

8- 1203

# RADIO & TELEVISION RETAILING

C A L D W E L L - C L E M E N T S , I N C .

APRIL 1948

## ● *AM, FM & Television*

SPECIAL FM SECTION — LATEST MODEL PORTABLES — AM, FM & TV NEW PRODUCTS — HOW JOBBERS AND DEALERS CAN WORK TOGETHER — NEWS OF THE RADIO MARKET

## ● *Electrical Appliances*

HOW TO UP SALES OF HAND-IRONS — THE MARKET AT A GLANCE — SERVICING METHODS — NEW APPLIANCE PRODUCTS — SELLING THE CARRIAGE TRADE — INDUSTRY ACTIVITIES

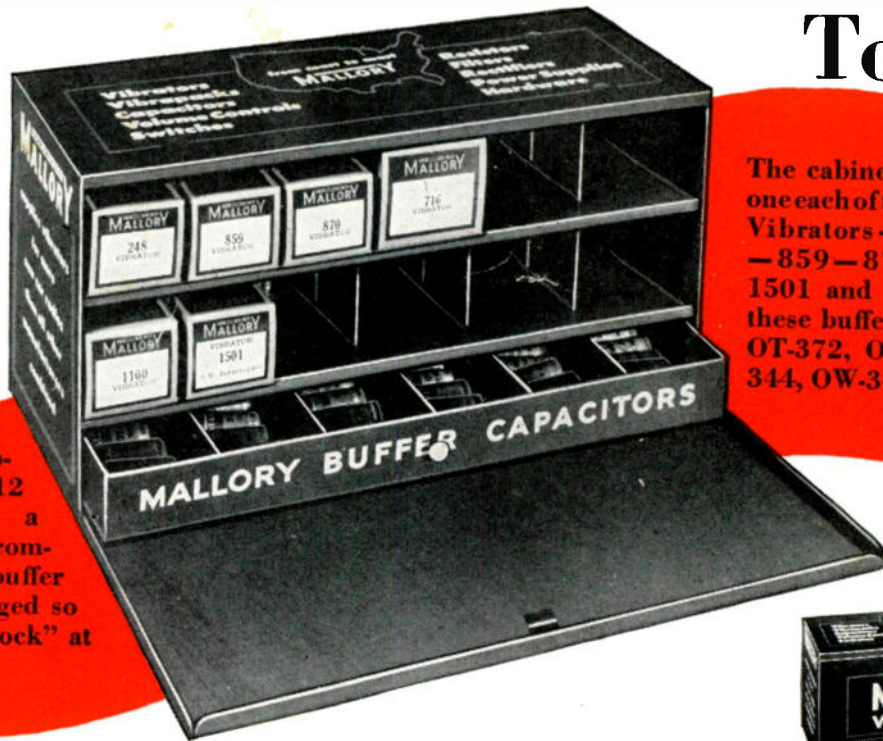
## ● *Records & Phonographs*

MARKET TRENDS IN DISCS — PLATTER PRODUCTION — REVIEW OF THE LATEST PHONO RECORDS, POPULAR, CLASSICAL, JUVENILE — SELLING PLAYERS — NEWS OF THE TRADE

## ● *Servicing & Sound*

SERVICING FM DETECTORS — HINTS ON TABLE TELEVISION — TECHNICAL NEW PRODUCTS — TRENDS IN PA MERCHANDISING — NEW TEST EQUIPMENT — PARTS INDUSTRY NEWS

# Another Good Deal—From Mallory To You



The cabinet provides space for 12 vibrators and a drawer with 6 compartments for buffer capacitors, arranged so you can "take stock" at a glance.

The cabinet contains—  
one each of these Mallory  
Vibrators—248—716  
—859—870—1100—  
1501 and two each of  
these buffers—OT-371,  
OT-372, OT-373, OW-  
344, OW-345, OW-346.

## The Fastest Selling Vibrators in the Finest Line Made— The Mallory "2448 Vibrator Deal"

Mallory, first producer of the vibrator, builder of the sturdiest, most reliable vibrators made, offers you an attractive deal on this important replacement part. A fast moving selection of 6 vibrators, that will cover 75% of your requirements, together with an assortment of 12 buffer capacitors (2 each of 6 ratings), in an attractive metal cabinet at a net price of \$24.48 to the serviceman.

This is the serviceman's regular price for these parts; no charge is made for the cabinet. You sell the parts for \$40.80—make your full \$16.32 profit.

Your Mallory Distributor has them in stock for immediate delivery. Place your order now, and get this handsome, convenient cabinet for *your* shop.

**More Mallory Vibrators are in Use Than All Other Makes Combined**

WHAT WILL  
MALLORY  
DO NEXT?

See Us at  
the Radio  
Parts Show

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

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

\*Reg. U. S. Pat. Off.

**APPROVED PRECISION PRODUCTS**

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



# RADIO & TELEVISION RETAILING

Including Radio and Television Today

APRIL, 1948

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**M. CLEMENTS**

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**JOHN L. STOUTENBURGH**

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Records Editor

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**BUSINESS DEPARTMENT****M. H. NEWTON**

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Production

**BRANCH OFFICES**

CHICAGO 6

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201 N. Wells St. RAN. 9225

**CIRCULATION DEPARTMENT****B. V. SPINETTA**

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**W. W. SWIGERT**

Credit Manager

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\*Trade-Mark Reg. U. S. Pat. Off.

## ★ *AM, FM, Television*

1948 Radio Parts & Electronic Equipment Show, Chicago, May 11-14, will be scene of many great new things in radio. Show marks entry of radio industry into bright era of prosperity. . . . Numbers of new models hit market, including TV, FM, portables, combinations, recorders, etc. . . . Lifting of simultaneous broadcast ban seen boon to FM set sales. . . . Market at a glance: Sales steady; few trade-ins, but they're on the way; stocks of price-cut "cats and dogs" diminishing; political conventions to boost sales of all radio products; big city ads stress time-payments; prices as now set up should "stay put" rest of year, but some makers will bring out low-price "leaders" in FM, video, etc.; interest in TV continues climb.

## ★ *Records, Phonographs, Accessories*

Demand for turntables continues brisk, with potential market still huge. . . . Disc makers spending more and more time studying geography as record preferences in various localities settle down to definite patterns. . . . Vinylite platter production improving. . . . Disc supply situation satisfactory, but current hits hard to get while they're hot. . . . Increasing demand for juveniles, foreign-language, etc., bringing new business. . . . Calls for "good" music brisk. . . . Radio and movies keep right on "selling" platters. Cinema theme songs create demand, sometimes hard to fill in case of "revival" films; disc jockeys, commentators, air-shows, etc., provide hearers with buying cues. . . . Disc-selling competition growing, proves need for better selling; more advertising.

## ★ *Electrical Appliances*

Unfilled demand continues to gobble up still scarce large and small appliances, even though being produced in whopping numbers. . . . Unbelievable that this long after War, it's "operation rat-hole" for many makers. . . . Sales for '48 will be away up over '47. . . . No deluge of trade-ins is still good news. . . . Price situation, healthy, almost no price-cutting except on diminishing stocks of priced-too-high-in-the-beginning mde. . . . Look for most prices to remain "as is" for rest of year, but a few reductions are on way; and a few low-priced "leaders" will be brought out. . . . During past 12 months, total number radios and appliances reduced in price has exceeded total number increased. . . . High cost of living makes sales tougher and tougher, proving need for better salesmanship.

## ★ *Servicing and Sound*

Great spurt in sales of "sound" will be due to political campaigns. . . . With the coming of new things, TV, FM, recorders, etc., dealer inventories will increase, calling for larger investment. . . . Also, with such new things, servicing skill will have to keep pace; fakers will have to fold up. . . . Reputable radiomen squirming under irresponsible attacks on entire servicing profession forming groups all over country to drive out gyps, combat unwarranted propaganda, educate the public. . . . Adequate charge for expert service is a must. . . . The man who doesn't get enough for his work in the first place stands to lose money on the "come-backs" he has to service free. . . . With the greater investment he'll need in equipment, components, he must charge enough or fold up like an accordion.



Member of  
AUDIT BUREAU  
OF CIRCULATIONS

# Why so many dealers handle

**T**HE RADIO BUYERS for the stores listed are plenty tough. They are no push-overs for a merchandising song and dance.

It takes a wallop package of consistent radio values to make them take on a line—values that will pull in the people, in volume, with dollars in their hands. It takes a package of performance that will build goodwill for the store.

Further, it takes a radio franchise that can show with cold merchandising logic exactly *where* the simoleons are coming from and *why* and *how often* . . . as well as where the competition is and how much there is of it.

For when the hoopla and the shouting's over, every radio model that ever stood on the floor of these stores has to show up on the books as having paid its way . . . or else!

So when these buyers signed up for the Sparton Cooperative Merchandising Plan, the SCMP, you can bet they had their reasons.

We can give you at least six right off:

1 Sparton's way of doing business—the SCMP—provides for direct factory-to-dealer shipments. The savings in distribution costs give *you* the edge on retail prices.

- 2 Sparton gives an *exclusive* franchise. No price wars in your community because there's no other Sparton dealer to start one.
- 3 Sparton has a hot, short line at low prices.
- 4 Sparton is nationally advertised, yet priced to compete with mail-order merchandise *at a profit*.
- 5 Sparton special promotions don't undermine the established line *and are available to all dealers!*
- 6 Sparton's national advertising, and your local advertising, work for you and you alone.

If you'd like to join the list of dealers who are prospering under the Sparton plan, why not ask whether the Sparton franchise is still available in your community?

***ONE*** Sparton dealer in each community

Check these profit-increasing features

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

*Sparton*

RADIO'S RICHEST  
FRANCHISE

THE SPARKS-WITHINGTON COMPANY, JACKSON, MICHIGAN

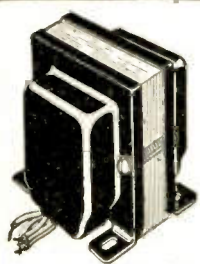
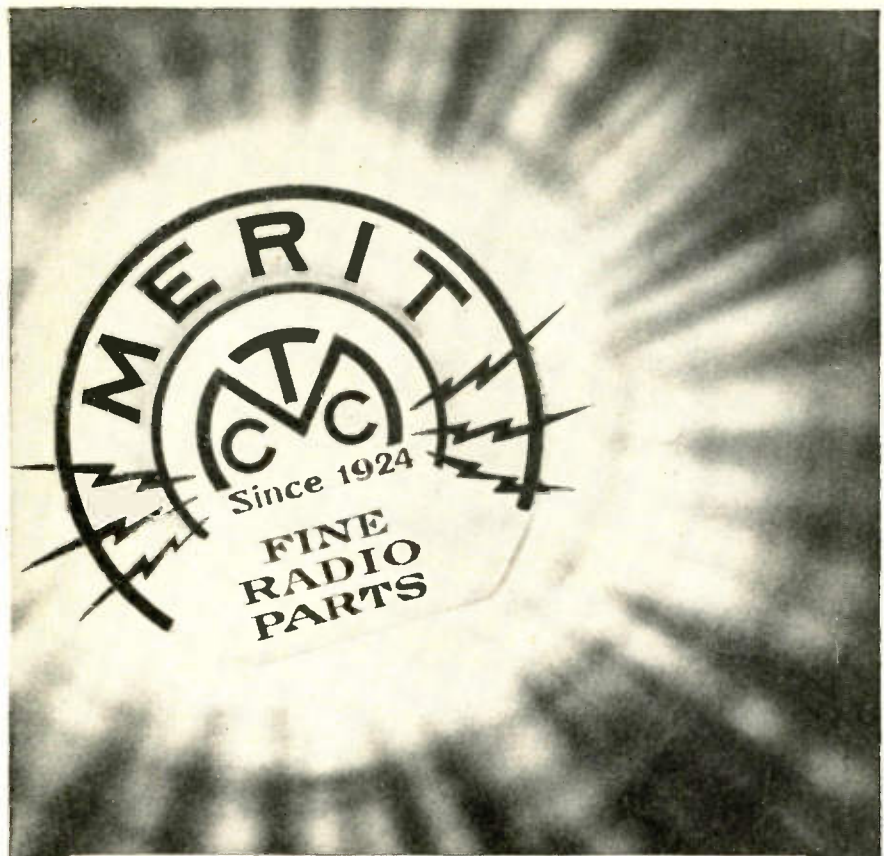


