISION RETAILING

Stancor TV REPLACEMENTS

A new line of standard replacements for TV includes horizontal and vertical oscillator and output transformers, chokes, power transformers, yokes and focus coils. Catalog may be had by writing Standard Transformer Corp., Elston, Kedzie and Addison Sts., Chicago 18, Illinois.—RADIO & TELEVISION RETAILING

Simplytrol OVEN PYROMETER

Adaptable to either sales demonstration or service work, this instrument utilizes a thermocouple wire placed in the oven to show speed



of heating, proper operation of heat control, heat lost when door is opened, etc. The device can also be used to check electric irons. Assembly Products Inc., Chagrin Falls, Ohio.—RADIO & TELEVISION RETAILING

Photovolt BRIGHTNESS TESTER

Checking light output of television tubes, screens, and cathode ray oscilloscopes is made possible by this photoelectric device which measures brightness directly in foot lamberts. It is applicable to laboratory tests, production control, installation, and service. Photovolt Corp., 95 Madison Ave., New York 16.—RADIO & TELEVISION RETAILING

IRC RESISTORS

The BT series of 1/3, 1/2, 1 and 2 watt resistors attain new standards of stability in voltage, temperature and humidity tests, the maker states, and are of particular merit in television applications. The firm also announces 91 new ranges in its Power Wire Wound resistors. Catalog available on request to International Resistance Co., 401 N. Broad St., Philadelphia 8, Penna.—RADIO & TELEVISION RETAILING

New Books, Manuals and Catalogs

Servicing The Modern Car Radio

By A. L. Hurlbut, 1948, Murray Hill Books, Inc., New York, N. Y. \$7.50

This comprehensive study of auto receivers written for servicemen contains 120 pages of text and over 500 pages of circuits and alignment data for car radios from the mid-1930's to the present. Installation, troubleshooting and repair are covered in 17 chapters with numerous sketches and photographs of the mechanical features, together with circuit diagrams. Originally published in 1946, the book has been revised and enlarged.

Radio Components Handbook

Written and published by Technical Advertising Associates, Cheltenham, Pa., 1948. \$1.50

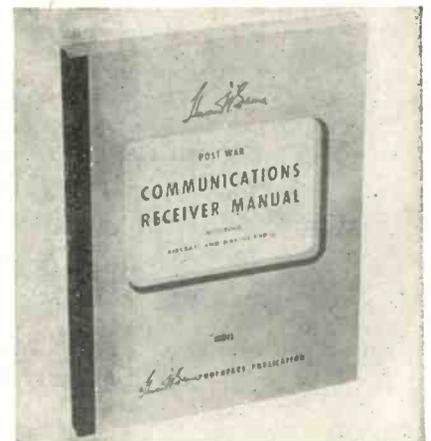
A reference book containing detailed and well illustrated studies of all the basic functions, components and circuits found in radios. This 211 page handbook is useful to engineers and technicians designing radios or sound equipment for manufacturing or custom work, and also servicers, amateurs and students for background theory as well as tables of standards and operational data.

Snyder TV Catalog

A complete catalog of its Redimount television aerials and accessories may be had by writing Snyder Mfg. Co., 22nd & Ontario Sts., Philadelphia 40, Penna.

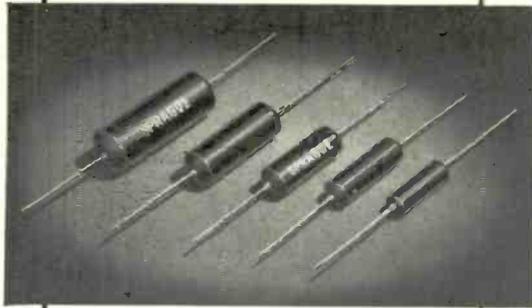
Sams Ham Manual

The Postwar Communications Receiver Manual CRI, published by Howard W. Sams, Inc., Indianapolis, Indiana covers



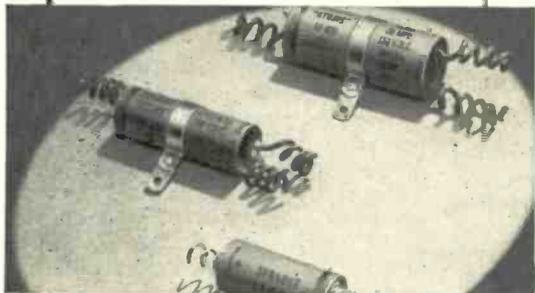
more than 50 receivers, including a number of units designed for aircraft and marine applications. The 264 page book contains engineering, design and service data presented in the manner of the Photofact folders. List price is \$3.00.

Buy WHERE YOU SEE **THIS BANNER**
 . . . because **IT'S BETTER FOR YOU!**



SPRAGUE TM TUBULARS

The first truly practical MOLDED Paper Tubulars. Now in stock—ready for your use—See your SPRAGUE Distributor.



SPRAGUE ATOMS—DRY ELECTROLYTICS

You can make up virtually any required capacity-voltage combination with a small stock. Keep a representative supply in your shop. **SAVE TIME—SAVE MONEY—SAVE SPACE!**



SPRAGUE EL SELF-MOUNTING MIDGET CAN CAPACITORS

No other Dry Electrolytic gives so much dependability in so small a space! Tinned, Twist-Prong Tabs for easy soldering; quick, universal self-mounting. **SAVES TIME—SPEEDS RELIABLE SERVICE!**



**Reach for a SPRAGUE
 and Know You're Right!**



Yes, it's better for you *and your business* to buy where this banner is displayed because the SPRAGUE BANNER identifies a Distributor who agrees that "*It's foolish to play penny-ante when your business is at stake!*"

Your Sprague Distributor is a successful business man. He knows the parts business intimately—and he knows that to really build a bigger, more successful service business, you should use only the best replacement parts. That's why he features Sprague Capacitors and *Koolohm Resistors. His business depends on your success and he wants you to remember that **YOUR REPUTATION AND YOUR CUSTOMERS ARE TOO VALUABLE TO RISK FOR THE FEW PENNIES "SAVED" BY BUYING INFERIOR OR UNKNOWN "BARGAINS"!**

Yes! We're Listed in the **RED BOOK**

Looking for the correct Sprague replacement capacitors for any receiver manufactured from 1938 to 1948? It's easy—just refer to The Radio Industry RED BOOK . . .



CAPACITORS

SPRAGUE

*KOOLOHM RESISTORS

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

SPRAGUE PRODUCTS CO., North Adams, Mass. • (JOBING AND DISTRIBUTING ORGANIZATION FOR THE PRODUCTS OF THE SPRAGUE ELECTRIC COMPANY)

SALES Maker

The salesman who memorizes names and addresses of his customers, and the products they have purchased, always has a valuable sales gimmick at hand for his use. This gimmick — the "satisfied user" angle, is old as the hills, but it's a real killer-diller in many cases where prospect is unfamiliar with the make the salesman handles.

Sell Time-Buying

(Continued from page 49)

livery before payment, and in some industries two or three months before), and that many floor-plan their purchases via time payments. Such practices are good, sound business. The reasons for this latter claim are: first, it helps to establish a credit rating, as mentioned earlier, and second, it enables a person to keep a larger proportion of his working capital intact, and drawing interest. For the individual who feels he must have a "little put away for a rainy day," and doesn't want to blow his whole nest egg on one appliance, this is the perfect answer.

This reasoning is conventional in such matters as real estate, where it is hardly considered advantageous any more to own a house "free and clear." If the merchandise bought on time is felt to be endangered by the possibility of defaulting in a payment, so is a home, and yet few people feel so concerned because they must make regular payments on the mortgage.

The habit of monthly payments is also well established in paying for the telephone, light, gas, etc. Although these services are not being bought in the same sense as an appliance, they might easily be taken away if the monthly bill is left unpaid. Because people are so accustomed to paying these accounts, they frequently buy appliances from their utility company and pay for the same on monthly bills.

The person who is opposed to install-

ment buying will frequently say that he can't afford to lay out the full purchase price at this time, and will prefer to wait until he has saved it up.

A little thought about the financial capabilities of such a person would lead the dealer in most cases to surmise that any mature family in which the husband is engaged in what is probably his life's work, and who does not at this time have enough money to lay out cash for an appliance, probably never will. In other words, either the circumstances, though comfortable, are not sufficient to permit the amassing of reserves, or the person does not regularly lay away the necessary sums to accumulate reserves. It is because of this latter tendency that Christmas Clubs and endowment policies are so popular . . . because people realize that they can spare so much a month if they bind themselves in some way to do it, but rarely do so voluntarily. If they can budget themselves to pay by the month for light, telephone, mortgage, insurance, Christmas Club, etc., etc., why not for a refrigerator, television set, washing machine and the like?

"Why Wait" Angle

And finally, even if the customer could in two or three years save up enough to buy this one appliance, what does he lose meanwhile? Buying on time, which is actually easier than laying out the cash all at once, also gives him added pleasure and convenience during the time in which he is saving up the money.

Summing up, the dealer should try to get at the customer's objection to installment buying. He should be prepared to discuss any of the usual angles that come up in this connection, such as the feeling that buying on time is not a stable procedure, the fear of not being able to pay, or of being charged too much interest. The dealer should be able to expand on the positive aspects, namely the good business sense of time buying, getting something one would never get otherwise, or not as soon. And overall, he should emphasize the naturalness and conventionality of this practice, and its analogy with other domestic finance practices.

In this way, if carefully handled in privacy and confidence, the problem of the untapped market of people who just don't like installment buying can be solved, and much of this market successfully sold.

Radio Meeting

(Continued from page 31)

The follow-up on the town meeting is important. You have met important people, built up new acceptance for the service game, learned new technical procedures and improved business methods. Cash in on these advantages by letting your customers know, in a general way, that you are now prepared to give them service on a new and improved plane. They'll have more confidence in all radiomen of the community if they are kept reminded of the great job done at the meeting with the cooperation of set manufacturers whose names they recognize from their heavy national advertising.

The follow-up can take the form of local advertising, direct mail pieces, window placards, etc. Make generous use of reproductions of newspaper reports of the meeting, pictures, even clippings of the program. These things make an impression on people, because they show you are progressive, alert, interested in building up your business by satisfying your customers.

Write letters of appreciation to the business men of the town who delivered talks. Maybe you didn't meet them personally, but they'll feel that you did. They'll remember your letterhead and become aware that you too are a business man.

Admiral Okla. Jobber

Appointment of Capital Distributors, Inc., Oklahoma City, Oklahoma, as exclusive distributors of Admiral radios, radio-phonographs, television sets, electric ranges and refrigerators for Oklahoma has been announced by W. C. Johnson, general sales manager of Admiral Corp., Chicago.

Name Tele-tone Jobber

Tele-tone Radio Corp., New York City, has appointed the Williams and Shelton Co., Charlotte, N. C., as distributors for the North and South Carolina sales territories, it has been announced by Morton Schwartz, general sales manager.

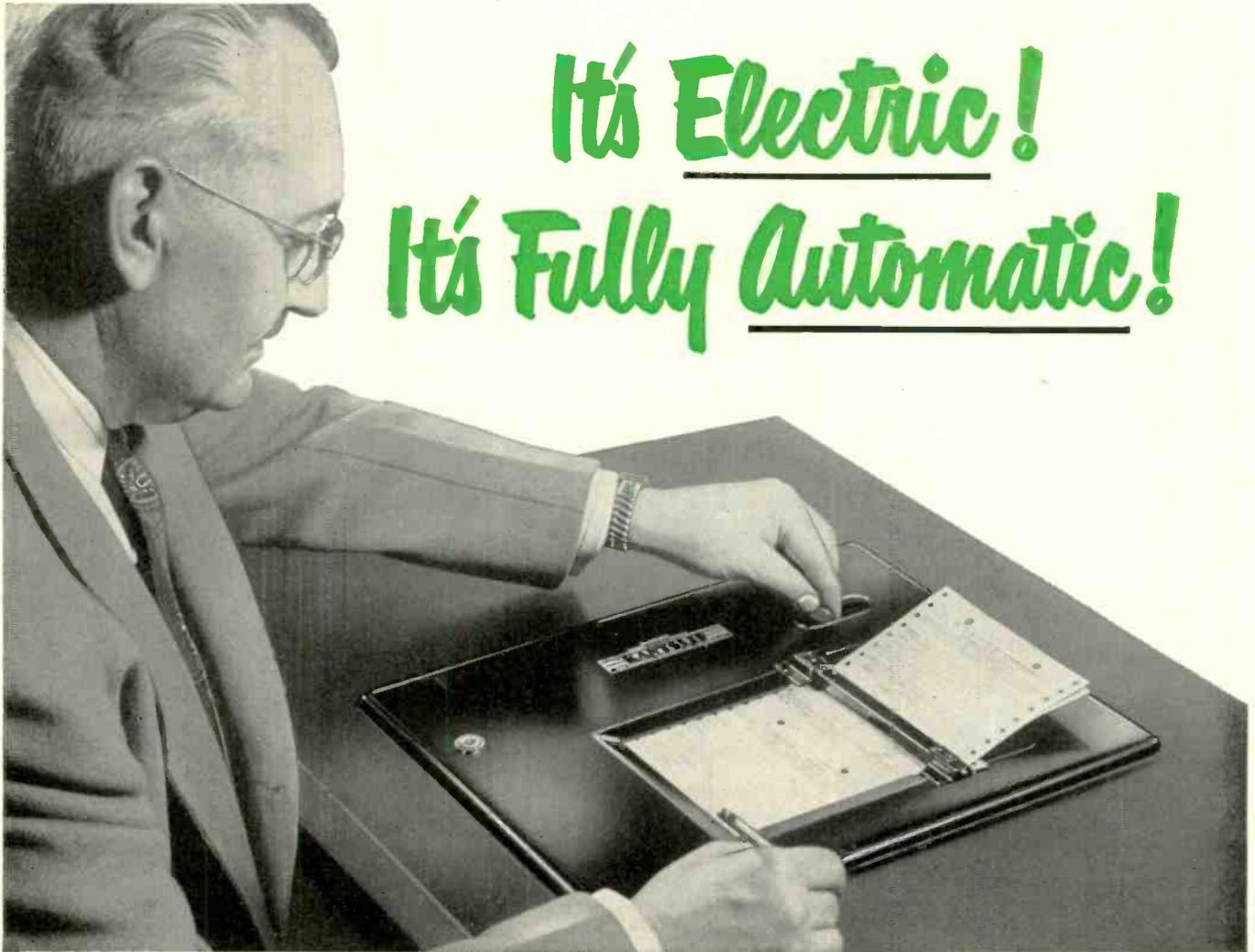
Bendix Television Growth

Edward C. Bonia, general sales manager of Bendix Radio Division of Bendix Aviation Corp., Baltimore, has announced that both the television development and service organization engineering staffs have been expanded in preparation for wider distribution of the firm's television home receiver line. He also made known the fact that another video production line will be laid almost immediately to facilitate the opening of new television markets.