# "big name" Sparton radios

## THESE OUTSTANDING DEALERS FEATURE SPARTON

- Akron, Ohio, The Yeager Co.
- Albany, N. Y., John G. Meyers Co., Inc.
- Atlanta, Ga., Carroll Furn. Co.
- Baltimore, Md., The Hecht Bros. Co.
- Birmingham, Ala., Louis Pizitz Dry Goods Co.
- Boston, Mass., R. H. White Co., Inc.
- Bridgeport, Conn., Lederer, Inc.
- Buffalo, N. Y., Adam, Meldrum & Anderson
- Camden, N. J., Whitehill Store
- Canton, Ohio, The Livingston Furn. Co.
- Charlotte, N. C., Bridges Furn. Co.
- Chattanooga, Tenn., Fowler Bros.
- Chicago, Ill., Hudson-Ross, Inc. Wieboldt Stores, Inc.
- Cincinnati, Ohio, The McAlpin Co. The Fair Store
- Cleveland, Ohio, Atlas Radio Company
- Columbus, Ohio, Summers and Son
- Dallas, Tex., Hart Furniture Co.
- Dayton, Ohio, The Rike Kumler Co.
- Denver, Colo., Joslin Dry Goods Co.
- Des Moines, Iowa, Younkers
- Detroit, Michigan, The J. I. Hudson Co.
- Duluth, Minn., Glass Block Store  
Credit Sales Co., Inc.
- Elizabeth, N.J., Vim Electric
- Erie, Pa., The Winter Co.
- Fall River, Mass., Ideal Radio Furniture Co.
- Flint, Michigan, Smith Bridgeman Co., Inc.
- Fort Wayne, Ind., Wolfe & Dessauer Co.
- Fort Worth, Tex., Leonard's
- Gary, Ind., Wilson's Electric Appl. Co.
- Grand Rapids, Mich., Wurzburg Dry Goods Co.
- Hartford, Conn., Tuckel's
- Houston, Texas, Foley's
- Indianapolis, Ind., The Wm. H. Block Co.
- Jersey City, N. J., Sherman's Furn. Co.
- Kansas City, Kan., The Kansas Jones Store Co.
- Kansas City, Mo., The Jones Store
- Knoxville, Tenn., S. H. George & Sons
- Long Beach, Calif., Dean & Hoffman
- Los Angeles, Calif., Broadway Dept. Store  
Southern Cal. Music Co.
- Louisville, Ky., J. Bacon & Sons
- Lowell, Mass., Gaumont Bros.
- Memphis, Tenn., J. Goldsmith & Sons Co.  
Rhodes-Jennings Furn. Co.
- Miami, Fla., Leonards Clothing, Inc.
- Milwaukee, Wis., Schuster's
- Minneapolis, Minn., Boutells
- Nashville, Tenn., Castner-Knott Dry Goods Co.
- Newark, N. J., Kresge Vim Electric
- New Bedford, Mass., The Keystone
- New Haven, Conn., Shartenberg's, Inc.
- New Orleans, La., Maison Blanche Co.  
Morris Kirschmann & Co.
- New York City, N. Y., Bloomingdale Bros., Inc.  
Hearns Department Store  
R. H. Macy & Co.  
Vim Electric Co.
- Norfolk, Va., Levy Page Company
- Oakland, Calif., Jackson Furn. Co.
- Oklahoma City, Okla., O.K. Furniture & Rug Co.
- Omaha, Neb., J. I. Brandeis & Son
- Paterson, N.J., Gen. Supply Co. of Hackensack, Inc.
- Peoria, Ill., Jay's, Inc.
- Philadelphia, Pa., Stern & Company
- Pittsburgh, Pa., Kaufmann's
- Portland, Ore., Meier & Frank Co.
- Providence, R. I., City Hall Hdwe. Co.
- Reading, Pa., Kaufmann's Furn. Co.
- Richmond, Va., Thalheimer Bros.
- Rochester, N. Y., Weis & Fisher Co.
- Sacramento, Calif., Coast Radio Co.
- St. Louis, Mo., Famous-Barr Co.
- St. Paul, Minn., Schuneman's, Inc.
- Salt Lake City, Utah, The Paris Co.
- San Antonio, Texas, Joske's of Texas
- San Diego, Calif., Thearle Music Co.  
Southern Cal. Music Co.
- San Francisco, Calif., Macy's of San Francisco
- Scranton, Pa., Stoehr & Fister Mdse. Corp.
- Seattle, Wash., The MacDougall & Southwick Co.
- Spokane, Wash., Spokane Dry Goods Co.
- Springfield, Mass., Albert Steger Co.
- South Bend, Ind., I and M Supply
- Syracuse, N. Y., Wilsons Leading Jewelers, Inc.
- Tacoma, Wash., The Peoples Store
- Tampa, Fla., Associated Stores, Inc.
- Toledo, Ohio, The Lion Store
- Trenton, N. J., Stern & Co.
- Tulsa, Okla., Fikes-Appliance & Radio Co.
- Utica, N. Y., The Boston Store
- Washington, D. C., The Hecht Co.
- Wichita, Kan., Crook Furniture Co.
- Wilmington, Del., Stern & Co.
- Worcester, Mass., C. T. Sherer Co.
- Yonkers, N. Y., Case Radio & Elec. Co.
- Youngstown, Ohio, Kings





MERIT Model "D"

## POINT OF GREATEST SAVING

SPECIFIC APPLICATIONS are constantly calling for new advance in types of transformers—a challenge for which MERIT, with its long specialization and plant facilities, is well equipped to meet. With MERIT only one thing remains unchanged in this changing science—MERIT QUALITY.

### MERIT MODULATION TRANSFORMERS For Specific Applications

| Type No. | List Price | Output Tubes   | Ohms Impedance Pri. | Sec.                    |
|----------|------------|--|---------------------|-------------------------|
| A-3110   | \$10.50    | PP801, 6L6, 10, 46, HK-24, HY-25                       | 10000-6600CT        | 4000-5000<br>7500-10000 |
| A-3113   | 15.75      | PP800, 809, TZ-40, T-55, HK-54, RK-31, HY-40, 811, 807 | 15000-6900CT        | 3000-4000<br>5000-6000  |

|        | Max. Pri. | MA Sec. | Watts | Dimensions H. | W.      | D.    | Mtg. |
|--------|-----------|---------|-------|---------------|---------|-------|------|
| A-3110 | 175       | 150     | 60    | 4 1/4         | 3 1/2   | 3 3/4 | D    |
| A-3113 | 250       | 300     | 175   | 4 5/8         | 3 13/16 | 5 5/8 | D    |



# MERIT COIL & TRANSFORMER CORP.

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

## The Issue Is This Issue

### THE ENTIRE FM PICTURE

is presented in this issue. And it's certainly a *motion* picture in every sense of the word. The enthusiasm over the results of simultaneous AM-FM broadcasting spread like wild-fire, creating a tremendous new demand for the static-free receivers. Salesmen experienced the thrill of their lives in demonstrating the great variety of programs; listeners were lifted to new heights in entertainment, and in desire to own an FM set.

### FM MEANS FORWARD MARCH

for the industry in terms of Folding Money! FM is going great guns, and this is just the beginning! It's still a ground-floor proposition. That's the beauty of it. Additional profits will come to all who participate actively in promoting FM. Manufacturers, broadcasters, wholesalers, sales representatives and retail merchants. The consumer will profit too in purchasing something that will give him much more for his money. And he won't be "bashful" in telling others about FM, and how wonderful it is. Each satisfied user will be a missionary for FM.

### PORTABLE RADIOS GET A BIG PLUG

in this issue too. Readers will find a timely presentation of the latest models, right in time for the biggest selling season ever. Make no mistake about it, 1948 will break all sales records for the carry-about receivers. To facilitate merchandising, selection to meet every taste is offered, along with prices to fit every pocketbook.

### COVERING ALL, NOT JUST PART

of the dealer's operation, this magazine, the 4-Way Merchant's "bible", has in this issue, angled-for-sales articles on television, radio, electrical appliances, phonograph records and players. Down-to-earth servicing techniques to help the dealer save *more* time; make *more* money. Pictures and descriptions of all the new products for re-sale.

### EXPERIENCED MERCHANTISERS AND TECHNICIANS, RTR'S

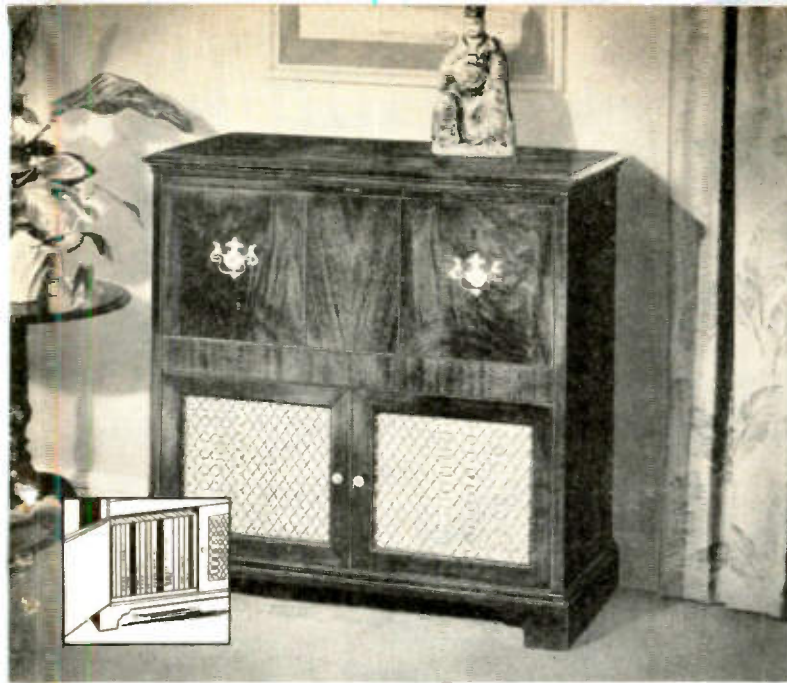
writers aim to keep all articles at the *dealer level*, to make them of *practical* rather than *academic* interest. On the premise that hog-wash and blue-sky pieces are merchandising will-o-the-wisps, we want no more part of them than does the reader.

### RIGHT DOWN TO EARTH,

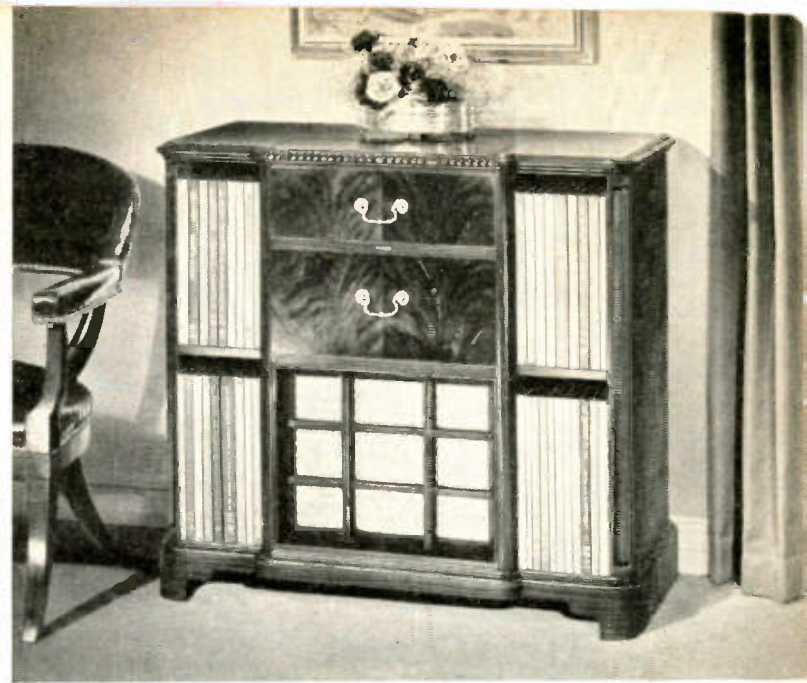
for instance, is the article on selling more hand-irons in this issue. Irons *have to be sold* today, and this RTR feature, prepared by a staff member who has sold almost every make, every type iron, should prove to be profitably inspirational.

THE PUBLISHERS





PHILCO 1290. America's choice for quality...now with \$369<sup>50</sup>\*  
 record space! Advanced-FM, AM, Short-Wave reception.



PHILCO 1286. Stunning Georgian Mahogany combination \$299<sup>50</sup>\*  
 with Electronic Scratch Eliminator. Gets FM and AM reception.

Here from **PHILCO** the leader!



a striking new series of radio-phonographs  
 ... with generous record storage space!

They're the talk of the trade... these sensational new consoles from Philco! For here, once again, is Philco leadership... in tone, performance, quality. And, above all, in the eye-catching sales-appeal of their stunning new cabinets with record storage space! By every standard, each is a leader at its

price! And each is backed by the full power and impact of Philco's publication and radio advertising.

Compare the models, compare the advertising... and you'll agree: Again, as for 17 years, your greatest opportunity for sales and profits lies with *Philco, the leader!*

*\*Prices slightly higher Denver and West*

PHILCO 1284. Short-Wave and Standard reception \$199<sup>95</sup>\*  
 in a Classic Modern combination. Big 12-inch Speaker.

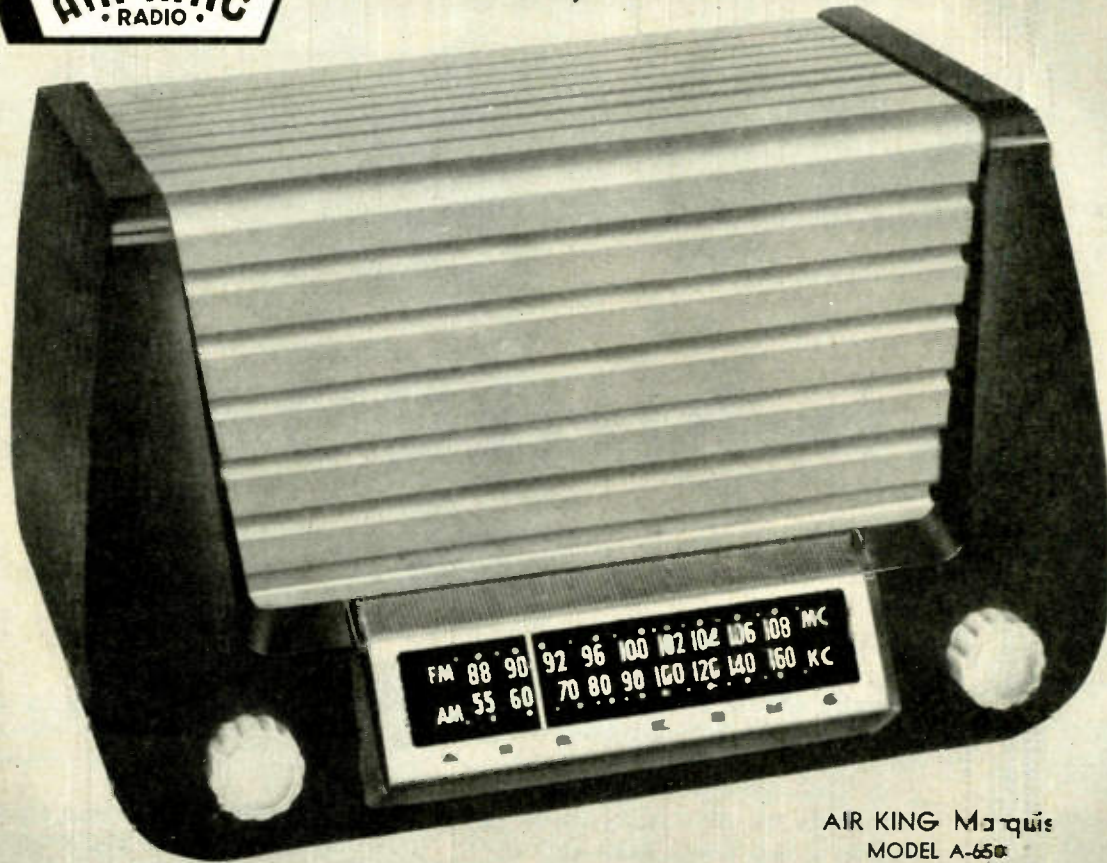
PHILCO 1283. The style that swept the nation... with \$179<sup>95</sup>\*  
 record space now added! A sensation at its price!







IN A GLAMOROUS TWO-TONE  
*Polystyrene* CABINET  
 FOR  
 EASY, PROFITABLE SELLING



**\$49<sup>95</sup>**

Including  
 Federal Tax  
 (Slightly higher  
 in Zone 2)

AIR KING Marquis  
 MODEL A-65

## F.M.-A.M. joins the AIR KING PARADE of POPULAR PRICED MODELS

THE AIR KING "MARQUIS" FM-AM TABLE MODEL . . . like every set in the entire AIR KING line . . . contains in itself all the salient features for easy, profitable *selling*. Housed in a glamorous two-tone polystyrene cabinet, plus precise Air King engineering . . . the "Marquis" is a natural profit builder.

Striking in design, the "Marquis" comes in three exciting color combinations: brown trimmed with ivory — black trimmed with ivory — and all ivory . . . each lending itself perfectly to almost any interior motif.

### CHECK THESE SELLING FEATURES

- Six tubes including rectifier
- Alnico V speaker
- Utilizes line cord antenna for FM
- Provision for outside antenna for both AM & FM
- Self contained loop antenna
- Tuning range: AM, 550-1700 KC; FM, 88-108 MC
- Tube complement: 14F8, 12SK7, 12SA7, 12SQ7, 35L6, 35W4

AIR KING PRODUCTS CO., INC., Brooklyn 32, N. Y.

Export: Air King International, 75 West Street, New York 6, N. Y.

# AIR KING RADIO

Division of HYTRON RADIO & ELECTRONICS CORP.

*The Royalty of Radio Since 1920*





**"REACH FOR KEN-RAD--  
You'll never find a better tube!"**



Ken-Rad tubes have been built for 26 years on the idea that when you please the serviceman—you please everybody!

By actual tube experience, servicemen know Ken-Rad research and engineering are outstanding. They know Ken-Rad production is painstaking—with test after test to make doubly sure there's no higher standard of performance.

Dependability, above everything else, is why servicemen everywhere say, "Reach for Ken-Rad—you'll never find a better tube."



**LES SINGER, Singer Radio Service,  
6016 Madison Road, Cincinnati, Ohio**  
Like thousands of outstanding servicemen, Les Singer has been using Ken-Rad tubes ever since he started in business. He judges tubes by experience alone.

**"We build tubes to build  
YOUR REPUTATION"**

Practically every radio serviceman knows Ken-Rad tubes. He depends on them.

And there's plenty of reason for this confidence. Ken-Rads are made exclusively to meet the exacting demands of servicemen. They're *quality* tubes, with *stamina* and *endurance*.

This is important. Because it takes more than good service to build repeat business.

It takes good tubes, too. Ken-Rad tubes.

Use them and you can count on customers coming back, satisfied.



**C.A. MEGUIAR, Shop Foreman,  
Metal Mounting Dept.** where grid turns are accurately aligned in beam type mounts. (Below) Aligning grid turns in special jig before welding to supports.

**KEN-RAD** *Radio Tubes*  
PRODUCT OF GENERAL ELECTRIC COMPANY  
Schenectady 5, New York

**The  
Serviceman's  
Tube**





# REGAL FIRST AGAIN!

**IMMEDIATE DELIVERY!**

**NOW!**

**COMPLETE!  
NO PACKAGE DEALS!**

**\$9<sup>75</sup>**  
LIST PRICE

WALNUT

**FULL SIZE** } 10" LONG  
6 1/2" WIDE  
7 1/4" HIGH

TABLE MODEL

IN IVORY: - \$11.75

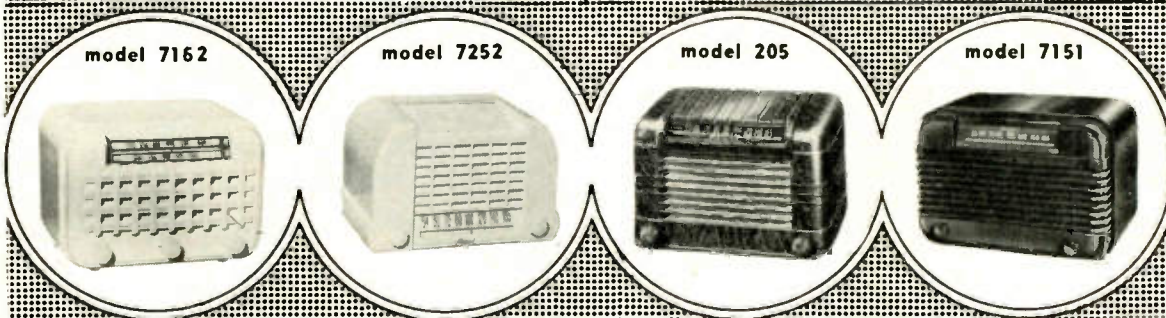


▶ **MODEL 1107**

- ▶ SUPERHETERODYNE
- ▶ 5" P.M. SPEAKER
- ▶ BUILT IN REGALOOP
- ▶ PROVISION FOR OUTSIDE AERIAL

**ONLY SET AT THIS PRICE WITH SLIDE RULE DIAL**

A FEW MORE OF THE MANY BEAUTIFUL REGAL MODELS



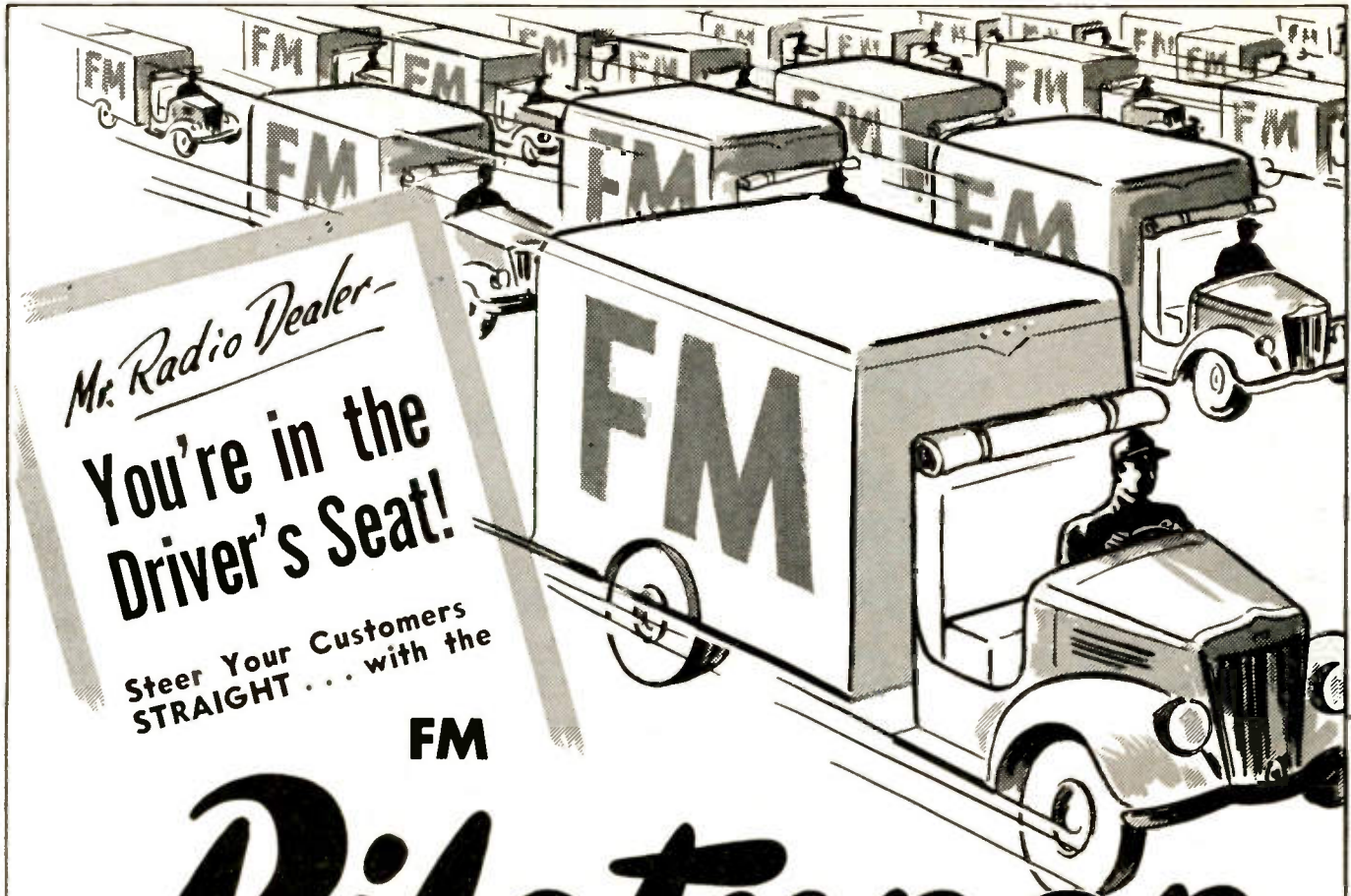
2 band. Broadcast and 16. 49 meters on S.W. "A.C.-D.C."    Broadcast band. "A.C.-D.C."    Broadcast band. "A.C.-D.C."    Broadcast band. "A.C.-D.C."