Olympic Officials and Agency Execs at Showing



Shown at the introduction of the new Olympic television line, manufactured by the Olympic Radio & Television Inc., Long Island City, N. Y., are: W. A. Bruce, Butler Adv.; Jay Gardiner, Sales Rep., Olympic Radio; P. L. Schoenen, executive vice-president, Olympic Radio; A. A. Juviler, president, Olympic Radio; E. M. Butler, Butler Adv.; G. M. Solomon, service manager, Olympic Radio; R. H. Butler, Butler Adv.

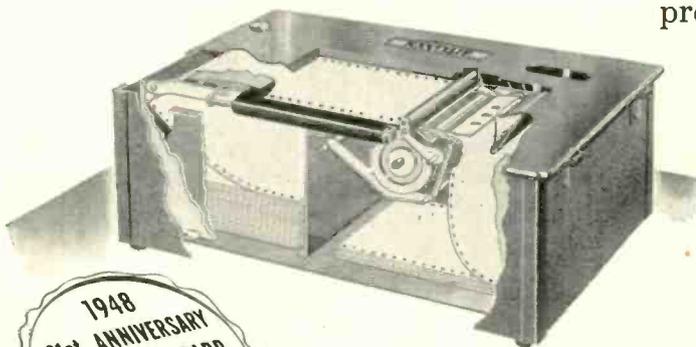


It's Electric!
It's Fully Automatic!

Write!
Touch a Button!
That's All!

Years ahead! The Standard Electric Register . . . for fast, convenient and accurate record writing . . . made possible by Standard's positive pinwheel feed.

For thirty-one years, big industries and small businesses have used the Standard *Electric* Register. Write today for proof that it will save time, work and costs, protect and increase profits, in *your business*.



Write a cash or charge slip, production order, receiving or shipping form . . . whatever record you need.

Standard Register

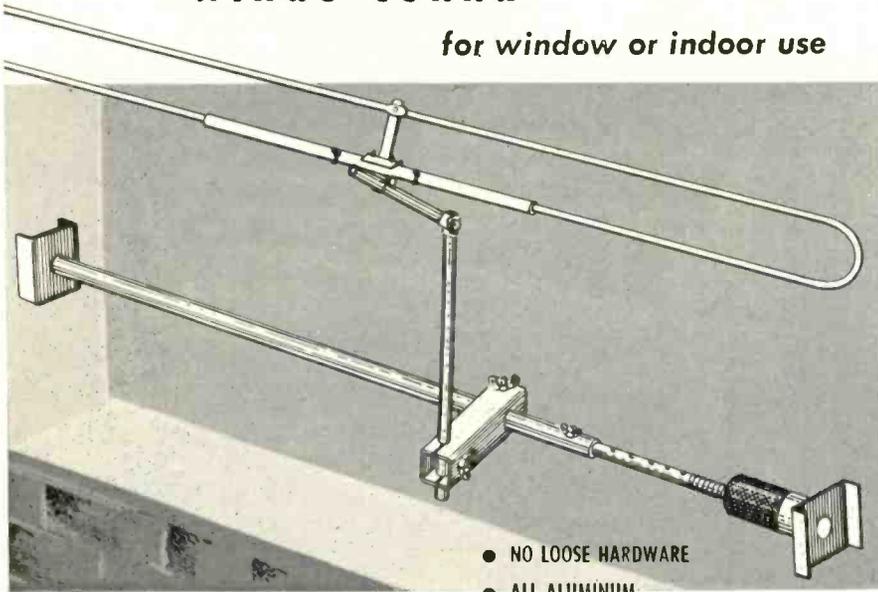
*Electric and Manual Form-Flow Registers.
 The Registrator Platen, for Typewriters
 and Other Business Machines.
 Marginally Punched Continuous Forms.
 "Paperwork Simplification" by System Analysis*

THE STANDARD REGISTER COMPANY, 1312 CAMPBELL STREET, DAYTON 1, OHIO

Pacific Coast: Sunset McKee-Standard Register Sales Co., Oakland 6, California. Canada: R. L. Crain Limited, Ottawa. Great Britain: W. H. Smith & Son, Ltd., London.

where roof installations are difficult
use the **UNIVERSAL**
windo-tenna

for window or indoor use



- NO LOOSE HARDWARE
- ALL-ALUMINUM
- All-directional orientation, vertically, diagonally, horizontally
- Completely packaged with dipole element

This simple, economical TV window antenna is effective, rigid and adjustable to any average-size window. No chisels, hammers, drills, screw drivers or special tools are needed—JUST POSITION AND ATTACH!

The UNIVERSAL WINDO-TENNA is necessary where roof installations are dangerous, difficult or not permissible. You can install it either on a window, door or any indoor location.

LOW PRICE!
\$13.50 list price

DISTRIBUTORS INVITED Write for prices and descriptive literature.

Sell LP Equipment

(Continued from page 42)

selecting the proper needle and at the same time changing the pressure of the needle on the record.

These different features will be found both in consoles and separate attachments, and will require demonstration. In addition, some cartridges provide for the replacement of needles, but often in a way different from the conventional thumb-screw types, and this should be demonstrated.

The necessity of a record changer for LP records is a question which might arise, since several are on the market. Since the records play up to 22½ minutes on a side, and since long selections are recorded on both sides of one record, it might not seem necessary to have a changer. The changer, however, facilitates playing the records because it is not necessary for the user to place the very light pickup (which exerts a pressure roughly equivalent to the weight of a five-cent piece) on the record.

All the foregoing information which relates to the dealer's sales approach to the customer, might also be applied to his own demonstration equipment, and to his sales help. That is, it is essential that the demonstrator use the proper equipment, know how to operate the equipment, and know the distinctive features of the equipment and the records.

Utilize Good Demonstrators

It would also help the sale of the records if the reproducing equipment used to demonstrate them was of sufficient fidelity to get the most out of the records. It is advisable, too, to keep the records in good condition and to use a good (that is, not worn) needle. The so-called "permanent" type of needle is recommended for this purpose. Several demonstrator records should be available so none will be worn out, the records should be kept in jackets to keep them clean and to avoid rubbing two together, and some sort of velour or camel's hair cleaner should be at hand to clean them off periodically. Vinylite records can be washed with water if it is desired to give them a good cleaning. It has been found with some equipment that jarring will cause the needle to skip a few grooves. Therefore it would not be recommended to place the demonstrator right next to a cash register, or anything which might jar it. Or at least, it is suggested that the demonstrator be tested privately before showing to customers to make sure that nothing of this sort will mar the demonstration.

A little effort expended in learning the features of the new records and their reproducing equipment as outlined in this article will in the end lead to increased and profitable sales for the music merchant.

VERI-BEST TELEVISION PRODUCTS, INC. • 8-10 FORREST STREET, BROOKLYN, N. Y.



HIGH OUTPUT CRYSTAL CONTROLLED FM-AM SIGNAL GENERATOR

HICKOK MODEL 288X

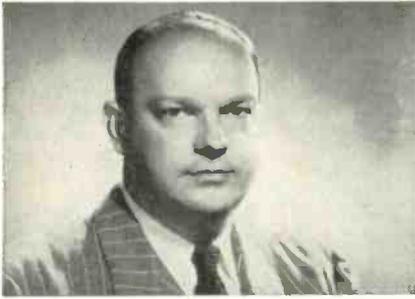
The most popular FM-AM generator.

- High FM output.
- Fundamental frequencies to 110 MC.
- FM frequencies to 160 MC.
- Two sweep frequencies—30 KC and 50 MC.
- Self contained decibel meter.
- Audio frequencies 0 to 15,000 cycles.
- Plus many other features.

See Your Jobber Today or Write for Literature.

THE HICKOK ELECTRICAL INSTRUMENT CO.
10523 Dupont Avenue • Cleveland 8, Ohio

Bolte Named by Sparton



The appointment of F. L. Bolte, shown, to the headquarters sales staff of Sparton is announced by Henry L. Pierce, general sales manager, the Sparks-Withington Co., Jackson, Mich.

Service Know-How

(Continued from page 57)

dentists, advertising agencies, etc. Where a charge for materials is included, it is considered incidental to the "know how" involved. So it should be with the radio service industry, although the public has a habit of considering that they are buying a part and the labor is incidental. Get across the idea that you are not only selling a tube, but getting good music out of a radio.

A fifth suggestion is to dramatize your organization and your shop, showing the customer that you have experienced help and the best equipment. Here again, a photo on the counter, in the window, in the mail, or in the newspaper if your budget permits, along these lines: "Joe Smith, our crackerjack radio trouble-shooter, has been with us for X years, been in servicing for X (years), went to — radio school (or is a graduate of), was in radio in the service during the war, is a ham (give call letters), etc. This is our service bench, showing the 5 test instruments with an aggregate cost of \$X.XX which enable us to locate troubles quickly, bring sets to top performance."

Finally, offer the customer helpful suggestions, either in person or by mail, which will remind him that you're interested in his pleasure from radio as much as your profit from it . . . suggestions as to the proper operation of the set; placement of speakers in rooms to get the best tone; the use of lightning arrestors on outdoor aerials; providing adequate ventilation for a set; grounding AC sets and not grounding AC-DC sets, etc. . . . and sometimes you might also mention your "checkup" service, or complete overhaul service, the availability of batteries at the beginning of the portable season, your competence to handle auto radios, TV, etc.

In these ways, you can take some of the mystery out of radio in the mind of your customer, make him feel satisfied when he pays the bill, and confident that you're capable of doing your job, and striving to do it honestly.

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.

ATR New Models

AUTO RADIO VIBRATORS

A Complete Line of Vibrators . . .

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

ATR VIBRATOR GUIDE
a complete line

New 34 page VIBRATOR GUIDE FREE

ATR 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.

New Akeroyd Office

Arthur E. Akeroyd, manufacturers' sales representative, has opened a downtown Boston office at 419 Commonwealth Ave., to better serve distributors and manufacturers in the New England territory. Correspondence and communications relative to sales in New England of the products of Chicago Transformer Division of Essex Wire Corp., Solar Capacitor Sales Corp., Solar Manufacturing Corp., and Ward Leonard Electric Co. will be handled from the new sales headquarters.

Major Television Offices

Irving R. Ross, president and chairman of the board, Major Television Corp., an-

nounces the opening of general offices of the firm at 19 W. 44 St., New York City. The company is currently introducing a new 10-inch television receiver.

JFD Factory Expansion

The JFD Mfg. Co., Inc., Brooklyn, N. Y., announced the completion of its new plant, devoted to the manufacture of radio parts and TV-FM antenna equipment and accessories. The new factory is the consummation of a \$500,000 postwar expansion program. At present, the JFD Mfg. Co., Inc., under the direction of Julius Finkel, president, and his sons, Albert and Edward Finkel, is in the process of building a larger sales and jobber and serviceman following.

Clearer TV Pictures

(Continued from page 61)

This beats with the sound carrier of Channel 7 (179.75) to produce 76.75 mc., within the bandpass of channel 5 pix carrier (77.25 mc.). A trap or stub may be used, with a switch for viewing the attenuated channel.

3) Oscillator harmonic conversion. In this case the second harmonic of the local oscillator beats with an unwanted incoming signal to produce a frequency acceptable to the IF. In a typical case the receiver is tuned to channel 3 with the oscillator at 87 mc. The second harmonic, 174 mc, beats with the sound carrier of channel 10 (197.75) to produce 23.75 mc. A stub will be effective.

Where a high band station interferes with a low band station, advantage may be taken of antenna orientation, since antenna response is usually different at the two frequencies.

Oscillator radiation from other TV sets may be tackled as an interference pattern by determining the condition present when interference occurs and solving in the same way as IF, image, double or harmonic conversion problems are solved. This condition is usually present when the offending receiver has no RF stage (particularly pre-war sets), and a booster on the offending set will usually eliminate this if the owner is willing.

Installing Tuned Stubs

The construction and installation of stubs is shown in fig. 2. The placement of stubs is sometimes critical, and it may be necessary to experiment and then tack in place. The length is also critical, especially in the case of shorted stubs. Testing can be accomplished by cutting into the twin-lead with a pair of diagonals, deep enough to contact both wires but not deep enough to cut through. Stubs may unbalance the line and introduce reflections, so it is wise to check all channels.

Wave traps can be constructed in so many ways that it is not possible to cover the whole subject here. Many traps are available commercially, and considerable data on home-made ones can be found in ham manuals. A typical trap is shown in fig. 1.

If the source of RF interference can be accurately determined, it is often more effective to check the tuning of eliminating systems with the use of a signal generator and an output meter, than to try to tune it out of a transmitted picture since the source of the interference may be unpredictable.

In conclusion, there is one final method of interference elimination which may succeed if others fail. This is the "booster." By making the input more selective, the booster may reject interference signals which sneak through the wide bandpass of the TV set. Some loss of definition could result from the resulting narrower bandwidth, but the advantage of interference-free pictures outweigh this disadvantage.

SELL THEM ALL!

2400R SERIES. Consists of AC Master Stations and Remote Stations in unlimited combinations.

2400 SERIES. Consists of AC Master Stations only, for completely private communication.

2300 SERIES. For industrial intercom and paging; one Master only, for use with Remote Stations.

2200 SERIES. AC-DC Master Stations only, for completely private communication.

2100 SERIES. AC-DC system; one Master only, for use with up to 24 Remote Stations.

2100M SERIES. AC-DC system; operates as All Master (non-private), or as combination Masters and Remotes.

2105 SERIES. Economy System; one Master for use with up to 5 Remote Stations.

2102 SERIES. Economy 2-Station System, one Master and one Remote Station.

Intercommunication Line

You'll sell the entire market—everything from big commercial and industrial installations to two-station systems—with the *complete* AMPLICALL Electronic Intercommunication Line. AMPLICALL'S wide selection (see listing at left) of superbly engineered systems covers every communication need in plants, offices, stores, institutions, service businesses, and homes. You'll sell *profitably* because each installation *stays sold*, builds your reputation, gets *repeat business* for you. AMPLICALL'S dependability, life-like reproduction, simple operation, exclusive features, and sparkling "eye-appeal" give you a tremendous selling edge over competition. Take the top selling spot in the intercommunication field with AMPLICALL—the Complete Line!

See your RAULAND Distributor for full information on the complete AMPLICALL Line. For your own profit and reputation—get behind the Intercom line that sells and stays sold!

Electroneering is our business

SOUND
TELEVISION

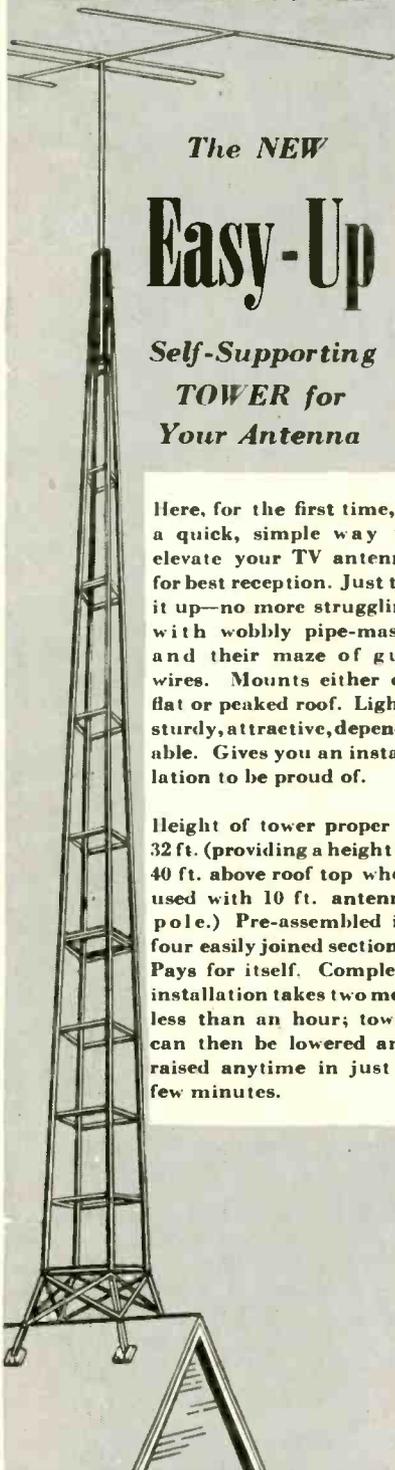
Rauland

INTER-
COMMUNICATION

THE RAULAND CORP. • 4247 N. KNOX AVE. • CHICAGO 41, ILL.

Television Installers

HERE'S WHAT YOU NEED!



The NEW

Easy-Up

Self-Supporting
TOWER for
Your Antenna

Here, for the first time, is a quick, simple way to elevate your TV antenna for best reception. Just tip it up—no more struggling with wobbly pipe-masts and their maze of guy wires. Mounts either on flat or peaked roof. Light, sturdy, attractive, dependable. Gives you an installation to be proud of.

Height of tower proper is 32 ft. (providing a height of 40 ft. above roof top when used with 10 ft. antenna pole.) Pre-assembled in four easily joined sections. Pays for itself. Complete installation takes two men less than an hour; tower can then be lowered and raised anytime in just a few minutes.

Write for full details

Easy-Up Tower Co.
3800 Kinzie Ave.
Racine, Wis.

FOR LOW COST MICROPHONE *Performance*



Model BX—BD
Crystal or Dynamic

BX Crystal—Attractive brown enamel finish. 7 ft. attached cable. Level: 52 db below 1 volt/dyne/sq. cm. Response: 50-6000 c.p.s. List \$10.85

BD Dynamic—Same appearance as BX. Equipped with high level dynamic circuit. Level: 52db below 1 volt/dyne/sq. cm. at high impedance. Response: 50-6000 c.p.s. Available in 50, 200, 500 ohms, or high impedance. 7 ft. attached cable. List \$15.75

TURNER *Challengers*

Model CX—CD
Crystal or Dynamic



CX Crystal—Satin chrome finish with 7 ft. quick-change removable cable set. Level: 52 db below 1 volt/dyne/sq. cm. Response: 50-7000 c.p.s. List . . . \$16.25

CD Dynamic—Same style and finish as CX. High quality magnets in dynamic circuit. Level: 52 db below 1 volt/dyne/sq. cm. at high impedance. Response: 50-7000 c.p.s. Available in 50, 200, 500 ohms, or high impedance. With 7 ft. removable cable set. List \$19.50

Popularly priced TURNER Challengers offer style, quality, and performance features usually found in microphones selling at twice their low cost. They are Turner Engineered with substantially flat response and give clear cut results on both voice and music pickups.

Crystal models are designed with shock-proof mounting, barometric compensator, moisture sealed crystal, and wind-gag to prevent blasting. Dynamic models are built to give dependable service indoors or out. You can rely on TURNER Challengers for satisfactory performance in recording, public address, sound system, and amateur work—they are fully guaranteed. Write for complete microphone literature.



THE TURNER COMPANY
903 17th Street N. E., Cedar Rapids, Iowa

Microphones BY TURNER

Licensed under U. S. patents of the American Telephone and Telegraph Company, and Western Electric Company, Incorporated. Crystals licensed under patents of the Brush Development Company.



VISION... proudly presents

the first SUPER DE LUXE BOOSTER

Three stages of high-gain, broad band amplifiers, adjustable gain and smooth continuous tuning... that is what makes the VISION TELEBOOSTER MODEL TVZ the finest in its field.

Check These Features

- Continuous tuning over all tv channels, no bandswitching.
- Helps overcome noise and interference conditions.
- Vernier tuning makes the hairline adjustment easy and accurate.
- Gain control permits just the right amount of gain for each station.
- Eliminates need for outdoor antenna in many locations.
- Use three (3) type 6AK5 tubes in stable, high-gain circuit.
- Self contained power supply using long life selenium rectifier.
- Easy to install, just plug into AC outlet and connect to set and antenna.



\$54⁵⁰ LIST

Prices slightly higher on the West Coast.

NEW! TELEVISION FRONT END TUNER MODEL TF

Vision Television Front End Tuner Model TF contains an RF Stage, Mixer and Oscillator incorporating an ingenious continuous tuning mechanism to provide stable and sensitive performance over all 13 channels.

Technical Information Supplied on Request

NEW! THE FM TUNER FOR TELEVISION

A new money maker in the television accessory field is the VISION FM-TELE-TUNER. Just connect the same way as a Booster, turn TV set channel selector to an unused channel and tune in FM during the hours when TV is not being broadcast.

\$29.95 List



VISION RESEARCH LABORATORIES INC.

87-50 Lefferts Blvd., Richmond Hill, N. Y.

32 DIFFERENT MODELS... by THALL

The most complete television lens line ever made



A lens for every set, including Pilot, starting at \$9.95

- Conventional or table stand brackets
- Floor stands and filtered lenses
- Contact lens



DISTRIBUTORS' INQUIRIES INVITED

Dealers—Write for catalog and name of your local jobber

THALL PLASTICS ENG. CO., 155 Chambers St., New York 7

PRINT YOUR OWN POST CARDS

COMPLETE OUTFIT
only \$750

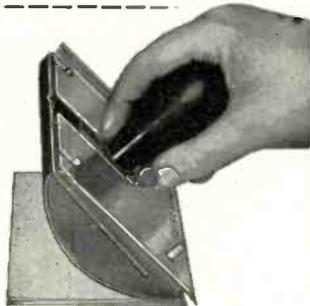
Amazing results in sales, inquiries and contacts... saves time and money... very easy to use. GEM STENCIL DUPLICATOR is ideal for Advertising, Announcements, Notices, Labels, Forms, Price Lists—hundreds of uses for every type of business and organization. Comes complete with all supplies, instructions and 60-page Book of Ideas.

FREE TRIAL OFFER: Try it before you buy it! Write and a GEM OUTFIT will be sent you postpaid. After 10 days, send only \$7.50 or return the GEM, no questions asked. The GEM must sell itself; you be the judge.

BOND EQUIPMENT CO.

DEPT. 125 — 6633 Enright
St. Louis 5, Mo.

SEND NO MONEY • FREE TRIAL OFFER



Arvin Promotion Plans



Gordon T. Ritter, director of sales, Noblitt-Sparks Industries, Columbus, Ind., highlights Arvin's promotion plans during a distributor sales and promotion conference at company headquarters.

Buying Made Easy

(Continued from page 36)

(dummies, of course). This softens the stark functionalism of the interior of the boxes, while at the same time giving the customer some idea of the storage capacity. The refrigerator in the model kitchen actually is in operation, with ice cubes in evidence. Customers are encouraged to bring their own washing in to demonstrate the automatic washer—it has been found that this is more convincing than having "prop" clothes for demonstration.

The accompanying photos well demonstrate the tremendous eye-appeal this store has. This feature, coupled with the emphasis on ease of demonstration, and the emphasis on service, combine to reduce the percentage of people who are "just looking" to a figure which represents a notable achievement in modern merchandising.

In Line For '49

(Continued from page 29)

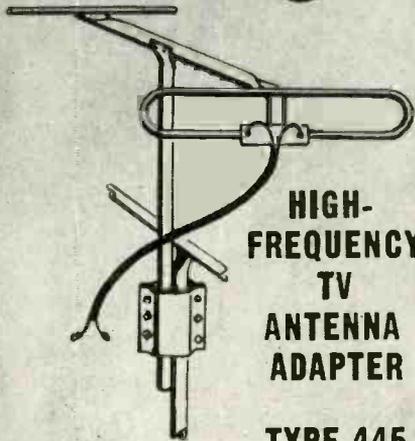
reason to suspect that business will be anything but good—very good for the entire year, but the dealer must keep everlastingly on the ball and on the alert. He must keep his establishment on its toes. He needs to buy with both eyes open. He should plan to increase the efficiency of his salesmanship, enhance the appearance of his store, and wage a real fight to whittle down the overhead.

The merchant who firmly resolves to do a better business in '49 is the man who is big enough to discover his mistakes, restless enough to want to make improvements, and who has a genuine desire to make new customer friends, and to hold his old ones.

New Meyberg Outlet

The Leo J. Meyberg Co., Los Angeles has opened a new self-service electronics store, staffed by a corp of trained salesmen to assist on technical problems. The establishment has an acoustically treated room for the demonstration of sound equipment, modern shelves, bins and push carts. Ed Cook is the manager.

BUSINESS OPENS UP ON TV CHANNELS 7-13



**HIGH-FREQUENCY
TV
ANTENNA
ADAPTER
TYPE 445**

• The best TV set is no better than its antenna. Those new higher-frequency TV stations now coming on the air, can be adequately received only with the right antenna. That's where TACO Type 445 High-Frequency Antenna Adapter comes in. Readily attached to existing antenna by means of coupling clamp and connecting link. The complete Type 465 Hi-Lo Band Antenna comprises both dipole assemblies for entire TV-FM coverage.