ALL MODELS ILLUSTRATED ARE AVAILABLE IN BOTH WALNUT AND IVORY

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

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





*Mr. Radio Dealer—*  
**You're in the  
 Driver's Seat!**

Steer Your Customers  
**STRAIGHT . . . with the**

**FM**

# Pilotuner

*Where's FM headed, Mr. Radio Dealer? YOU decide.*

**WANT TO MAKE A FIASCO OF FM?** . . . Then—go ahead . . . **SELL** second-rate, "almost-good-enough" FM equipment. But—be prepared for customer squawks, dissatisfaction . . . a bad name for FM . . . migraine headaches for yourself!

**WANT TO "GO TO TOWN" WITH FM?** Then—use the sensational **FM PILOTUNER**, as your standard of comparison, in testing all FM equipment. The Pilotuner has the last-detail quality . . . the thorough integrity . . . that do credit to FM!



to retail at  
**29.95**

(Slightly higher west  
 of the Rockies)

Listed with Underwriters' Laboratory

The PILOTUNER was a tremendous hit in '47 . . . With new FM stations opening at the rate of fifty a month, it's headed for an even greater '48! Stock it—feature it—get YOUR share of the big new business, new traffic! Send coupon for details.

**PILOT RADIO CORPORATION**  
 37-06 36th ST., LONG ISLAND CITY, N. Y.  
 Makers of PILOTONE RECORDS • PIONEERS IN FM & TELEVISION

PILOT RADIO CORP., 37-06 36th St., Long Island City, N. Y.

Send me full information concerning the FM PILOTUNER.

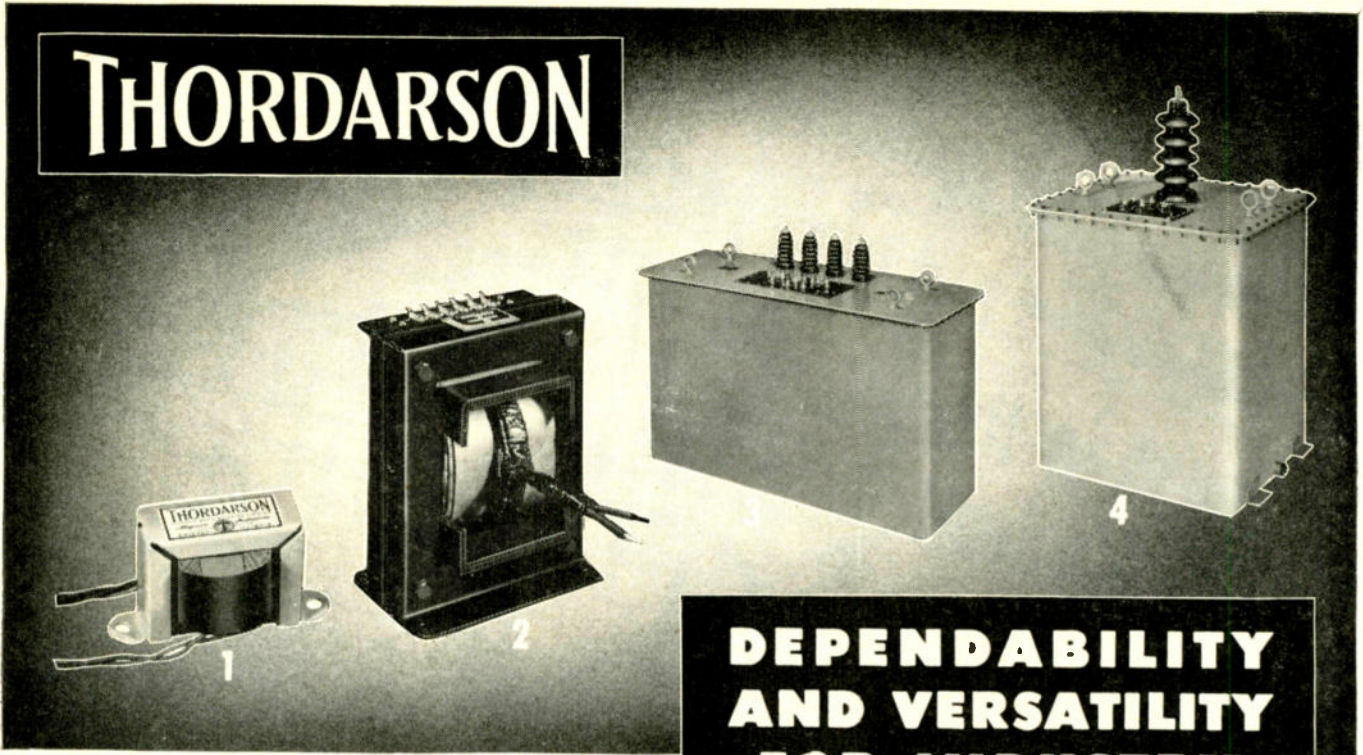
NAME .....

ADDRESS .....

CITY.....ZONE NO..... STATE.....



# THORDARSON



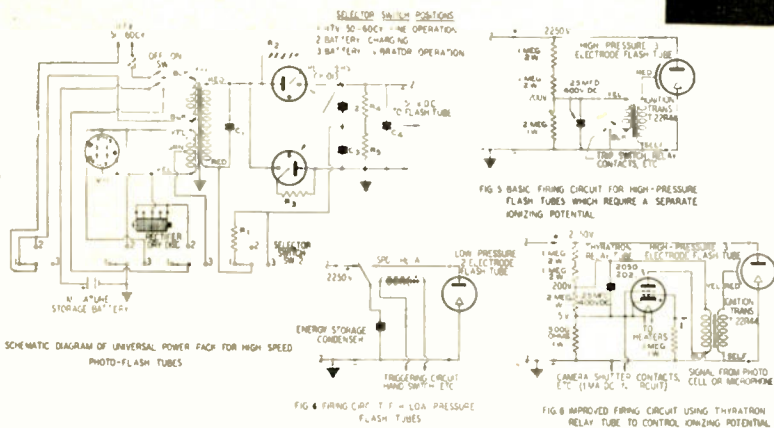
## DEPENDABILITY AND VERSATILITY FOR INDUSTRY

1. LOW VOLTAGE - LOW CURRENT
2. LOW VOLTAGE - HIGH CURRENT
3. HIGH VOLTAGE - HIGH CURRENT
4. HIGH VOLTAGE - LOW CURRENT

WHERE QUALITY IS A NECESSITY...

Thordarson has the answers to many electrical problems that daily confront industry. With a background of over 25,000 active specifications in their files, built up over 53 years of leadership in the field, Thordarson supplies the leaders with their large variety of stock types of transformers as well as the hundreds of special types built to customer specifications or resulting from recommendations of our own engineers upon studying the various requirements submitted to them by industry.

With this background, you know that your Thordarson equipment, purchased from stocks of a jobber or directly under special specifications, is of top-notch quality — sure to deliver unmatched performance. If you require the best, there is no unit either too large — or too small that Thordarson can't deliver.



### PHOTO FLASH POWER SUPPLY

Here is another Thordarson FIRST... a typical example of Thordarson engineering skill that has helped established leadership in the field. This circuit features:

- A.C. Line or Portable Battery Operation
- Charging Time — 10 to 15 Seconds
- A.C. Line Battery Recharge Feature
- Light Compact Low Drain Power Transformer
- Power Supply Output — 2250 V. D. C.
- Storage Condenser Delivers 75 Watt-Sec. Energy Element
- Adaptable Trigger Circuits for 2 or 3 Tubes
- Cold Cathode Rectifiers Employed in a Voltage Doubling Circuit

### OUR ENGINEERING STAFF IS AVAILABLE TO SOLVE YOUR PROBLEMS FOR YOU UPON REQUEST

Whatever your position in the field of electronics Thordarson can serve you better. Our large variety of stock types fill almost every need. For extraordinary conditions, send us your problems and our engineering staff will come up with the right answers.



The New Thordarson Catalog Is Now Available, Send For Your Copy Today.

# THORDARSON

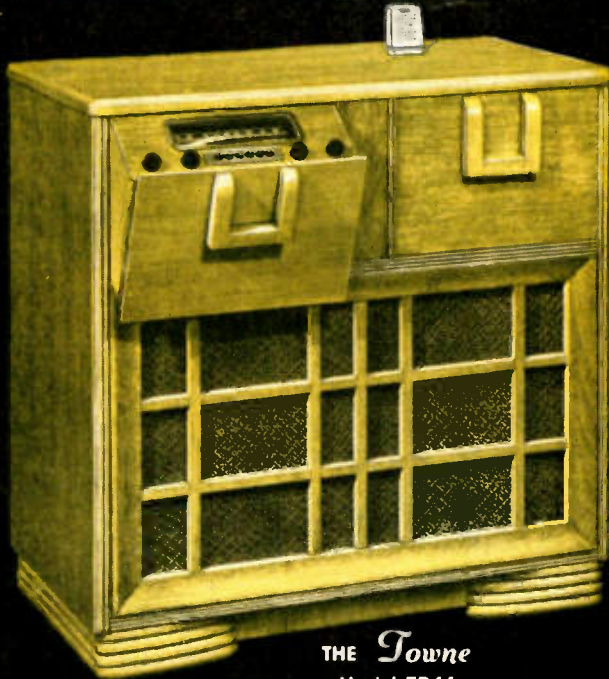
Manufacturing Quality Electrical Equipment Since 1895  
 500 WEST HURON CHICAGO 10, ILLINOIS  
 A Division of Maguire Industries  
 Export — Scheel International Inc.



# Only Recordio brings you these profitable

*"Sales Records"*  
DEMONSTRATION DISCS

TWO BRILLIANT NEW  
FM MODELS FOR 1948



THE *Towne*  
Model 7D44

A striking new RECORDIO Console built especially for full FM enjoyment. Provides realistic radio or microphone recording—natural, noise-free FM from huge acoustical tone chamber—automatic phonograph—selective AM radio and built-in home sound system. What an instrument! What a profit-producer for you! Shown in blonde finish. Also available in rich mahogany.



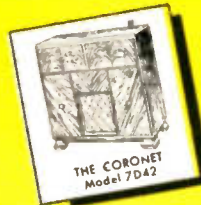
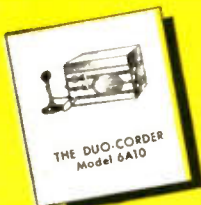
THE *Metropolitan*  
Model 7E44

Trim, tidy and terrific is the description of this newest member of the famed RECORDIO family of fine home recording instruments. Offers simplified push-button selection of radio or microphone recording—AM-FM radio—automatic phonograph or built-in public address system. This is one for the books... your sales books! Shown in blonde finish. Also available in rich mahogany.

● Here's the line that's big, beautiful and bountifully endowed with every desirable feature. RECORDIO offers your customers the fascinating fun of original home recording in addition to advanced FM and everything they look for in a fine radio-phonograph combination. What's more, you can give them something no other ordinary radio dealer can—a complimentary recording disc made in your store. These are profitable "sales records" and they are yours with RECORDIO. Don't cheat yourself... sell RECORDIO, the complete home entertainment instrument.

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

the RECORDING radio-phonograph



**WILCOX-GAY  
CORPORATION**  
CHARLOTTE, MICHIGAN

In Canada... Canadian MARCONI Company

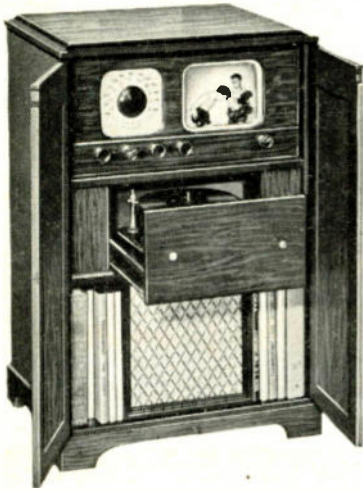
153-M



Dealers, coast to coast, agree it's the...

# BRIGHTEST SALES FEATURE IN ALL TELEVISION TODAY!

# New DAYLIGHT TELEVISION



## COMPLETE ENTERTAINMENT CENTER

4 great services in 1 great instrument

● Out-demonstrates, out-performs anything your customers have seen anywhere in town. Television's brightest picture. 2 times brighter! Sharper! Easier on the eyes! The finest FM radio. The best in standard radio, too. No phonograph performance to top it. One audition of the famous G-E Electronic Reproducer clinches this point. Fine cabinetry speaks for itself. Model 802.

**E**VEN the most skeptical retailers are convinced! Here is the greatest advance in television today. Now you can show television *two times brighter* than anything your prospects have ever seen before. Clearer! Sharper! It's the only kind of television you can display to full advantage right out in broad daylight. A terrific "stopper" in your window.