• Ask Our Jobber . . .

Get the latest information on TV and FM antennas. Or write us.

TECHNICAL APPLIANCE CORP.
SHEFBURNE
M. Y.

TACO
Radio and
Electronic Equipment

In Canada: Stromberg-Carlson Co., Ltd.
Toronto 4, Ont.



HERE'S HOW

Wiremaster JINGLES BELLS

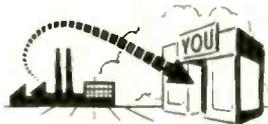
FOR XMAS!

WIREMASTER Model P:
Portable Wire Recorder.



Net Price,
\$169.50

3 REASONS WHY YOU HAVE NO COMPETITION WHEN YOU SELL HIGH-FIDELITY WIREMASTER



Direct from Factory to Dealer—no middleman to divide your profits and slow up delivery. Through "streamlined distribution" you buy directly from manufacturer, get fast shipment right from factory, and sell high-fidelity Wiremaster at a *lower price* than ordinary wire recorders. Full profit goes to you alone.



Never before in radio and recorder history—Wiremaster's full, 1 YEAR factory guarantee on every unit. Here is sound, rugged construction. In a recent public demonstration, Wiremaster Model P, while in operation, *was dropped 1 foot upon a hard surface, and then hit and jarred severely.* Operation continued uninterrupted, and no effects of any kind were noted. Build customer confidence with Wiremaster.



Wiremaster is the *only* low-priced 7 tube (inc. rect.), AC wire recorder on the market. See how customers are amazed by its brilliant, noiseless, high-fidelity reproduction of all musical instruments (50-10,000 cycles). Big 8" Jensen Extended-Range speaker, housed in cover, helps achieve professional quality at a popular price.

In looks and performance, WIREMASTER outshines all. Portable Model P, shown above, weighs only 37 lbs., light enough for a girl to carry. Sturdy carrying case is richly covered with multi-tone, alligator leatherette. Simplest to operate, with only 3 panel controls, including tone control. Other selling points include built-in phonograph, phono-oscillator, and neon volume-level indicator. And WIREMASTER leads in "Price-Appeal"—Net Price, only \$169.50.

Also available: Model H, beautiful Wood Cabinet Model, in exquisite walnut or mahogany. Net Price, \$142.50. Bleached wood, \$5 extra.

DELIVERY IN TIME FOR XMAS SHOPPING! ORDER NOW!

Dept. R
Precision Audio Products, Inc.
1133 Broadway
New York 10, N. Y.

Gentlemen:

Please send me full descriptive literature and complete details on Wiremaster's "streamlined distribution" plan for greater dealer profits.

NAME _____

COMPANY _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

... for

INCREASED SALES and PROFITS...



DeWald B-504 "Personal" Portable

in RADIO and TELEVISION

for SOMETHING BETTER, it's

DEWALD



DeWald BT-100 High Definition TELEVISION

Far more than a quarter-century DeWald's proven quality and outstanding performance have been creating satisfied customers and building good-will.

Write today for full information

JOBBERS — REPRESENTATIVES

Some choice territories still available.

DEWALD RADIO MFG. Corp.
35-15 37th Ave., Long Island City 1, N. Y.

Rumors of New Type Discs Confuse Platter Market

With rumors flying thick and fast to the effect that more new slow-speed phonograph records will soon hit the market, dealers are eyeing the situation with grave anxiety. Since it is entirely likely that such new discs will require special playing apparatus, merchants foresee considerable confusion in the offing.

While it would be most desirable to standardize players and records, it is still ethical practice for any manufacturer to bring out any sort of new equipment he feels is marketable. In the final analysis, it will be up to the merchant to decide what products he will recommend to the purchaser, and this he will have to do unless some sort of standardization can be set up between the competing companies.

Secretary of Commerce Charles Sawyer has been asked to intervene in the recording industry by Paul Puner, president of Allegro Records, N. Y., to solve problems arising out of the present situation. Commenting in his letter on rumors of the launching of still more new types of discs and equipment, Mr. Puner said: "... if this is indeed the fact, there will be confusion thrice confounded in the phonograph record industry. . . . Consumers will stop buying as they already have. Dealers all over the country will find themselves virtually without a business, and small independent manufacturers . . . will be forced out of the classical field. . ."

While, as previously stated, standardization is most desirable, it is far from being universally practiced in most industries, and the jobbers and retailers of phonograph records and equipment will be called on to continue merchandising, advertising and plugging the new and varied products the manufacturers in this field produce.

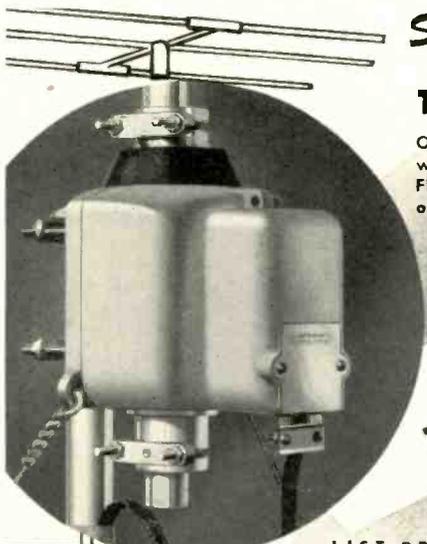
Hytron Contest Winner

Douglas T. Sweeny, 310 West Union Ave., Bound Brook, N. J. was awarded the first prize in the August Hytron servicemen's contest, sponsored by the Hytron Radio & Electronics Corp., 76 Lafayette St., Salem, Mass.

Brudner With Tele-tone



Irving Brudner has been elected secretary of Tele-tone Radio Corp., New York City, it is announced by S. W. Gross, president of the company. Brudner will coordinate the activities of the sales, production and purchasing departments.



Stay on the beam

WITH TENNA · ROTOR

Operates in any weather.
Fits most types of antenna.

GETS STRONGER SIGNALS

ROTATES TV AND FM ANTENNA



CONTROL BOX
Size of box 5" x 5"
Approx. weight 12 lbs.

LIST PRICE **\$39.95**

alliance
TENNA · ROTOR

Model ATR

Size of rotor unit 7 3/4" x 5 1/4" x 8"

Alliance Tenna-Rotor is an electric antenna rotator. It assures correct antenna "beaming"—gives positive control of antenna rotation to select the exact position for "peaked" reception! Tenna-Rotor is quick and easy to install—the electric powered rotor unit resists corrosion—is enclosed in a split zinc, die-cast housing, and is operated from a plastic control box which plugs into any 110 volt, 60-cycle house circuit. A 3-position switch rotates antenna clockwise or counter clockwise and stops it at the right point. Four-conductor interconnecting cable from rotor to control box is made available at 5 1/2¢ per foot. TV and FM dealers, service men and users, will find that the Alliance Tenna-Rotor simplifies and improves new and existing installations!

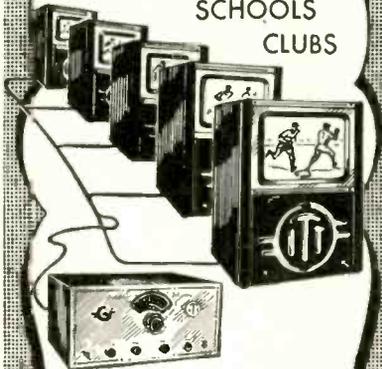
Write for catalog sheet and illustrated folder.

alliance motors

ALLIANCE MANUFACTURING COMPANY • ALLIANCE, OHIO
Export Department; 401 Broadway, New York, N. Y., U. S. A.

Industrial Teleceivers

For Public Viewing in
TAVERNS - HOTELS
INSTITUTIONS
SCHOOLS
CLUBS



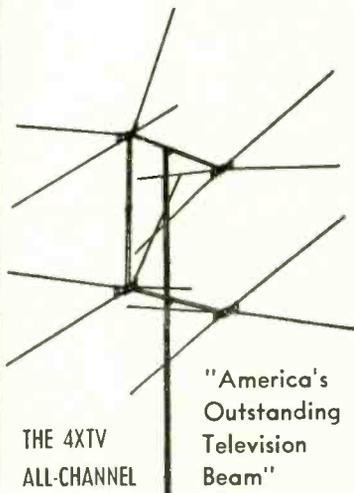
Featuring—
SIMPLIFIED
CENTRAL CONTROL
 with any number of
 viewing screens

INDUSTRIAL TELEVISION, INC.

359 LEXINGTON AVE., CLIFTON, N. J. GREGORY 3-0900

telrex inc.
CONICAL ANTENNAS

BOX 879, ASBURY PARK, N. J.



THE 4XTV
 ALL-CHANNEL

Conical "V" beam. 4 to 1 front to back ratio. Major lobe in line all frequencies—Total weight 6¾ lbs.

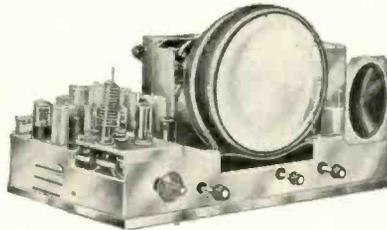
CAN BE PROCURED FROM YOUR LOCAL JOBBER, OR WRITE US.

TRANSVISION

NEW Television Kits, and Equipment

Important Advances in TV Reception and Servicing!

NEW 10" TV KIT at amazingly LOW PRICE!



MODEL 10A TV KIT

The new Transvision Model 10A electromagnetic TV Kit gives a bright, stable 52 sq. in. picture. Has 10" picture tube, and **CONTINUOUS TUNING** on all 12 channels. Its high sensitivity makes for improved long-distance reception; especially good on high channels. Complete with all-channel double-folded dipole antenna and 60 ft. of lead-in wire. **MODEL 10A TV KIT**, less cabinet... Net \$199.00 **MODEL 12A TV KIT**, same as above, but has a 12" picture tube... Net \$263.00

NEW STREAMLINED CABINETS

for Transvision Model 10A or 12A TV Kit. Made of select grain walnut with beautifully rubbed finish. Fully drilled, ready for installation of assembled receiver.

Walnut Cabinet for 10A or 12A
 (Specify) Net \$44.95
 Mahogany and Blonde slightly higher.



ALL-CHANNEL BOOSTER

TRANSVISION ALL-CHANNEL TELEVISION BOOSTER...

To assure television reception in weak signal areas, or areas which are out of range of certain broadcast stations, Transvision engineers have designed this new booster. It increases signal strength on all television channels. Tunes all television channels continuously. Can be used with any type of television receiver. Unusually high gain in upper television channels.

Model B-1 List \$44.95

TRANSVISION REMOTE CONTROL UNIT KIT...

Will operate any TV receiver from a distance. Turns set on, tunes in stations, controls contrast and brightness, turns set off. Ideal for installations where the television receiver is inaccessible. Tuner unit is a high gain, all-channel unit with about 50 micro-volt sensitivity. Easy to assemble in about an hour.

Model TRCU, with 25 feet of cable... Net \$69.00
 Without cabinet Net \$65.00

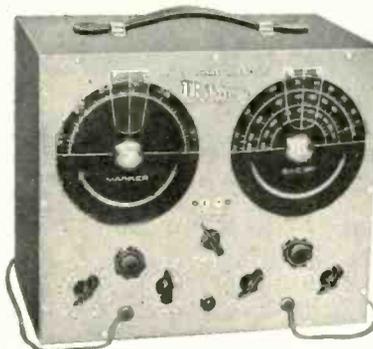


REMOTE CONTROL UNIT KIT

NEW...TRANSVISION SWEEP SIGNAL GENERATOR

for Television and FM

OUTSTANDING FEATURES: (1) Frequency range from: 0-227 MC. . . . (2) Dial calibrated in frequency. . . . (3) Sweep width from 0-12 MC completely variable. . . . (4) Self-contained markers readable directly on the dial to .5% or better. (No external generator required to provide the marker signals). . . . (5) Crystal controlled output makes possible any crystal controlled frequency from 5-230 MC. . . . (6) Plenty of voltage output—permits stage-by-stage alignment. . . . (7) Output impedance 5-12 ohms. . . . (8) Directly calibrated markers, 20-30 MC for trap, sound and video IF alignment. . . . (9) RF for alignment of traps for IF channels when a DC volt meter is used as the indicating medium. . . . (10) Unmodulated RF signal to provide marker pips simultaneously with the main variable oscillator. . . . (11) Markers can be controlled as to output strength in the pip oscillator. . . . (12) Power supply completely shielded and filtered to prevent leakage. . . . (13) All active tubes are the new modern miniature type. . . . (14) Phasing control incorporated in the generator. **MODEL No. SG** Net \$99.50



SWEEP SIGNAL GENERATOR

Radiomen . . . You Can Get into the
TELEVISION BUSINESS
 In a **BIG WAY** with the
TRANSVISION DEALER PLAN
 Write for Folder D-1

NEW 3-PAGE CATALOG of Transvision line available at your distributor, or write to:

TRANSVISION Inc.