Not until now—not until General Electric developed this new way to brighten the picture—could you offer your customers the vivid, realistic reception they rightfully expect. For full details on G-E Daylight Television, call your G-E radio and television distributor or write *General Electric Company, Receiver Division, Electronics Park, Syracuse, New York.*

**G.E. launches Daylight Television with a walloping big promotion!**

### Full-page newspaper ads...

Month after month, right in your market. Big-sock traffic builders. A prepaid push that opens your front door for business.

### Full-pages in LIFE...

Every month—26 million readers. Attention-getting ads that bring the best prospects into your store for a demonstration.

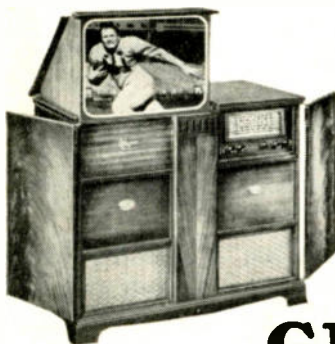
### Big TV news program on NBC network...

Every Friday night just before the boxing bouts G-E Daylight Television sponsors the popular NBC Newsreel. Preferred time—preferred program with commercials that show G-E television receivers in action.

### Complete dealer promotion material...

Everything you need to tie in with the big national push. Complete ad mat service. Window displays. Counter displays. Over-wire pennants. Mailing pieces. Radio commercials. Sales training.

**Call your G-E Radio and Television Distributor and order your promotion material at once!**



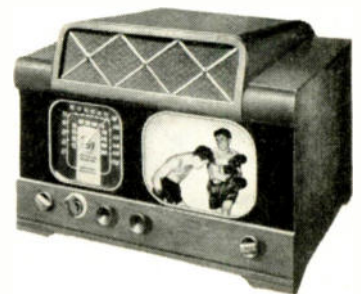
## GIANT SCREEN TELEVISION

● For the prospect who is big-audience minded. The screen is 18" x 24"—3 square feet in area. Schmidt Optical System projection. Plus G-E *natural tone* radio—standard, FM, and short-wave. Plus automatic phonograph with the amazing G-E Electronic Reproducer. Model 901.

## G-E TABLE TELEVISION

New — Popular Priced!

● Rated the smartest looking table television receiver on the market. Sharp, clear pictures on 10" direct-view tube. All 13 U. S. television channels, each factory pre-tuned. Plus superb FM and standard radio. Moderate price. Model 803.



# GENERAL ELECTRIC

100-04

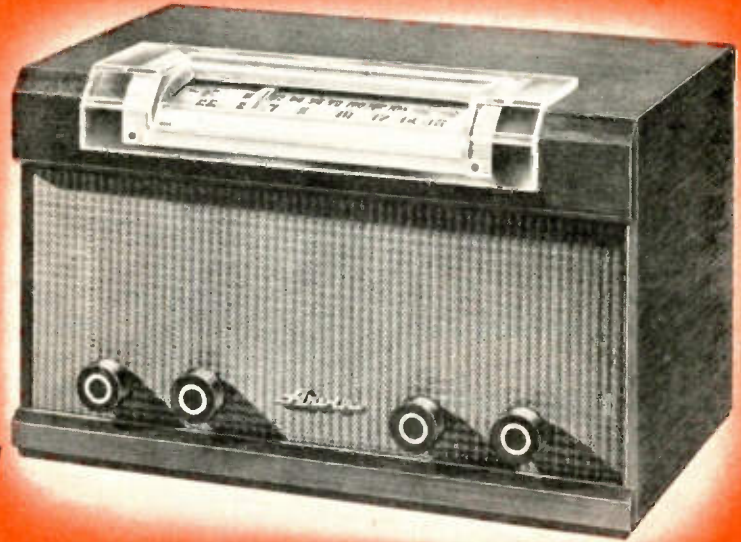


# ARVIN ... a great FM set for a great FM market

All major networks  
now on FM!

Today's top value in table model  
FM receivers—plus superb  
AM performance

NBC, CBS, ABC and Mutual are all putting out network shows on FM as well as regular AM. FM station operation and construction is at a new peak! Make the most of this terrific increase in FM listening! Feature this beautiful ARVIN and watch profits grow! Top-notch 8-tube performance with flawless, static-free FM tone fidelity. Amazing AM reception, too! Smart modern cabinet is genuine mahogany veneer with lucite escutcheon. Heavy duty speaker; 2 RF and 2 IF stages on FM circuit; 15 tuned circuits for razor-edge selectivity; 8 tubes plus selenium rectifier; continuous variable tone control. Underwriters' listed.



**ARVIN** \$**69<sup>95</sup>\***  
Model 280FM

America's peak personal portable buy!



**ARVIN MODEL 240P**  
**\$19<sup>95</sup>\***  
Battery Operated

A honey for huddles! Smooth styling in rich ruby-red thermo-plastic—tops in good looks and good listening. • Low-drain min-

ature tubes • Genuine Alnico speaker • Special Arvin circuit for super-sensitivity and tone.

**ARVIN MODEL 241P . . . \$29<sup>95</sup>\***  
Battery — AC/DC

Same smart styling, but three times the selling power because of its 3-way utility • 4 miniature tubes plus selenium rectifier • Alnico speaker • Underwriters' listed • Outstanding value at the price!

Powerful portable for getting distance!



**ARVIN MODEL 250P**  
**\$39<sup>95</sup>\***  
Battery — AC/DC

Special Arvin distance-getting circuit uses 5 miniature tubes plus a selenium rectifier • Big 5¼ Alnico speaker • Powerful antenna shielded from chassis for getting distant stations

• Attractive luggage-type case, metal top and bottom and non-breakable plastic wrap-around. Underwriters' listed. Today's top buy in the whole portable field!

NATIONALLY ADVERTISED IN LIFE, SATURDAY EVENING POST, COUNTRY GENTLEMAN

Write, wire or phone your Arvin distributor

NOBLITT-SPARKS INDUSTRIES, INC.



\*Slightly higher in Zone 2 — All portables priced less batteries

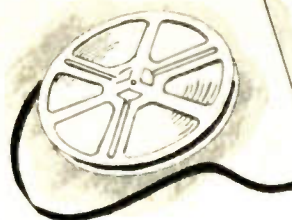
COLUMBUS, INDIANA



Here's how the  
**SOUNDMIRROR\***  
 has revolutionized  
 your home recording  
 market!



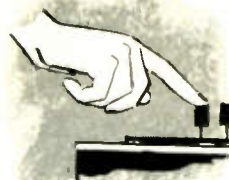
✓ By offering ½ Hour  
 Continuous Recording!  
 Complete, unbroken  
 listening to symphonies,  
 jazz or comedy.



✓ By Recording on  
 "Magnetic Ribbon"  
 which can be Edited!  
 "Magnetic Ribbon"  
 can be cut with scis-  
 sors and spliced with  
 cellulose tape.



✓ By making  
 recordings "Erasable"!  
 "Magnetic Ribbon"  
 recordings are perma-  
 nent but can be "erased"  
 automatically as new  
 recording is made.



✓ By slashing Costs!  
 A continuous reel of  
 ½ hour for only \$2.50  
 ... compare that with  
 existing costs for  
 the same length of time!



✓ By making Home  
 Recording Simple!  
 Simply press a button!  
 "Magnetic Ribbon"  
 is easy to handle too!



Sell the "SOUNDMIRROR" and you sell the product of one of America's leading electronic research laboratories—supplier of the majority of magnetic recording equipment used by the Armed Services! Write The Brush Development Company, 3405 Perkins Avenue, Cleveland 14, Ohio for the name of your nearest "SOUNDMIRROR" distributor.

*Brush... First in Magnetic Recording*

\*Trade Mark Reg., Patents Pending



# Another Smash Hit

from the value leader

## FADA Radio

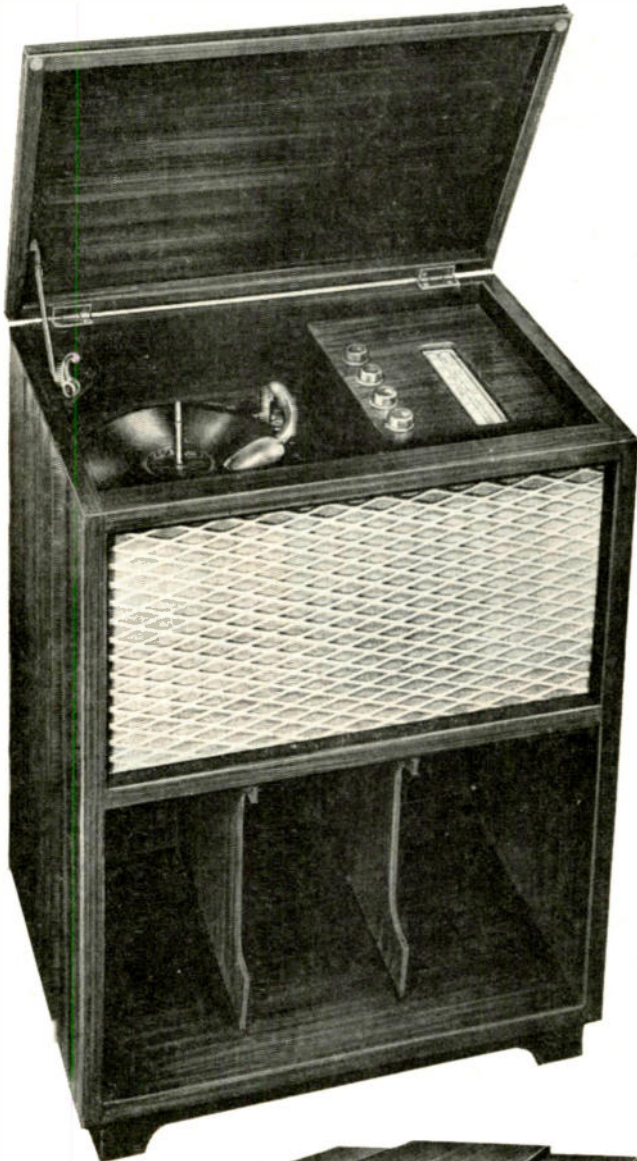
Model 802 . . .

### CONSOLE

AC-DC Superheterodyne Radio  
with Automatic Record-Changer

### COMBINATION

Here's the value sensation of 1948. This quality combination has eye-appeal coupled with sterling FADA performance that are sure to influence volume sales. Its 6 x 9 Oval P.M. Alnico V Speaker offers rare concert quality tone. The console cabinet is of rich mahogany veneers. Note the spacious record album compartments.



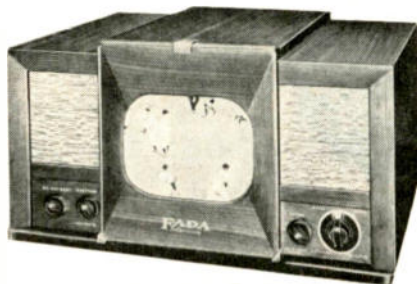
Model 790 . . .

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

Model 799 Television Receiver

Full thirteen channel coverage. Large 54 Inch Screen. Picture detail unsurpassed in quality. Exquisite hand-rubbed walnut veneer cabinet.

Fada Table  
Model Radios  
List from  
**\$17.95**



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



# New 1948 *FM-AM* Model 557

**CLINCHES SALES WITH FLAWLESS RECEPTION**

- AC-DC Superheterodyne.
- 6-in. Oval Alnico 5 PM Speaker
- Compensated for frequency drift
- Underwriters Approved



- Specially designed FM Gang, Condenser
- Internal FM Power Line Antenna
- Automatic Volume Control

**\$49<sup>95</sup>**

## *Emerson Radio and Television*

Here is EVERYTHING the public has been led to expect from noise-quieting FM-AM engineering and performance!

A magnificent cabinet — a superb instrument—the most outstanding value which



quickly SELLS on demonstration.

There is a growing demand in YOUR territory. Emerson FM-AM

Model 557 will enable YOU to capitalize this profit-making trend.

*Ask Your Emerson Radio Distributor*

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

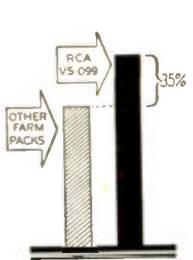


Special  
RADIO MIX...



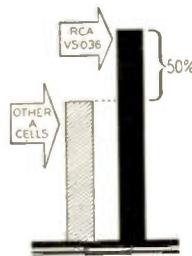
RCA VS-099 Farm Pack and RCA VS-036 "A" Batteries

## ... super-powered for longer life



It's RCA's special "Radio Mix" in these super-powered radio batteries that gives them longer service life at less cost per hour!

RCA VS-099 Farm Pack will power the average 4-tube, battery-operated receiver 35 per cent longer than the ordinary type of farm pack—at least a full season's service!