Dept. RR

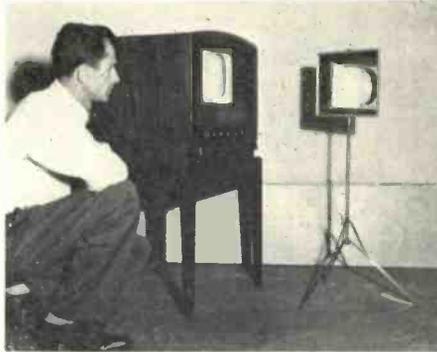
New Rochelle, N. Y.

In Calif: Transvision of California, 8572 Santa Monica Blvd., Hollywood 46

All prices 5% higher west of Mississippi; all prices fair traded. All Prices Subject to Change.

Do It The EASY WAY! use the "MIRO-PIX"

**Portable
Television
Service
Mirror
Saves
Time!**



The "MIRO-PIX"—metal framed mirror 12" x 10" clips on telescoping all metal floor stand. Designed to work with all types of direct view TV sets. Saves time in adjusting ion traps, kinescopes and rear controls. Sturdily built and guaranteed to satisfy.

Dealer's net price \$5.95 each

YOUR RADIO PARTS JOBBER HAS IT!

Write for circular

WINDSOR ELECTRONICS

4919 W. Irving Park Road

Chicago 41, Illinois

Emerson Appointee



Edward Fishbein, above, has been named manager of the Emerson Television Service Corp., announced Benjamin Abrams, president of the Emerson Radio & Phonograph Corp., New York City.

Crosley TELEVISION-FM TABLE MODELS

Model 9-413B shown in limed oak cabinet retails for \$329.95. Model 9-403M in "furniture styled" mahogany cabinet has a suggested retail price of \$319.95. Sets incorporate 10-inch



picture tube and complete FM radio reception. Sets have unique construction that makes them adaptable for attachable bases which convert them into consolettes. Receivers produce 52 square inch picture, and feature automatic picture synchronizers. Crosley Div., Avco Mfg. Corp., Cincinnati, O.—RADIO & TELEVISION RETAILING

New Facsimile Receiver

A home receiver of radio facsimile transmission, to sell for approximately one-half the price of receivers now on the market, was demonstrated by Stewart-Warner Corp., at the annual FM Broadcasting Association convention.

Mallory Denver Rep



Art J. Nelson, A. J. Nelson Co., is representing P. R. Mallory & Co., Inc., in the Rocky Mountain territory, with headquarters in Denver, according to an announcement by Walt Harvey, manager of Mallory's Wholesale Div., Indianapolis.



TELE-BEAM
Long Range

high gain Television Antenna

- ▶ Highest possible forward gain
- ▶ Adjustable for precision peaking
- ▶ Choice of 1/4 or 1/2 wave spacing
- ▶ Exclusive 3 in 1 feature offers these following options:
 - ▶ One 4 stack array . . .
 - ▶ Two 2 stack arrays . . .
 - ▶ Four dipole reflector assemblies

Your Inquiry Invited

cole-warner corporation

345 albert avenue
mansfield, ohio

Perfect Performance
with **RMS VIDEO**
ANTENNA BOOSTER



13 CHANNELS \$37.50
Model SP-2 list
6 Channels, Model SP-1 \$33.75

Boosts weak stations . . . Pulls in distant stations with signal strength gain **SIX TO TEN TIMES!** . . . Cuts down off-channel interference . . . Has self-contained power supply . . . eliminates need for outdoor TV antenna in most local installations . . . **NEW:** pilot light prevents leaving set on overnight.

DEALERS! Your local distributor has this as well as other fast-moving RMS television accessories in stock.

RADIO MERCHANDISE SALES INC.
550-R Westchester Ave., N. Y. 55, N. Y.

Planning 'Radio in Every Room' Campaign in New Orleans



Approximately 325 dealers attended a meeting in New Orleans to hear details of the promotional campaign, "A Radio in Every Room—a Radio for Everyone." The campaign format is planned by the Fred Eldean organization, under the guidance of the advertising committee of the Radio Manufacturers Assn. Dealers have successfully participated in drives in Trenton, Indianapolis and Salt Lake City, in addition to New Orleans. Des Moines and Fresno dealers are planning forthcoming campaigns.

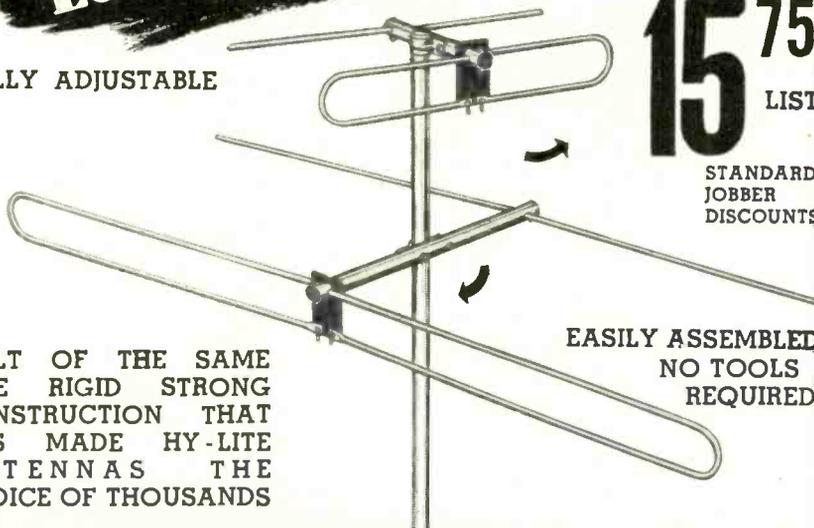
TV Technicians Attend Howard W. Sams Meet



Radio dealers and technicians in the Seattle, Wash. area attended a television service and installation meeting sponsored by Herb E. Zobrist Co., General Radio Co. and Seattle Radio Supply Co. in cooperation with Howard W. Sams & Co., Inc. Indianapolis, Ind. Al Saunders did the lecturing for the Howard Sams Co. Shown at the meeting are: (l. to r.) Herb Zobrist, Herb E. Zobrist Co., Seattle, Wash.; Dave M. Lee, northern Pacific rep for Howard W. Sams & Co., Inc.; Roger Felstad, General Radio Co., Seattle, Wash.; Ed Michelson, Seattle Radio Supply Co., Seattle, Wash.

HY-LITE presents . . .
the new - all channel
LOW COST TV ANTENNA

FULLY ADJUSTABLE



ONLY
15⁷⁵
LIST

STANDARD
JOBBER
DISCOUNTS

EASILY ASSEMBLED
NO TOOLS
REQUIRED

BUILT OF THE SAME
FINE RIGID STRONG
CONSTRUCTION THAT
HAS MADE HY-LITE
ANTENNAS THE
CHOICE OF THOUSANDS

HY-LITE Antennae INC.

Makers of Fine Antennas for AMATEUR · FM · TELEVISION
528 TIFFANY ST., BRONX 59, N.Y.

IF YOUR JOBBER CAN'T
SUPPLY YOU, SEND US
HIS NAME. WRITE FOR
NEW FREE CATALOG
TV128

TELEVISION CHASSIS

FACTORY ASSEMBLED
ALIGNED — TESTED

These top-quality television chassis open new markets for you in the field of custom built television. Saves hours of labor. No testing required.

OUT OF THE CARTON—INTO YOUR CABINET

#T-100
10"
TELEVISION
CHASSIS



A television receiver you will be proud to feature under your private label. Adaptable for 12" or 15" cathode ray tubes. All 12 channels. Complete FM audio circuit, 20 tubes, magnetic focus and deflection. 300 ohm input impedance . . . Sync guide, 6" PM speaker. All tubes mounted in sockets. . . .

NET \$16440

#T-70 7" TELEVISION CHASSIS



A portable, light-weight electrostatic chassis designed to fill your need for low-cost custom built television installation. Compact; will fit into many types of standard furniture such as console radios, credenzas, etc. All 12 channels. . . . Speaker. . . . All Tubes. . . .

NET \$11825

#TD-150 — 10", 12" or 15"
DUPLICATOR CHASSIS



Multiply your television sales with this 11 tube duplicator chassis for multiple installations. Complete with plug-in adaptor and extension cables. Made to operate off any type of master set. Magnetic deflection . . . synchro-lock circuits . . . speaker . . . CR tube support. Suitable for 10", 12" or 15" tubes.

NET \$10440

DEALERS — SERVICEMEN

ACT NOW. Investigate the possibilities of added business with completely wired chassis. Send for catalog T for full information or inquire at your local jobber or distributor.

DISCOUNT OF 5%
ON ORDERS OF 5 OR MORE

ORDER INSTRUCTIONS

All prices f.o.b. New York (Less CR Tube) 20% deposit required with order for all C.O.D. shipments. Orders marked "RUSH" will be shipped via air freight. . . all others sent express collect. Approximately one week delivery.



TELEVISION UTILITIES
CORPORATION

1261 Broadway, New York 1, N. Y.
Murray Hill 4-2532-3

MOBILE WORKSHOP TRAILER

for TELEVISION INSTALLATION SERVICE

E
C
O
N
O
M
I
C
A
L



E
F
F
I
C
I
E
N
T

The All Purpose Workshop Trailer of All Steel Construction Can Be Readily Towed By a Car or Truck



Two lengths—75" & 90"
—Equipped with 2,000# capacity axle, Adjustable landing gear and safety coupler. Trailer body has shelves, material tray, and key locking door handles.



Write for "Bulletin B" Describing Trailer, or "Bulletin A" Covering Light Service Bodies for Installation on 1/2 and 3/4 Ton Trucks

ARTISAN PRODUCTS, INC.

3540 WEST 140th STREET

CLEVELAND 11, OHIO

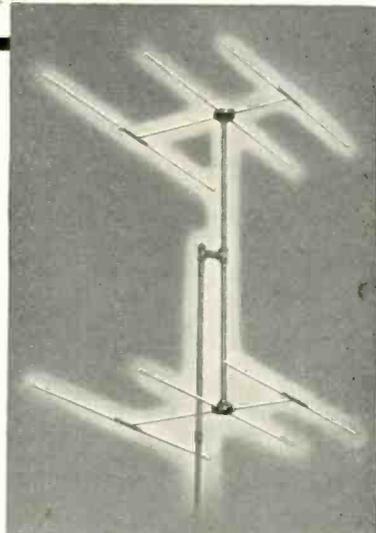
Sharp, Clear Television Reception at 100 MILES AND OVER

You can be assured of the finest television reception at more than double the normal range with a Workshop 6-element Super High-Gain Antenna. Weak, remote "signals" come in strong and steady to produce pictures sharp in detail and contrast. This antenna is *actually* opening up new television areas.



List Price.....\$45.00

Write for
Television Antenna Catalog



THE WORKSHOP ASSOCIATES INCORPORATED

57 Needham Street, Newton Highlands 61, Mass.

Philco Tele Receivers

Two new television receivers have been introduced by Philco Corp., Philadelphia, according to an announcement by Fred D. Ogilby, manager television sales. Model 1002, a television ensemble, comprises the new Philco television receiver plus a table designed to match the receiver. The ensemble lists at \$349.50, but was offered for a limited time at \$329.50, plus tax and installation. The receiver has a 10-inch viewing tube.

The Philco television combination, model 1280, has a 12-inch picture tube, two-speed double tone arm phonograph, AM and FM reception, mahogany cabinet of classic design, 29 tubes plus 6 rectifiers. It is priced at \$875.00, plus tax and installation.

Elect New NEDA Officers

The following officers of the National Electronic Distributors Assn., were elected at a regular meeting held in Chicago: Louis W. Hatry, Hatry & Young, Inc., president; Aaron Lippman, of Newark, N. J., reelected treasurer; W. D. Jenkins, Norfolk, Va., chairman of the board; Arthur C. Stallman, first vice-president; Carl C. Brown, San Francisco, second vice-president; Lealis L. Hale, Monroe, La., reelected secretary.

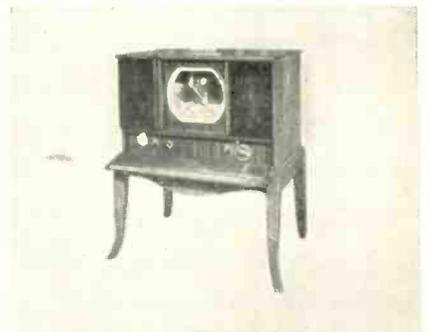
William O. Schoning, president of the Radio Parts & Electronic Equipment Shows, Inc., was a special guest at the meeting, and gave a report as outlined for the Parts Show of 1949.

Du Mont Metal TV Tubes

The Allen B. Du Mont Laboratories, Inc., introduced a line of metal cathode-ray picture tubes which give the same performance as their glass counterparts, having the same electrical characteristics and the same overall length. The new tube cones are fabricated of chrome steel alloy. They are approximately 1/3 the weight of the glass type.

Starrett TELEVISION SETS

"Jefferson," model shown; 12-inch direct view console receiver, has 30 tubes and 1 rectifier. Cabinet is available in mahogany



or walnut. Sells for \$495. Equipped with AM-FM and called the "Franklin," set retails for \$545.

"The Washington" period custom break-front television receiver model has 15-inch direct view picture tube, AM-FM radio and Webster record changer. Retail price of the instrument is \$1770. Starrett Television Corp., 521 Fifth Ave., New York, N. Y.—RADIO & TELEVISION RETAILING

ONE
stands out...



OAK RIDGE ANTENNAS!

There's good reason why Oak Ridge STANDS OUT as a leader in the field of antennas and antenna accessories. For when sound, practical engineering, the best materials and sturdy construction go into a product the result is outstanding performance. Such is the quality and craftsmanship of every Oak Ridge product.

Oak Ridge is constantly developing new products to make TV and FM antenna installations easier, quicker and better! Whatever your antenna requirements are — see Oak Ridge products first... they're the finest! Send today for your Oak Ridge Catalog.

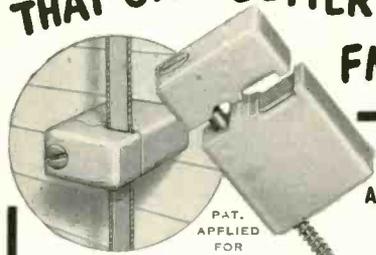
Write Dept. A



OAK RIDGE ANTENNAS

239 E. 127th St., New York 35, N. Y.
Manufacturing Division of Video Television, Inc.

NEW LEAD-IN SUPPORTS THAT GIVE BETTER TELEVISION and FM RECEPTION!

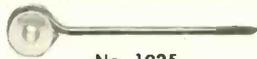


PAT.
APPLIED
FOR
No. 9418

Two major causes of TV Black-out, FM Fadeout are eliminated with Porcelain Products' exclusively designed lead-in supports. They give rigid support preventing lead-in wire from twisting in wind or going slack; short circuits are stopped by giving quick moisture drainage at support yet wire is held firmly without injury to insulation. Made of highest quality porcelain, resistant to weather extremes, factory assembled, screws rust-proofed, no maintenance, low initial cost. For all popular types of lead-in cables.

WRITE TO DEPT. 6 FOR FOLDER

OTHER ANTENNA AND LEAD-IN ACCESSORIES



No. 1925
Insulated Screw Eye,
Overall length 7-1/4",
5/16" insulator hole.



No. 1961
Split Bridge Ring Insulated
Screw Eye, Overall
length 3-5/8", 5/8" in-
sulator hole, 1/4" di-
agonal slot.



No. 500
Antenna Strain Insu-
lator, Brown glaze por-
celain, size 2-1/8" x
1-9/16", 3/8" hole.

Porcelain Products, Inc.
FINDLAY, OHIO

NEW!

VUE-SCOPE TELEVISION MAGNIFYING LENS

with
**SENSATIONAL
3-WAY
MOUNTING
BRACKET**

★ Practically invisible, this new Mounting Bracket fits any 7" - 10" table model or console set. Two small screws behind the set do everything!

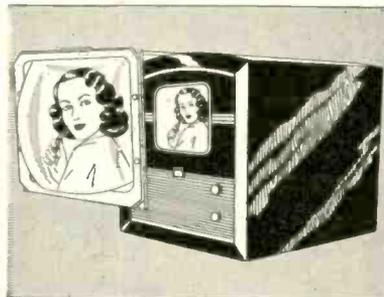
★ The self-leveling VUE-SCOPE cannot sway. Three easy adjustments assure perfect focus and alignment in all positions.

★ With this new light-weight Mounting Bracket the VUE-SCOPE will fit even a rounded-top set!

★ No unsightly bottom legs or braces.

only
\$29.95

Slightly higher West
of the Mississippi



Everyone knows the advantage of "blowing up" that television screen with a VUE-SCOPE! Now it's easier than ever — because VUE-SCOPE offers an amazing new Mounting Bracket. It's the last word in television luxury!

Distributors and Dealers: For further information
write to Dept. TR, **CELOMAT CORPORATION**
521 WEST 23rd STREET, NEW YORK 11, N. Y.

Multiple presents....

A COMPLETE
TV LINE
for
**COMMERCIAL
INSTALLATIONS**



15" & 20" TUBES
130 & 230 SQ. IN.
PICTURE AREAS

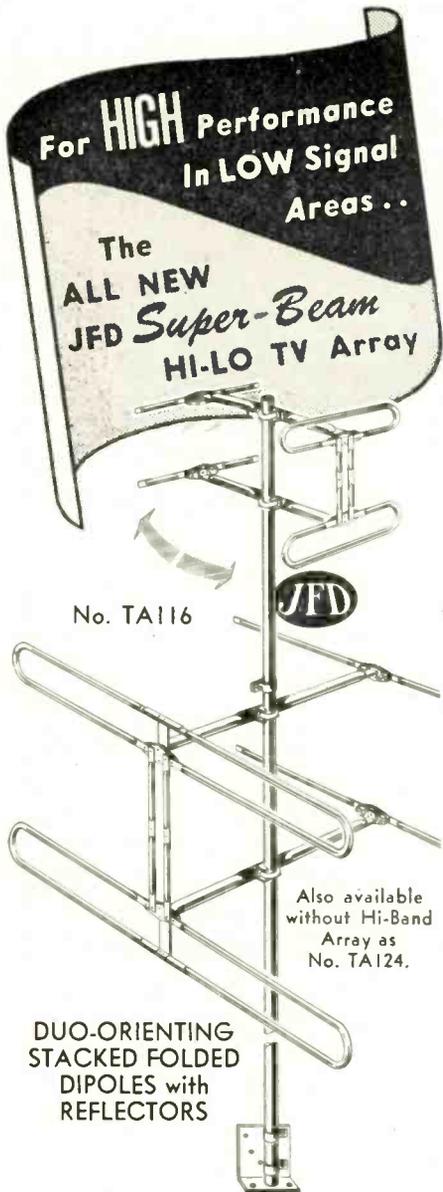
MODEL 1500
CLUB MODEL

- 30 tubes
- 13 channel tuner
- DIRECT VIEW—May be viewed from any angle with daylight brilliance on 15-inch kinescope
- PICTURE SIZE: 130 sq. inches

- AUTOMATIC FREQUENCY CONTROL—Assures perfect picture synchronization. Satisfactory operation in fringe areas.
 - CABINETS—Specially designed for commercial installations, sloping front panel permits installation above eye-level with undistorted visibility.
 - MULTIPLE SAFETY-FUSED CIRCUITS—High Voltage and 117 V.A.C. line are safety fused to reduce costly repairs.
- 13 channel tuner — RF stage — 4 video I.F. stages —
3 Audio I.F. — 4 Megacycle response

DISTRIBUTORS: Some choice territories still available
DEALERS: Write for details, price list and name of local distributor

MULTIPLE TELEVISION MFG.
987 Hegeman Ave. NI 9-1520 Brooklyn, N. Y.



LOOK AT THESE LONG-RANGE PERFORMANCE FIGURES FROM ACTUAL REPORTS!

CITIES	DISTANCE IN MILES
Albany - New York	125
Cleveland - Pittsburgh	120
New Haven - New York	110
San Diego - Los Angeles	100
South Bend - Chicago	90

OUTSTANDING FEATURES!

- ✓ Gives full 12 channel TV reception plus FM.
- ✓ Supplied complete with 10' Mast, All-Angle Mounting Bracket and Stand-Off Insulators.
- ✓ U-Bolt Clamp construction provides 1/8, 1/4 or 1/2 wavelength spacing of 2, 4, 6, or more bays on mast for tremendous stacking flexibility — also permits independent orientation of each bay.
- ✓ Lightning-fast assembly time.
- ✓ Impedance of 150-260 ohms and +8.6 DB gain.
- ✓ All-weather Roto-lock insulator made from low-loss polystyrene for perfect high frequency insulation.

Write for Literature



4119 Fr. Hamilton Pkwy. Bklyn. 19, N. Y.
 "Manufacturers of the World's Largest Line of TV/FM Antenna Equipment"

Fada TELEVISION SET

The new model 880 is a projection set with a 192 square inch viewing surface. The 12 x 16 inch screen is flat and square at the corners. The unit is housed in a console cabinet available either in hand-rubbed mahogany or blonde



mahogany veneer. It utilizes 33 tubes including rectifiers and picture tube, and is equipped with a 10 inch PM speaker. High voltage rectifiers are enclosed in a sealed unit, replaceable from the factory, and a high voltage safety circuit protects the kinescope from line burns in the event of failure of deflection circuits. Fada Radio and Electric Co., Inc., Belleville, N. J.—RADIO & TELEVISION RETAILING

Air King CONSOLE

Model A 800 AM, FM, radio and automatic record player console, built for exacting tonal reproduction and high fidelity reception. Record changer plays 10-inch and 12-inch records intermixed. Feather-weight tone arm and permanent needle used. Set has eight tubes, with built-in loop and folded dipole antenna. Cabinet comes in mahogany, walnut or blond mahogany. Suggested list is \$219.50 in the East. Air King Products Co., Inc., 170 53 St., Brooklyn 32, N. Y.—RADIO & TELEVISION RETAILING

Jewel RADIO

Model 920, "Wakemaster" table radio has 5 tubes, including rectifier, with Telechron automatic clock and alarm. Time can be set and station pre-selected, and radio automatically goes on. Walnut or ivory plastic cabinet. Retail price is \$29.95 in walnut, \$32.95 in ivory. Jewel Radio Corp., 583 Ave. of the Americas, New York 11, N. Y.—RADIO & TELEVISION RETAILING

GE PORTABLE RADIO

Model 160 portable radio weighs approximately 17 pounds, has maroon plastic cabinet with brass speaker grille, features 2-volt rechargeable storage battery and built-in charger. The set has 5 tubes, built-in "beam-a-scope" antenna, and 5 1/4-inch Alnico 5 dynamo speaker. Built-in indicator shows when charging is needed. General Electric Co., Electronics Park, Syracuse, N. Y.—RADIO & TELEVISION RETAILING

UST TELEVISION-RADIO CONSOLETTA

Model CFM 12823, television-radio consolette features Zetka 12 1/2-inch television tube. Housed in period mahogany cabinet, consolette is 41 1/2 inches high, 22 inches wide, 22 3/4 inches deep. Unit has 21 tubes plus 2 rectifiers, automatic synchronizing control. It is priced at \$524.95. United States Television Mfg. Corp., 3 W. 61 St., New York 23, N. Y.—RADIO & TELEVISION RETAILING



THE *Complete* SERVICE FOR A SINGLE CHARGE!

If you're familiar with this nationwide shipping service, you know that dealing with RAILWAY EXPRESS is a time-saving, business-like arrangement, with a single charge covering everything. This charge includes pick-up and delivery service in all cities and principal towns, double receipts, and fast transportation by railroad or scheduled airline under one responsible carrier. Your shipments move quickly between your business or home and a city nearby or clear across the continent...

Best of all, you know that RAILWAY EXPRESS is part of your own community life, a dependable neighbor you can call upon anytime for your kind of transportation.



THE NATION'S

Complete

SHIPPING SERVICE



NATION-WIDE RAIL-AIR SERVICE

00000

FOR TELEVISION TESTING AND SERVICING



Advanced practical engineering gives you

TEE VEE SCOPE
Model TV-90

NET PRICE \$127⁵⁰

Combines the two essential instruments needed in television testing—alignment—service. A complete oscilloscope and a complete sweep generator that can be used independently. Tee Vee 90 combines two units for compactness and portability—meticulously engineered in advanced design and construction. Oscilloscope also has its own variable linear sweep. Sinusoidal sweep with phasing control for use with internal R.F. sweep generator when testing band pass characteristics. Synchronization provision for either internal positive, external or line frequency. Z axis terminal permits intensity modulation of electron beam. Input jack provided for marker signal. Independent sweep has range of 4.5 to 30 m.c. in 3 bands giving choice of any I.F. frequency desired. Band width can be varied continuously from 50 K.C. to 50 M.C. Attenuation of R.F. output is continuously variable and is applied through low loss coaxial cable. Traveling detector probe included for observing signal at any point of R.F. circuit under test. 105-130 volts 50-60 cycles. Weight 25 lbs. Size 14 x 18 x 12½ inches. Finished in attractive hammertone grey. Supplied complete with tubes, probe, coaxial output cable and operating instructions ready to operate.
Write for Catalogue 1R

RADIO CITY PRODUCTS CO., INC.

152 WEST 25th ST  NEW YORK 1, N. Y.

A Remarkable NEW LINE



Espey Model 511

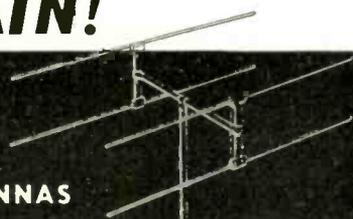
High QUALITY · High POWER
Custom Built AM-FM Chassis

Like every other model in the complete ESPEY line of replacement receivers, and FM Tuners, the Model 511 AM-FM chassis (illustrated) is the last word in modern engineering in the electronics field. Featuring 12 tubes plus Rectifier and Tuning Indicator, it is Drift Compensated, and is supplied complete with all antennas, 25 watt speaker, and all hardware. Its low price assures high profits for you in the growing replacement field. Write today to Dept. K-12 for complete details of this expanding profitable market!

ESPEY MFG. CO., INC.
528 EAST 72nd ST., NEW YORK 21, N. Y.
"Established—1928"

HIGH GAIN!