RCA VS-036 "A" Battery has twice the service life of average cells . . . 50 per cent more life than standard "long life" types in heavy drain portable radio receiver service.

What's more, the RCA VS-099 and VS-036 are leak-resistant, swell-proof, and climate-proof—because they're sealed in steel. They stay powerful and fresh!

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



TUBE DEPARTMENT

**RADIO CORPORATION of AMERICA**

HARRISON, N. J.



# We've packed them

**Profit comes a-hopping with the one and only recorder with all 12 vital features . . . the first recorder that's easy-to-use and easy-to-sell.**

This ad announces the birth of WIREWAY—the magnetic wire recorder that works (and sells) with push-button ease.

It's hot. It's the open sesame to some thumping big money for you. It puts you in a new field where no one has scratched the surface, because no one has had a set with *everything in it that everybody wants.*

Tall talk, coming from a new company with a new product? Not exactly. The proof is in the *guts* of our new product.

We've bought out the company that supplied many leading brand-name sets with *the best wire-moving mechanism in the business.* Right now, this unit is functioning successfully in thousands—scores of thousands—of sets. It's tried, tested, true . . . and *terrific!*

So terrific, in fact, that we're building a business around it. We're taking all its magic and combining it with a

few discoveries of our own that nobody has ever had.

We've cased the field thoroughly and found out that the public will pour out dough for wire recorders provided they're made with *all 12 vital features* that everybody wants. And we're packing them all into one superb *recorder-phonograph-broadcaster combination* that will leap like a kangaroo to the top of the heap!

That's WIREWAY. It's a great new national-brand product that will be talked, publicized and advertised into fame. It's ready. And it *sells.* We know—because we've made sales tests and had to stop them because they were *too* successful.

Want some of this success? If you have the kind of salesmen who know their way about a home-demonstration, maybe you're the dealer or distributor for us. Let's find out. Write, wire or phone us.

# wireway

Reg. U. S. Pat. Off.

*Portable Wireway complete with phonograph unit, permanent Fidelitone needles, crystal microphone, 4" x 6" oval Alnico V speaker, two 1/2 hour spools of wire and morocco-like leatherette lightweight carrying case.*

**\$149.50**

Retail Price  
Slightly higher  
west of the Rockies



**WIRE RECORDING CORPORATION OF AMERICA** 76 Varick Street, New York 13, N. Y.



*all into one...*

At the Chicago Show!  
See and try WIREWAY in our suite at  
the Congress Hotel during the Radio  
Parts and Electronic Equipment  
Conference and Show, May 11-14.

**The one and only  
recorder with all  
12 vital features:**

- 1—Recordings are made on wire
- 2—Recordings last indefinitely
- 3—Same wire can be used over and over
- 4—Undesired sections can be erased
- 5—Set shuts off automatically
- 6—Recordings can be edited
- 7—Regular phonograph records can be played
- 8—Recordings can be made direct from radio and phonograph records
- 9—Two motors for constant speed recording and fast rewind.
- 10—Records two-way telephone conversations
- 11—Can be used as a public address system
- 12—Can be used as a miniature broadcasting station







better lines  
make you  
look better

# in batteries it's Bright Star

nationally advertised to millions in leading publications



Power your sales drives with the champion line of batteries in the industry — Bright Star. Recognized coast to coast for quality. Smart display packaging . . . thorough merchandising support . . . plus a hard-hitting national advertising program assure volume sales and high average profit margins. Write today for details.

- ★ insulated, metal top flashlight cells.
- ★ guaranteed to exceed General Purpose Gov't. C-18 Specifications even on expiration date.
- ★ wrapped bobbins and seamless zinc cans hold power longer and resist leakage in fact!

two fast turnover hits!



**no. 10m cells**  
24 Bright Star cells . . . guaranteed to exceed General Purpose Gov't. C-18 Specifications even on expiration date.



**unit no. 2160**  
Six No. 216 two-cell chrome finished spotlights on 2 colorful easel display packages.

## BRIGHT STAR

**BRIGHT STAR BATTERY CO., Clifton, N. J.**  
branch offices: Chicago and San Francisco



# Complete Radio Performance Complete Selling Appeal!

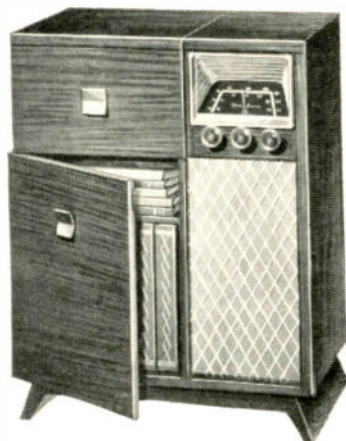
## Stewart-Warner

New "American Group" Combinations

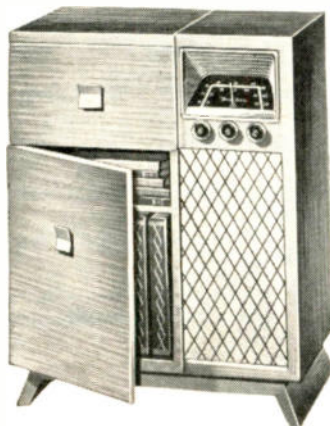
# ALL with FM!



**MT. VERNON.** FM-AM-phono. For all who want 18th Century design, in rich mahogany with dimensional bronze grille. Automatic record changer. Dual matched-tone PM dynamic speakers.

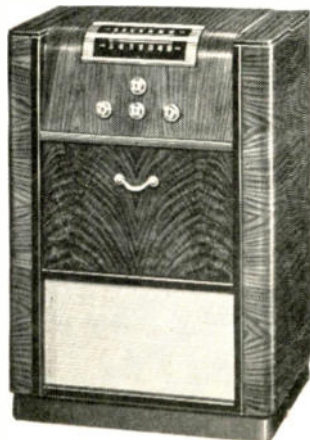


**MANHATTAN.** FM-AM-phono. Rich mahogany styled for modern appeal. Intermix record changer. Dual matched-tone PM dynamic speakers. All new Stewart-Warner features!



**PALM SPRINGS.** FM-AM-phono. The same finely balanced set as "Manhattan," style-proportioned in beautiful blond mahogany for the "new-look" room. Dual matched-tone PM dynamic speakers.

**HOLLYWOOD.** FM-AM-phono. Rich walnut in the smart contemporary style, including pull-out automatic phonograph. A really great quality value!



**American in name! ALL-American in complete performance!**

These new and finer Stewart-Warner consoles, in tune with 1948, give you the biggest selling point of the year: *complete AM-FM-phonograph performance.*

And wrapped up in as handsome a choice of cabinets as *Stewart-Warner* has ever had!—cabinets that are the *right size* for today, *style-proportioned* for today's home.

*This spring, FM is booming as never before . . . with more stations, more popular programs, more people who want to hear it.*

Stewart-Warner gives you FM in every console, *plus* AM, *plus* automatic radio-phonograph.

And more than that: Stewart-Warner *backs you up* with 28 stunning 4-color national advertisements that sell the whole all-American line!

## Stewart-Warner

FM RADIOS AM • RADIO-PHONOGRAPHS • TELEVISION

CHICAGO 14



ILLINOIS



# “Now I know where I stand — *all the time!*”

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



## STANDARD FORM-FLOW REGISTERS . . .

*the easiest, quickest way to keep the records you need.*

Having the real facts, instead of making guesses—knowing just how your business stands now, today, instead of “sometime later”—that’s the secret of top efficiency. Knowing precisely about inventory, cash and charge transactions, accounts receivable and payable—that’s the secret of complete protection.

A Standard Form-Flow Register nails down all these vital facts at the *start* of any business transaction, with *less* writing in *less* time. One copy is *locked into* the Register. Others go to all persons concerned. All copies are exactly alike—preventing mistakes and arguments. Bookkeeping is greatly simplified. So are tax records. And you can check *all* records *immediately*.

You get all these advantages in Standard Form-Flow Registers. Use the coupon below to find out how one of the hundreds of Standard models is precisely suited to your business.

### CHECK ALL THESE WAYS STANDARD REGISTERS HELP YOU!

*In one writing you:*

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

© 1948 The Standard Register Company

The Standard Register Company  
Dept. 1304, Dayton 1, Ohio

Please send me Free Standard Register Business Digest which  
tells me how I can write better records in my business . . .  
easier . . . simpler . . . faster!

Name \_\_\_\_\_

Company \_\_\_\_\_

Street \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

**FREE**

# Standard Register

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

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

THE STANDARD REGISTER COMPANY, 1304 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 & Co., Ltd., London.





Radio-phonograph sales can be maintained at volume levels in all markets throughout 1948 by offering . . .

## TELEVISION OPTIONAL!

Retailers, distributors, and manufacturers are urged to support a basic merchandising concept which offers continued and increasing prosperity to the radio industry.

ROSS D. SIRAGUSA, President, Admiral Corporation

At the recent January Furniture Mart in Chicago, Admiral Corporation presented a merchandising idea that met with instant and enthusiastic approval. In Admiral's "Television Optional," retailers, distributors and manufacturers alike recognized a sound program for promoting television without impeding the sale of radio-phonographs.

During the past few months in such television markets as New York, Philadelphia and others, retailers have been alarmed by a noticeable drop in sales of high priced radio-phonograph combinations. This, despite the fact that a recent survey conclusively indicated that better than 53% of television purchasers also want radio-phonographs.

Why is the movement of such units slowing down? For one reason, many prospective customers desiring *complete* home entertainment simply cannot afford the high price tag required for a radio-phonograph-television combination. Then, too, in markets where television is "just around the corner" customers are delaying the purchase of a radio-phonograph until they can buy and *use* a complete unit including television.

With TELEVISION OPTIONAL, as introduced by Admiral, complete home entertainment is provided in matching units which can be purchased independently

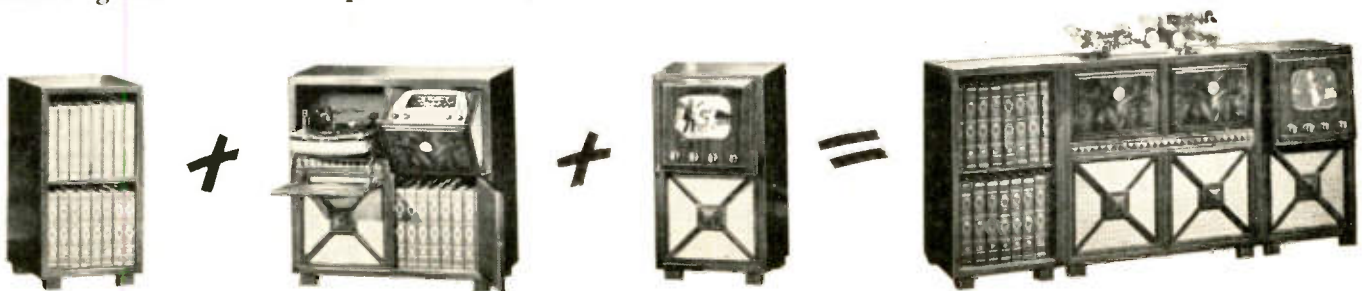
or simultaneously. The customer with a limited budget can select either the radio-phonograph or television unit *immediately* . . . the companion piece later.

The customer who wants to wait for television can purchase and enjoy a *radio-phonograph* immediately . . . and add the matching television unit later.

Frankly, TELEVISION OPTIONAL is neither original nor patented by Admiral. It is merely a well conceived adaptation of the sectional furniture idea popularized by leading designers and manufacturers. It provides a basic merchandising idea which we believe *should be adopted industry wise to the benefit of all.*

Admiral cannot possibly make all the television receivers that will be required in years to come to satisfy the ever increasing demand for this popular form of home entertainment. Nor would we want to if we could. Competition is essential to the healthy growth of any industry.

To retailers we therefore say: urge your suppliers to adopt TELEVISION OPTIONAL. To manufacturers we say: TELEVISION OPTIONAL is yours to be used as you wish, and welcome. We'll all sell *more* radio-phonographs, *more* television receivers . . . and prosper accordingly.





*Here's the sensational new*  
**AUTO RADIO for**  
**FORD, MERCURY**



**CUSTOM-BUILT**  
*by* **PHILCO**

... bringing you a great new plus-profit opportunity for 1948

For the great Ford-Mercury market Philco presents this sensational auto radio scoop. An auto radio that's as up-to-the-minute in styling, quality and performance as the cars themselves... that gives you the added selling power of America's *first choice* auto radio brand name—Philco. Get posted now on this great new custom-built Philco Model CR-9, for 1942, 1946 and 1947 Ford and Mercury cars, and the profit opportunity it offers. Mail coupon below for full information.