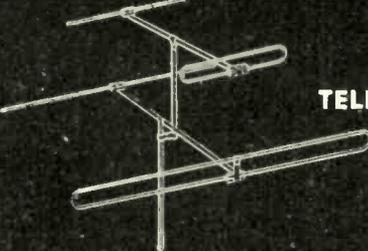
WITH THE NEW
PHILSON
STACKED DIPOLE
TELEVISION ANTENNAS



MODEL SSD-180 (illustrated). Steps up weak signals greatly. A well designed antenna electrically and mechanically. For 72 ohm line.

MODEL SFD-190. Stacked dipoles and reflectors for 300 ohm line.

PHILSON
ALL-CHANNEL
TELEVISION ANTENNA



MODEL HF-340. High and low frequency for 72 or 300 ohm line. Hi and Lo frequency antennas independently adjustable for maximum directional effect.

PHILSON HIGH-FREQUENCY =230 SINGLE DIPOLE AND =240 FOLDED DIPOLE KITS easily mounted on any low frequency antenna, now in use, extend range to television channels 7 thru 13.

Quality throughout. All aluminum construction with 1¼" uprights and crossbars; sealed ends of tubes. ½" thick lucite insulation. Inserted reinforcements on antenna and reflector ends. Antennas packed semi-assembled for ease in setting up. All hardware in place—no loose screws or nuts.

WRITE FOR CATALOG
Some territories still open for Distributors
PHILSON MANUFACTURING CO., Inc.
156 CHAMBERS STREET NEW YORK 7, N. Y.

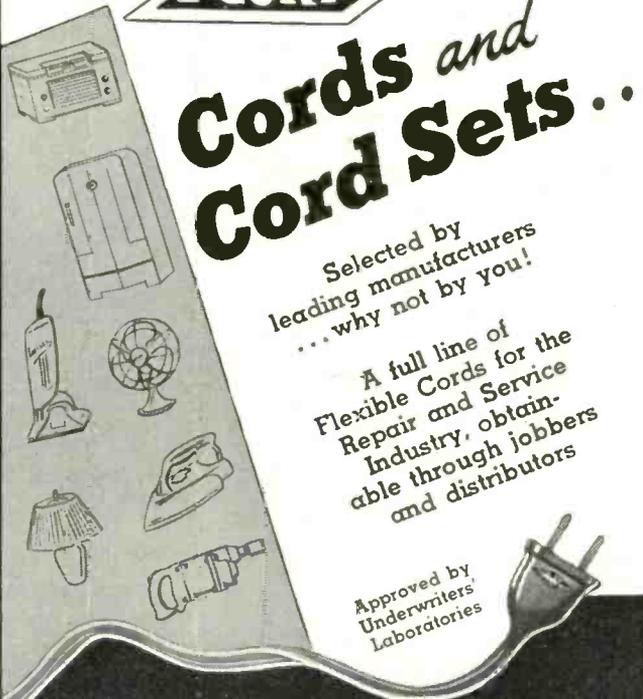
CORNISH

Cords and Cord Sets ..

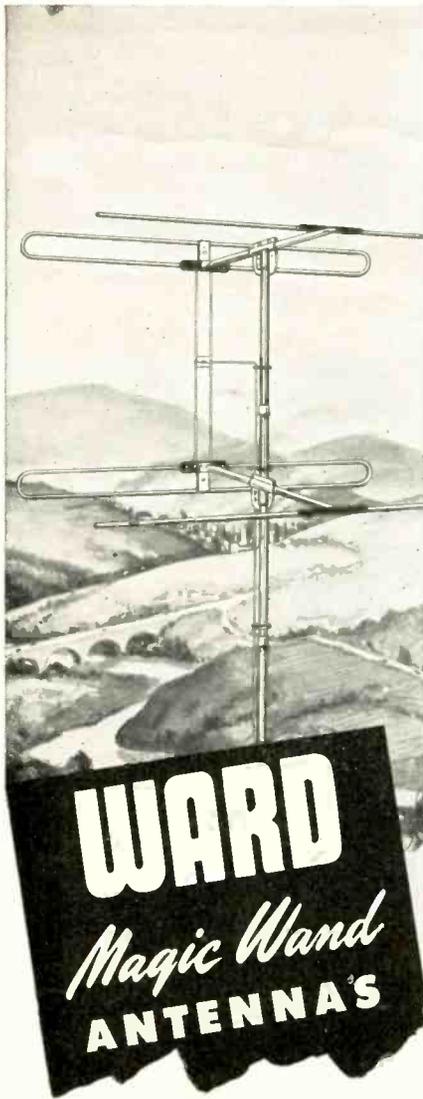
Selected by leading manufacturers ... why not by you!

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.



WARD
Magic Wand
ANTENNAS

**THE ONLY BROAD BANDED,
HIGH GAIN, STACKED ARRAY
ON THE MARKET**

Many times more sensitive for TV reception in fringe areas and poor signal locations, the WARD TVS-6 STACKED ARRAY achieves maximum forward gain by stacking two high gain folded dipoles and reflectors with effective 1/2 wave spacing rather than the ordinary 1/8 or 1/4 wave which materially reduces sensitivity. THE ONLY STACKED ARRAY ON THE MARKET THAT IS BROAD BANDED, it will give excellent results with MANY CHANNELS where others are too selective. The advanced engineering and PRE-ASSEMBLED design of the WARD TVS-6 is only one of the reasons why WARD is the largest exclusive manufacturer of antennas in the world. See any leading parts distributor or write for catalog.

THE WARD PRODUCTS CORPORATION
1525 E. 45TH STREET, CLEVELAND 3, OHIO.

Olympic TELEVISION SETS

Television console model TV-928 shown, features: magic "mirro-scope" for eliminating flicker, without glare or eye-strain; screen



folds out of sight when not in use; 10-tube AM-FM radio; Webster dual-speed record changer; storage space for records. In mahogany, list price \$595.00; with standard record changer, \$575.00.

Model TV-922 table top "star-brite" television receiver incorporates "frame-lock image control"; 54-square inch picture; mahogany cabinet is \$299.50; natural blond oak is \$309.50.

Television duplicator, model RTU-3, is automatic, has no extra antenna, video controls, tuning or adjustments. Gives 54-square inch picture, and can be connected to any master set. List price is \$249.50. Olympic Radio & Television Inc., 34-01 38 Ave., Long Island City, N. Y.—RADIO & TELEVISION RETAILING

Temple TELEVISION RECEIVER

Model TV-1776 television receiver has 17 tubes, including 2 rectifiers, 7-inch picture tube with built-in magnifier. Table model cabinet of mahogany veneers and solid woods is



23 1/2 inches x 13 3/4 inches x 16 3/4 inches. Television receiver can be attached to existing radio sets. Four controls on front panel for normal operation. Templetone Radio Mfg. Corp., 220 E. 42 St., New York 7, N. Y.—RADIO & TELEVISION RETAILING

GE LP PLAYER

Three GE radio-phonograph models (model 118, 119 and 378) use separate tone arms for standard and long playing records. Models 830-840, have tone arm with interchangeable pick-up heads. In each case, turntables are operated from a single switch for either speed. GE is adding equipment for the playing of standard and micro-groove records to its line of radio-phonograph combinations. General Electric Co., Electronics Park, Syracuse, N. Y.—RADIO & TELEVISION RETAILING

**MORE CAPACITANCE
... LESS BULK...**

AEROVOX

**TWIST-PRONG
BASE**

ELECTROLYTICS



● It's the "new look!" See it right on the labels. Higher voltages and capacitances—without increase in sizes — in some numbers!

That makes these handy twist-prong base electrolytics handier than ever. Prongs extend through mounting surface and are twisted or bent to hold unit rigidly in place. May be mounted on fibre (insulated) or metal (grounded) socket-shaped washer riveted or eyeletted on chassis. Ideal for initial equipment. Indispensable for replacements.

● Our jobber stocks Aerovox twist-prong base Type AF electrolytics. See listings in latest catalog for your precise needs. Ask our jobber for your copy — or write us.



**FOR RADIO-ELECTRONIC AND
INDUSTRIAL APPLICATIONS**

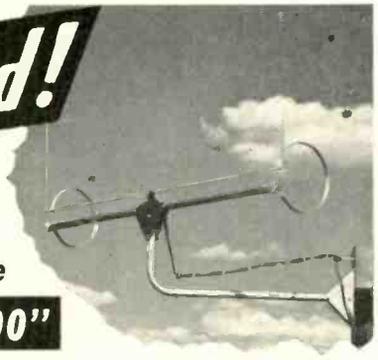
AEROVOX CORP., NEW BEDFORD, MASS., U.S.A.
Export: 13 E. 40th St., New York 16, N.Y. • Cable: 'ARLAB'
In Canada: AEROVOX CANADA LTD., Hamilton, Ont.

Solved!

Where Roof Installations Cannot be Made

Use the "500"

Does everything roof antennas will do!



New All-wave Television-FM Antenna — Model 500

The Model 500 solves the problem . . . for use where roof installation cannot be made . . . a full size antenna so designed that it may be used out-the-window and outside the porch and in various other ways . . . easily installed.

CHECK THESE FEATURES:

- ✓ Both Television and FM Bands
- ✓ For standard 300 ohm input
- ✓ Low standing wave ratio-increased signal strength
- ✓ Striking appearance . . .
- ✓ Light weight (net wt. 2-1/2 lbs.)
- ✓ Does not protrude excessively
- ✓ Complete with all mounting hardware and 35 ft. 300 ohm line
- ✓ Individually packed

"Tricraft" antennas are available at leading jobbers. If your jobber cannot supply you, write us for nearest jobber.



Tricraft Products Co.
1533 North Ashland Ave., Chicago 22, Ill.

Manufacturers of complete line of Television, FM and AM antennas and accessories

NOT
Just another
BOOSTER...



but a thoroughly engineered

The ANCHOR is tops

- Simultaneous iron core tuning of grid and plate circuits.
- Builds up weak TV reception in fringe areas and low terrain.
- Outdoor antennas unnecessary in most cases.
- Resists interference due to AM, FM, SW, hams, cross-channel effects.
- 4 MC band-width on all 13 channels.
- Accurate matching of impedance.
- Non-radiating — permits simultaneous demonstration of more than one TV set.
- Self-contained power supply.

TV PRE-AMPLIFIER

Let us prove it to you at our own expense

The Anchor Pre-Amplifier will outperform any other pre-amplifier in its class. This is a broad statement to make and we are ready to back it up at our expense.

This Anchor Pre-Amplifier will not only amplify picture and sound on your TV set, but does not in any way affect detail or quality of your picture because the Anchor has no less than a 4-megacycle band-width on all thirteen channels and no less than a 2 1/2 time voltage gain at your set.

If calculated in DB gain as others do, the Anchor TV-Pre-Amplifier shows a gain of 97 DB.

Write us for further information.

List price \$35.00



ANCHOR RADIO CORP.
2215 S. St. Louis Ave.
Chicago 23, Ill.

OPERATE RADIO RECEIVERS FROM SINGLE BATTERY?



Electro
ELECTRICAL AND RADIO EQUIPMENT

It's Easy with this

SYNCR0 POWER UNIT...

The Model "Q" Syncro power provides A and B voltages from a 6-volt battery with only 1/8 the drain that an auto radio exerts on battery. Gives over three weeks reception for a 4-tube radio from a single storage battery charge. Costs but a few cents a day to operate.

There is a big country market for the Model "Q", and the Model "R", for dealers in the farm country, and for city dealers whose customers have summer homes.

Model "Q" for 1.4 volt, 4, 5 and 6-tube radios.
Model "R" for 2-volt 4, 5, 6 and 7-tube radios.

There is an Electro Battery Eliminator for every requirement operating from either 110V, or 220V, 50 to 60 cycles, or from 6V storage battery; also 6V, 15 amp. Model "A" operating from 110V, 50 to 60 cycles. All are completely filtered and hum free. Compact units of sturdy construction with Hammerloid finish. Operate in any position.

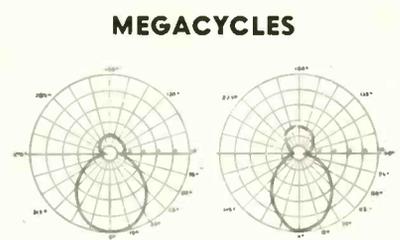
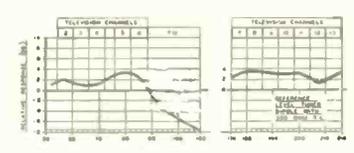
ELECTRO PRODUCTS LABORATORIES

Pioneer manufacturers of Battery Eliminators
549 W. RANDOLPH STREET, CHICAGO 6, ILLINOIS



Covers All TV Channels!

Premax No. T-448 Antenna



Horizontal Directivity 60 mc.

Horizontal Directivity 190 mc.

The new Premax All-Channel Television Antenna No. T-448 shows a steady high relative response in DB. over all channels, with a directivity pattern that insures adequate all-channel reception. Low in cost—easy to install—insures maximum TV reception from any set. Write for special bulletin and prices.

PREMAX PRODUCTS
DIVISION CHISHOLM-RYDER CO., INC.
4906 HIGHLAND AVE., NIAGARA FALLS, N. Y.