**FAR AHEAD IN FEATURES,  
 TONE AND PERFORMANCE**

What Ford-Mercury owners are asking for in an auto radio—the Philco CR-9 delivers! Deluxe appearance; velvety smooth tuning, extra power and sensitivity! Yes, the greatest array of new auto radio features ever offered! In eye-appeal, ear-appeal, sales-appeal—it's a sure-fire hit!

- Compact chassis in metal case is shock-cushioned; control head is integral part of set.
- Separate 6"x9" Oval Electro-Dynamic Speaker concealed behind instrument panel grille.
- New war-developed miniature tube circuit. Extremely powerful and sensitive.
- 6 Push Buttons for Automatic Tuning of 5 stations and Manual Tuning.
- Setting of push buttons is easily changed by owner or service man by turning adjustment screws under the push button caps.

**PHILCO CORPORATION**  
 Philadelphia 34, Penna.

Please send me complete information about the new Ford-Mercury Auto Radio, Model CR-9, custom-built by Philco.

NAME \_\_\_\_\_  
 ADDRESS \_\_\_\_\_  
 CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_



# **NEW** Bendix Radio

*Price Level Leader Sets Sales Record!*

**HUSH-O-MATIC**

**FM AT ITS FINEST**

**SWING-A-DOOR**

**OUTSTANDING FURNITURE STYLING**

**AMPLE STORAGE SPACE**

MODEL 1524 MAHOGANY  
MODEL 1528 WALNUT

**A PRICELESS PLEDGE OF QUALITY!**

Bendix Radio, first choice of the airlines, protects you when you buy as when you fly with matchless Aviation Quality.

*With Features that Sell Themselves!*

Only Bendix Radio-phonographs combine all these advancements

Hush-O-Matic . . . Swing-A-Door automatic record player . . . Phantom Dial . . . New Phantom Grille . . . Bendix Advance Engineered Ratio Detector FM circuit . . . True furniture styling . . . Aviation Quality.

Here's the console-combination that's making sales news and records wherever it appears! True to the Bendix Radio tradition of selling a sales leader at every price level, this top value takes top honors at the top level. And it's no wonder, when you go through the list of outstanding features all combined in one magnificent set. They're features that are difficult to match—literally, features that sell themselves! No wonder Bendix Radio dealers are congratulating themselves on having the finest franchise in the market!

*A line of Leaders at Every Price Level!*



BENDIX RADIO DIVISION of  
BALTIMORE 4, MARYLAND





**MODEL VH-24**  
List Price, \$74.50

**MODEL VH-20**  
List Price, \$63.00

**MODEL VH-15**  
List Price, \$47.00

**MODEL VH-91**  
List Price, \$32.50



**AFTER** months in the laboratory and a long and costly tooling program, this dominant new line of **HYPEX** Projectors is now ready. In their design, **JENSEN** engineers started with complete recognition of the shortcomings of all equipment of this kind and then added their own high concepts of performance and convenience requirements. The result is a striking new high in every detail of design and performance, and a new low in price.

Generous use of such materials as stainless steel and other corrosion-resistant materials, plus elaborate treatment of necessary steel parts, insures against weather exposure. Mounting brackets using clutch-type, heavy trunnion mountings (on all except VH-91), solve finally the problem of adjustment and positive locking into position.

Weatherproof terminal boxes provide a long needed feature in equipment of this kind. The completely new driver unit with molded plastic diaphragm is entirely enclosed within the one-piece rigid horn. And, of course, the recognized superiority of the Hypex formula is employed in the reflexed horn design.

The sound industry has long deserved equipment of this kind. Now it is here and at prices right back to prewar levels.

*Write or wire for complete information, we haven't space here to give more than an outline of the features and performance ability of these outstandingly new products.*

**JENSEN MANUFACTURING COMPANY**  
6625 S. LARAMIE AVE., CHICAGO 38

In Canada: Copper Wire Products, Ltd., 11 King St., W., Toronto

\*PATENT 2,338,262. TRADE MARK REGISTERED.





# Reason # 2

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

---

Only the Du Mont dealer can offer a full line, from table-top receivers to the world's most magnificent and complete home entertainment instruments — all bearing one great name.

**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.

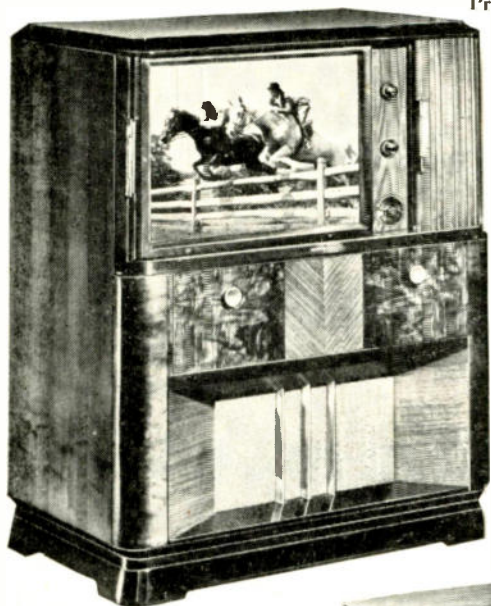




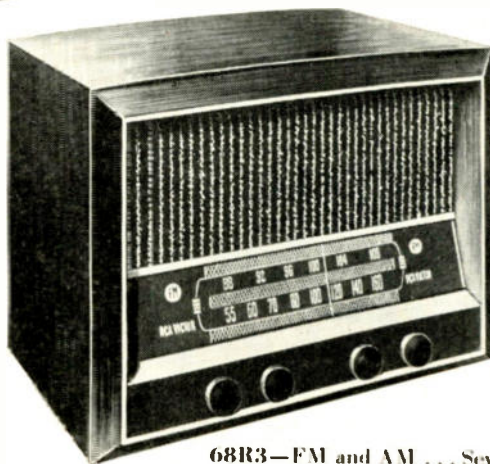
**730TY2**—FM, AM, Short Wave, Television and Record Changer . . . 52 square inch picture . . . RCA Victor "Eye-Witness" Picture Synchronizer . . . picture tube, 26 RCA Victor Preferred Type Tubes plus 3 rectifier tubes . . . mahogany and blond finishes.



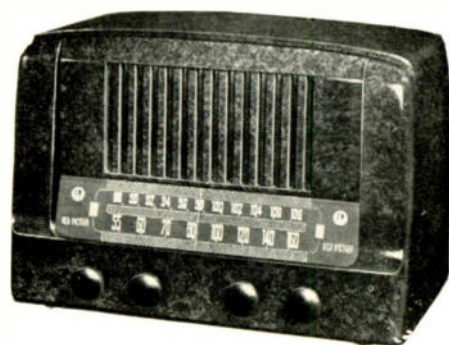
**612V4**—FM, AM, Short Wave and Record Changer . . . 11 RCA Victor Preferred Type Tubes plus 1 rectifier tube . . . 12 inch electro-dynamic speaker . . . Modern roll-out control unit . . . rich mahogany veneers.



**648PTK**—FM, AM, Short Wave and Television . . . 300 square-inch television screen . . . RCA Victor "Eye Witness" Preferred Picture Synchronizer . . . picture tube, 40 RCA Victor Preferred Type Tubes plus 7 rectifier tubes . . . 12" electro-dynamic speaker . . . walnut or mahogany finish.



**68R3**—FM and AM . . . Seven RCA Victor Preferred Type Tubes plus one rectifier tube . . . separate radio frequency chassis subassembly for finer reception . . . cabinet of fine walnut veneers and other selected woods.



**68R1**—FM and AM . . . Seven RCA Victor Preferred Type Tubes plus one rectifier tube . . . powerful electro-dynamic speaker . . . brown plastic case.

There's an



ONLY RCA VICTOR MAKES THE VICTROLA





610V1—FM, AM, Short Wave and Record Changer . . . 9 RCA Victor Preferred Type Tubes plus 1 rectifier tube . . . 12 inch electro-dynamic speaker . . . mahogany or walnut finish.



711V1—FM, AM, Short Wave and Record Changer . . . 10 RCA Victor Preferred Type Tubes plus 1 rectifier tube . . . 12 inch electro-dynamic speaker . . . roll-over record changer . . . mahogany cabinet.

# RCA VICTOR FM instrument for every customer

Now, every one of your customers can enjoy the thrill of FM at a price they can afford.

The great RCA Victor line has a full range of FM instruments . . . from the 68R1 table model AM, FM, to the superb 648PTK AM, FM, radio and television receiver, all have the thrilling tone of the "Golden Throat" 3-way acoustical system.

Powerful RCA Victor advertising in top-ranking national magazines and over 160 NBC stations sends people to you—their dealer—for RCA Victor instruments with FM. Look for these hard-hitting advertisements in LIFE,

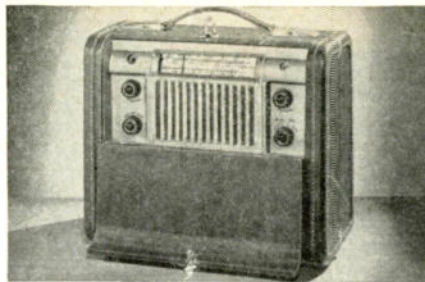
COLLIER'S, SATURDAY EVENING POST and LOOK. Listen to the RCA Victor Show "Music America Loves Best" over your favorite NBC station every Sunday, 2:30 P.M., E.S.T.

Cash in on the growing interest in FM. Every day more and more people learn about FM and want an FM instrument for their own home. Display these instruments prominently. Let your customers know you have the FM instruments they want . . . RCA Victor. There are BIG DOLLARS in it for you! If you don't have these models from the full line on display, contact your distributor NOW!

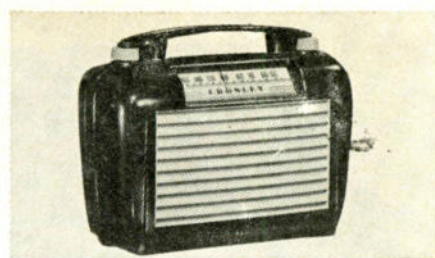
**RCA VICTOR**    
DIVISION OF RADIO CORPORATION OF AMERICA



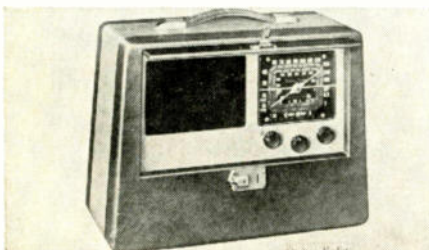
# Newest Portables on the Market



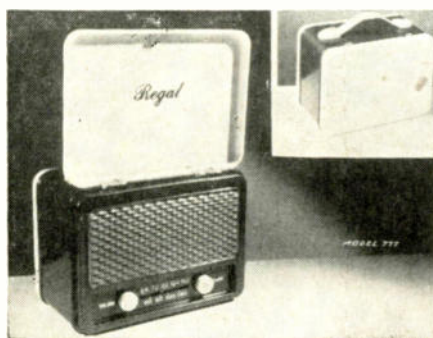
**Bendix**  
Model PAR-80, has 5 tubes plus rectifier. Lists at \$84.50. Set operates on standard, aircraft and marine frequency ranges. Dimensions: 13 5/16 inches wide, 12 1/4 inches high, 7 1/4 inches deep. Model 687-A has 5 tubes plus rectifier, AC-DC-battery, and sells for \$54.95. Bendix Radio, Baltimore, Md.



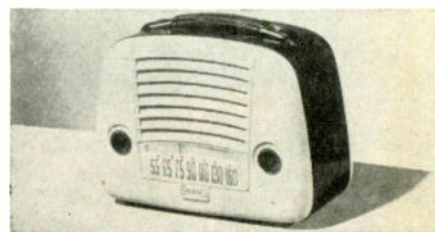
**Crosley**  
Portable radio 56PB enclosed in plastic cabinet, plays three ways. Features: automatic sensitivity control, powerful chassis, molded carrying handle, 4 tubes plus rectifier. Ivory knobs and grille. Model 56 PB, has gray knobs and grille and is slightly larger. Crosley Div., Avco Mfg. Corp., Cincinnati 25, O.