IRC Power Wire Wounds are better built every step of the way



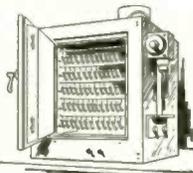
Starting right from the winding form IRC Power Wire Wounds combine the best of materials, workmanship and resistor "know-how".

Highest grade alloy wire uniformly wound on sturdy ceramic tubes. Terminals spot welded for security; heavily tin dipped for easy soldering.



Climate-proof cement coating provides dark, rough surface—best for rapid heat dissipation, moisture protection and ability to withstand reasonable overloads.

Resistors cured at LOW temperature prevents damage to resistance windings, and loss of temper in terminals. Bands for adjustable types feature stainless steel springs and silver contacts. Cannot corrode to cause high resistance.



For exacting, heavy-duty requirements you can rely on IRC Power Wire Wounds for balanced performance in every characteristic. Being full-sized, they can operate continuously at full rating. Derating in high ranges is unnecessary.

IRC Power Wire Wounds are available in a full range of ratings, sizes and terminal types. 91 new ranges have just been added. Next time you step up to your distributor's counter—stock up on IRC Power Wire Wounds.

IRC INTERNATIONAL RESISTANCE CO.

401 N. Broad Street, Phila. 8, Pa.
In Canada: International Resistance Co., Ltd.,
Toronto, Licensee



YES! We're listed in the RED BOOK
Looking for the correct IRC replacement controls for any receiver manufactured from 1938 to 1948? Just refer to the Radio Industry RED BOOK!

Du Mont TELEVISION SETS

Four 15-inch video receivers featuring large screen, direct view television introduced to line. "Colony" model is Georgian style cabinet, offers 116 square inch direct view picture, standard and FM radio, automatic record changer, 37 tubes plus rectifiers, the set is priced at \$1095 plus installation.

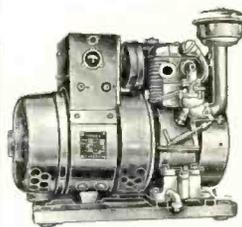
"Westbury" model period styled cabinet offers direct view 116 square inch picture, FM radio, priced at \$795 plus installation. This set has 33 tubes plus rectifiers. The "Whitehall", another 15-inch receiver, is a small space console of functional modern design, gives 116 square inch picture, has 33 tubes plus rectifiers and sells for \$775 plus installation. The "Stratford" 15-inch table model television set is priced at \$695.00. Allen B. Du Mont Laboratories, Inc., 515 Madison Ave., New York 22, N. Y.—RADIO & TELEVISION RETAILING

Delco TELEVISION SETS

Model TV-201 television set, gives a projected picture 12 x 16 inches; set has 21 tubes plus two rectifier tubes. Housed in period design mahogany cabinet 24 inches wide, 40 1/2 inches high, 22 inches deep. Contrast, brightness, volume, horizontal and vertical controls are on front panel plus controls for channel selection and tuning.

Table model TV-101 receiver provides a 55-inch picture; twenty one tubes plus two rectifier tubes. Cabinet of walnut, is 14 3/4 inches wide, 18 inches high, 19 1/2 inches deep. Delco Radio Div., General Motors Corp., 1446 Home Ave., Kokomo, Ind.—RADIO & TELEVISION RETAILING

A. C. ANYWHERE with Katolight Plants and Rotary Converters.



A.C. plants
500 watts to 25 K.W.
A.C. generators 1/2
K.W. to 300 K.W.
25 to 400 cycle
Speeds of 720, 900,
1,200, 1,800 rpm
Also Mfgs. of
D.C. Motors,
1/4, 1/3 and 1/2
Horsepower;

single phase Motors 1 1/2, 2 and 3
horsepower, and high frequency Gen-
erators and Motor-Generator Sets.

Write today for latest information on
Katolight Products.

Katolight Converters change D.C. to A.C., suitable for 24 hour day operation. For operating radio, phonographs, television sets, amplifiers, sound movies, recorders, etc.



KATO ENGINEERING COMPANY
1441 First Avenue
Mankato, Minnesota, U.S.A.

Better LENSES

Better PICTURES

Lower PRICES

by
ALPHABEST

Brought to you by an old-established manufacturer with a reputation for engineered plastic products of many types.



DOUBLES IMAGE SIZE

Now you can give your customers a top quality liquid-filled lens, optically correct, clearer, sharper pictures without distortion, clear or blue tint at the same price.

TABLE MODEL or CONSOLE
With simple, foolproof, adjustable bracket or floor stand.

REASONABLE PRICES
AND... a good discount for you.

IMMEDIATE DELIVERY

7" List \$14.95 (table model)
10" " 22.95 (table model)
12" " 39.95 (floor model)

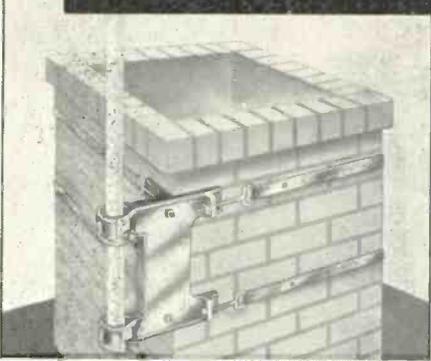
No additional charge for a blue tint.

JOBBERS — REPRESENTATIVES

Some choice territories still open
DEALERS—Write for further details and price lists.

**ALPHABEST
PRODUCTS CORP.**
181 NAVY STREET
BROOKLYN 1, N. Y.
MAin 4-1844

Don't Jeopardize Antenna Installations with Inferior Mounts



Specify and Insist on Getting The Original and Still Acknowledged Finest South River **CHIMNEY MOUNT ANTENNA BASE**

Pat. Pending

Briefly, here are the reasons why the original South River Chimney Mount Antenna Base is the most superior product of its type in the field today—and the most popular.

CONTINUOUS IMPROVEMENTS

1. Addition of vertical fin between the two sockets for extra rigidity.
2. Adding of two eye bolts (making total of four) to facilitate tightening straps evenly from both sides.
3. Enlarging socket to accommodate 1½" O. D. tube.
4. Addition of reinforcing fins on socket and lug.
5. Increased wall thickness throughout. (Amazingly long life)

EXCLUSIVE FEATURES

1. Strong, aircraft-type aluminum casting. (Cannot rust and stain building)
2. Welded eye bolts.
3. Bands pull up on two sides.
4. Sockets accommodate any size pipe or tube up to 1½" O. D.
5. Chimney Mount is one piece, but can be sawed in half in 90 seconds, or can be furnished in two sections if requested.
6. Set screws keep mast from twisting in high winds.

COMPARE! South River
Chimney Mount Antenna Base
for TELEVISION • FM • AMATEURS
Installed in 10 Minutes

List Price: **\$7.50**

Available Through All Leading
Jobbers and Dealers or Write to:

South River Metal Products Co., Inc.
South River, New Jersey

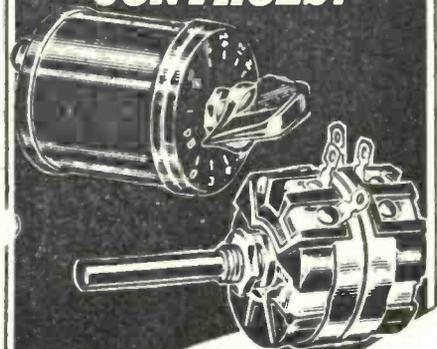
INDEX TO ADVERTISERS

December 1948

Acton Co., Inc., H. W.	48
Admiral Corp.	55
Aerovox Corp.	92
Alliance Mfg. Co.	84
Alphabest Products Corp.	94
American Television & Radio Co.	71
Anchor Radio Corp.	93
Artisan Products, Inc.	88
Belden Mfg. Co.	16
Bendix Radio div. Bendix Aviation Corp.	2, 3
Bond Equipment Co.	82
Celomat Corp.	89
Chicago Tribune	20, 21
Clarostat Mfg. Co., Inc.	95
Cole-Worner Corp.	86
Columbia Records, Inc.	38
Consolidated Television Corp.	15
Coral Records, Inc.	47
Cornish Wire Co., Inc.	91
Decca Records, Inc.	44, 47
DeWald Radio Mfg. Corp.	84
DuMont Laboratories, Inc., Allen B.	37
Easy-up Tower Co.	81
Electro Products Laboratories	93
Emerson Radio & Phonograph Corp.	17
Espey Mfg. Co., Inc.	91
Fada Radio & Electric Co., Inc.	6
General Die & Stamping Co.	48
General Electric Co.	7, 10, 11, 96
General Industries Co.	46
Graybar Electric Co., Inc.	53
Hickok Electrical Instrument Co.	70
Hy-Lite Antennae, Inc.	87
Industrial Television, Inc.	85
International Resistance Co.	94
Jensen Mfg. Co.	14
J.F.D. Mfg. Co., Inc.	90
Kato Engineering Co.	94
Kay Electric Co.	63
Ken-Rad div. General Electric Co.	7
Lipan Radio & Television Co.	48
Lyte Parts Co.	13
Magnavox Co.	9
Maguire Industries, Inc.	8
Mahogany Association, Inc.	19
Mallory & Co., Inc., P. R.	Cover 2
Multiple Television Mfg. Co.	89
Oak Ridge Antennas	89
Olympic Radio & Television, Inc.	12
Philco Corp.	5, 56
Philson Mfg. Co., Inc.	91
Porcelain Products, Inc.	89
Precision Audio Products, Inc.	83
Premax Products div., Chisholm-Ryder Co., Inc.	93
Radiart Corp.	8
Radio City Products Co., Inc.	91
Radio Corp of America:	
RCA Victor Division	26, 27
RCA Victor Records	43
Tube Department	18, Cover 4
Television Broadcast Equipment...Part II	1, 4, 5, 8
Radio Merchandise Sales, Inc.	86
Railway Express Agency	90
Rauland Corp.	72
Rider, Publisher, Inc., John F.	58
South River Metal Products Co., Inc.	95
Sparks-Withington Co.	4
Sprague Products Co.	67
Standard Register Co.	69
Stewart-Warner Corp.	22
Sylvania Electric Products, Inc.	65
Technical Appliance Corp.	83
Tele King Corp.	15
Television Utilities Corp.	87
Telrex, Inc.	85
Thall Plastics Eng. Co.	82
Transvision, Inc.	85
Tricraft Products Co.	93
Turner Co.	81
Veri-Best Television Products, Inc.	70
Vision Research Laboratories, Inc.	82
Ward Products Corp.	92
Webster Electric Co.	45
Windsor Electronics	86
Workshop Associates, Inc.	88
Zenith Radio Corp.	Cover 3

CHECK!

DISTORTIONLESS SOUND-SYSTEM CONTROLS!



OUTPUT ATTENUATOR

Constant-impedance volume control handling up to 10 watts at any dial setting. Used as output level control for power amplifiers. Or as input attenuator for individual speakers in P-A systems.

L-PADS AND T-PADS

Constant-impedance attenuators. These self-compensating volume controls eliminate distortion arising from mismatching of impedances.

PLUS THE "KNOW-HOW"

Clarostat can tell you how to eliminate distortion in sound-system volume control. Clarostat has made the bulk of the L- and T-pads, attenuators and faders, now in general use!

CLAROSTAT



Ask your
Clarostat
jobber for
latest cat-
alog. Or
write us.

Controls and Resistors

CLAROSTAT MFG. CO., Inc.

DOVER, N. H.

In Canada: CANADIAN MARCONI CO., Ltd
Montreal, P.Q., and branches



PERFORMANCE ENGINEERED!

POWER

25 Watts Power
Handling Capacity

SENSITIVITY

14½ ounces of
ALNICO 5

FIDELITY

Broad Frequency
Characteristics
50-13,000 cycles



The General Electric 1201
Speaker with the famous
General Electric Aluminum
Foil Base Voice Coil.

FROM THE SMALLEST TO THE LARGEST:

- Every G-E speaker is *Performance-Engineered* at Electronics Park
- Every G-E speaker is equipped with the *Aluminum Foil Base Voice Coil*
- Every G-E speaker is an *Alnico 5* speaker
- Every G-E speaker cone is designed to last
- Every G-E speaker has a *Big Market*

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

Demonstration PROVED to Distributors in these and many other cities that the 1201 is OUTSTANDING IN QUALITY.

ATLANTA	LOS ANGELES
BALTIMORE	NEW YORK
BOSTON	PITTSBURGH
CHICAGO	SALT LAKE CITY
CLEVELAND	SEATTLE
DALLAS	SAN FRANCISCO
DETROIT	WASHINGTON

You can put your confidence in—

GENERAL ELECTRIC

169-G9

What you have been waiting for



TELEVISION
is so Sensationally
Different it Defies
Description

We cannot give you a word picture
of the important Zenith developments which are
FOUND IN NO OTHER TELEVISION SET
You must see it for yourself... Operate it yourself

At Your Zenith Distributors
ZENITH RADIO CORPORATION
Chicago 39, Illinois



FROM RCA TO YOU...

*A Merry Christmas and
a Prosperous New Year*

Good cheer, good health, good profits
... these are our wishes to you for
Christmas and the New Year.



TUBE DEPARTMENT

RADIO CORPORATION of AMERICA
HARRISON, N. J.