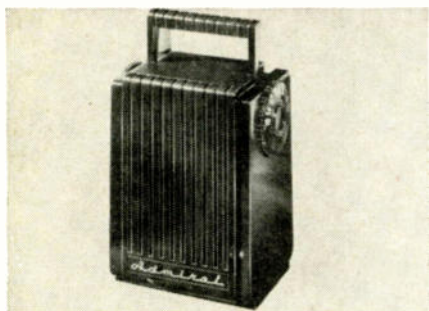
**Andrea**  
Three-way portable model P-163 shown, lists at \$89.50. Luggage type covering, with contrasting band. Set has five tubes and rectifier, short wave coverage. Andrea Radio Corp., Long Island City, New York



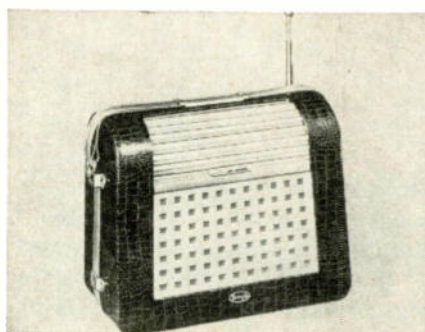
**Regal**  
Model 777 3-way AC-DC battery portable, available in choice of four colors. Four tubes plus a rectifier; weight with batteries 5 3/4 lbs. List price \$29.50. Regal Electronics Corp., 603 W. 130 St., New York, N. Y.



**Sonora**  
Model 101, self-powered "Troubadour" superhet, shown, operates entirely from self-contained batteries. Features: built-in loop; automatic volume control; carrying case of plastic; sturdy carrying handle. 4 tubes; weighs 3 1/4 lbs., less batteries. In Burgundy, \$19.95; in nut brown and beige, \$22.00. Model 102 is a 3-way "Troubadour" superhet, 4 tubes plus rectifier, retails for \$29.95 in burgundy, \$33.00 in green and grey, and \$35.00 in gemloid. Sonora Radio & Television Corp., Chicago, Ill.



**Admiral**  
4D11 battery portable radio shown. Dimensions: 7 3/4 inches high, 5 1/2 inches wide, 4 1/4 inches deep at base. Equipped with 4 tubes. Case of Styrene. Retails in ebony, \$19.95, maroon \$21.95, cream \$22.95. Admiral Corp., Chicago, Ill.



**Temple**  
Model H-521, shown, lists for \$64.95. 3-way operation. Five tubes plus rectifier. Set weighs 16 1/2 lbs., including batteries; case of simulated leather, alligator or board; standard broadcast plus short wave frequency range. Model G-415, lists at \$24.95, finished in walnut. Set has four tubes plus rectifier, operates AC-DC and battery; weighs 5 lbs., including batteries. Templetone Radio Mfg. Corp., New London, Conn.



**Motorola**  
Model 5A7, lists at \$39.95. Set has four tubes plus selenium rectifier. Operates AC-DC and dry cell. Dimensions: 7 1/2 inches wide, 4 1/2 inches deep, 4 3/4 inches high. Weighs 6 lbs. Available in metal case. Motorola will soon announce new line of portables. Motorola, Inc., Chicago, Ill.

**Trav-ler**  
Model 5027 de luxe combination AC-DC and battery operated portable receiver weighs approximately 10 lbs., less batteries, and has 4 tubes plus rectifier. Set has luggage style cabinet. Model 5028 personal combination operates on AC-DC and battery; features 4 tubes plus rectifier; luggage style cabinet, and weighs approximately 6 lbs., less batteries. Model 5029 midjet battery operated portable has 4 tubes, leather covered cabinet and weighs approximately 4 1/2 lbs., less batteries. Trav-ler Radio Corp., Chicago, Ill.

**Air King**  
Model A-510, illustrated AC-DC and battery. Set retails at \$37.95, has 4 tubes, plus selenium rectifier, and is available in wood case, leatherette covered. Camera model A410, available for \$29.95. Air King Products Co., Inc., Brooklyn, New York City

**Setchell-Carlson**  
Model 447 portable, operates on self-contained battery and AC-DC. Constructed for rugged outdoor service. Features: 5 tubes plus selenium rectifier; inverted aluminum chassis. Weighs 12 1/2 lbs., with batteries. Priced at \$39.95. Setchell-Carlson, Inc., St. Paul, Minn.

**Monitor**  
Model M-510, 5 tubes plus selenium rectifier. Portable radio operates AC-DC battery. In an all wood case in simulated blue and gray leather. \$37.95 in zone 1. Monitor Equipment Corp., Riverdale, N. Y.

**Remler**  
Portable model 5400, is a walnut plastic set with leatherette trim; model 5420 is a white plastic set with leatherette trim. Sets weigh 7 1/2 lbs. each, have four tubes plus rectifier, cover standard broadcast band, 3-way operation, and sell for \$39.95. Remler Co., Ltd., San Francisco, Cal.

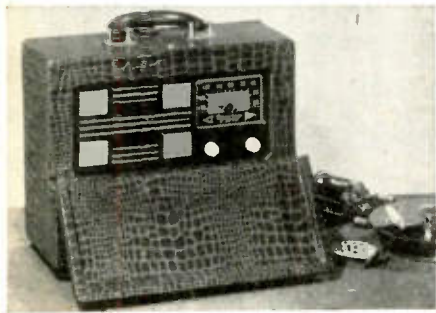
**Meck**  
Model CM-500 4 tubes plus selenium rectifier, AC-DC-battery. Portable to retail at \$29.95. Leatherette type case, weighs 5 lbs. Dimensions: approximately 10 x 8 x 6 inches. John Meck Industries, Plymouth, Ind.





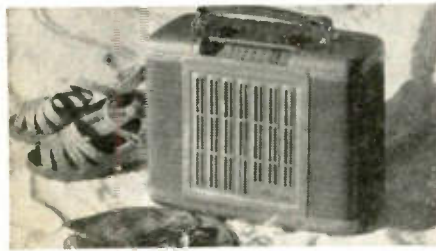
**Westinghouse**

Model 165 3-way portable, housed in leatherette case of simulated pigskin; has five tubes plus selenium rectifier. Weighs 12 3/4 lbs., less battery; automatic volume control; built-in antenna. Westinghouse Electric Corp., Home Radio Div., Sunbury, Pa.



**Sparton**

Model 6-AM-06, AC-DC-battery, lists at \$34.95. Features: 5 tubes plus rectifier. Set weighs 11 lbs., less batteries. Luggage type case with leatherette finish. Sparks-Withington Co., Jackson, Mich.



**Arvin**

Model 250P battery-AC-DC portable radio shown, retails for \$39.95. Set has 5 tubes plus rectifier. Is 9 3/4 inches high, 12 1/4 inches deep and 5 1/4 inches wide. Model 240P is a 4-tube battery portable, retailing at \$19.95; model 241P 4-tube plus selenium rectifier set, is battery-AC-DC operated, lists at \$29.95. Noblitt-Sparks Industries, Inc., Columbus, Ind.



**National Union**

"Commuter" model G-613 shown. Three-way set features: 5 tubes, plus rectifier; built-in loop antenna; simulated leather covering; felt feet. Priced at \$49.50 in zone 1. National Union Radio Corp., Newark, N. J.



**Emerson**

Model 553 three-way portable shown; 4 tubes plus rectifier, for \$39.95. Other models include: No. 559, 3-way portable, 4 tubes plus rectifier listing at \$29.95; No. 560, 4-tube self-powered portable for \$19.95; pocket portable no. 558, 4-tube set retails for \$34.95; no. 567 self-powered portable, 4-tube set, lists at \$24.95. Portable sets featuring framed portrait holder on inside lid are models 570, 574 and 580 retailing for \$50.00, \$60.00, and \$60.00 respectively. Emerson Radio & Phono. Corp., New York City



**Garod**

Model 5D5, three-way portable shown, sells for \$39.95. Weighs approximately seven pounds; 5 tubes plus selenium rectifier. Maroon, ivory and blue, and all ivory plastic cabinet. Model 4A1 personal battery portable sells for \$29.95 and has 4 tubes. Garod Electronics Corp., Brooklyn, New York City



**Farnsworth**

Portable GP-350, three-way, has a non-warping metal case, 4 tubes, selenium rectifier, flexible woven carrying handle, built-in loop antenna. Dimensions: 7 inches high, 10 inches wide, 5 inches deep. Farnsworth Television & Radio Corp., Ft. Wayne, Ind.



**Automatic**

Model C-65X, shown, is a three-way four tube radio with selenium rectifier. Lists for \$37.95. Set incorporates patented "rejuvenation" system. Other model ATTP, "Tom Thumb" personal portable, features the same system. Automatic Radio Mfg. Co., Inc., Boston, Mass.



**RCA**

Model 65BR9, shown, retails at \$89.95. Radio has 5 tubes, AC-rechargeable battery, and is constructed of wood with luggage type covering and a protective coat of plastic. Battery pocket models 54B1-2-3 available in three colors in an alligator grained plastic case, list at \$29.95; battery model 54B5, selling for \$75.00, has 4 tubes, and luxurious styling on cabinet; model 66BX, 5 tubes plus selenium rectifier, features an aluminum case with maroon plastic trim, 3-way operation, and lists for \$59.95. Approximate carrying weights: 54B1-2-3, 3 1/2 lbs.; 54B5, 4 lbs.; 65BR9, 21 lbs.; 66BX, 14 1/2 lbs. Radio Corp of America, Victor Div., Camden, N. J.



**Zenith**

Model 8G005Y, "Transoceanic" standard and short wave portable shown. Includes six tuning scales with superspread band short wave, automatic pushbutton selection; detachable Wavemagnet and swing-top mounting; detachable shortwave Wavemagnet and the pop-up Waverod. Cabinet luggage style case. 3-way operation. Model 4G 800 "Zenette" personal portable operates on self-contained battery, and AC-DC. Weighs approximately 5 1/2 lbs. Zenith Radio Corp., Chicago, Ill.

**General Television**

Portable 25B5, lists at \$27.95. Features: 4 tubes plus selenium rectifier. Weighs 7 lbs. without batteries. Airplane type fabric case. Dimensions: 10 1/4 inches high, 11 1/4 inches wide, 6 inches deep. General Television & Radio Corp., Chicago, Ill.



**Olympic**

Model 7-526 3-way portable radio receiver features: luggage type case covered with simulated leather; 5 tubes, plus rectifier; built-in antenna. Olympic Radio & Television, Inc., Long Island City, New York

**Jewel**

Model 801 "Trixie" 4-tube, 3-way personal portable radio, to retail for \$29.95. Model 304, 4-tube battery portable radio retails for \$19.95. Weighs 3 1/2 lbs. with batteries. Jewel Radio Corp., New York City, N. Y.

(More on page 72)



# No Money in Poor Relations!

## Distributors and Dealers Have All to Gain by Cooperative Effort

by Harold R. Ellis

"For all the monkeys are not in the zoo, every day you see quite a few . . ." goes the charming little song about how "you can be better than you are"—presumably by not being a monkey.

But what, an astute dealer or distributor may well ask is so dumb about a monkey? Many a businessman might take a lesson from watching a pair of mutually helpful monkeys in a pet store window or a zoo cage.

"You scratch my back and I'll scratch yours" is a jungle policy that makes a great deal of hard sense in this day of stiffening competition. And one very excellent place to apply that motto is in the dealer-distributor relationship, where cooperation pays off in profits.

Too often distributors permit their salesmen to fall into a "hard-boiled" rather than a "hard sense" attitude. And just as often the dealer permits himself to respond with a "don't tell me what to buy" position. More's the pity . . . for in the final analysis they're both out to do exactly the same thing: sell more goods to more consumers and share the profits.

### More Sales for All

Distributor salesmen work according to a plan, whether their own or their employer's. They have certain quotas to fill, certain allotments and allocations to live up to, and to live with. These present conditions are rarely arbitrary, and an established, experienced distributor never sets them without a mental picture of *what can be sold and where*, provided sufficient effort is taken. His salesmen's job is to arouse the dealer to make that effort!

Good distributors know the radio and appliance business. When they make up a package, they're not "unloading", and not "overselling"—they're simply making the dealer get to work producing. And many are the outlying dealers who, after years of griping about the "big city tactics" of their distributors, finally take a careful look at their bank account and balance books, and change their tune to an appreciation of the so-called pressure. Thus



Everybody's happy when the merchant and supplier understand each other's problems. That's how to make profits.

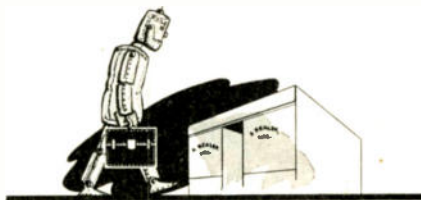
the distributor must teach the dealer the principles he himself has learned by virtue of selling in more than just a limited area.

On the other hand, not all distributors pay enough attention to the dealer's problems. The fact is, as most jobbers will admit, dealers are a complex bunch . . . no two are alike. Some yell for all the high-priced items they can get, while others are "stuck" with anything over a \$100 unit price. Fast response from the distributor in swap-

Therefore *service* is the jobber's stock in trade. Dealers appreciate prompt delivery, resent favoritism that sometimes arises simply because a dealer-competitor is on a convenient stopping-off point for the distributor's delivery setup.

Time spent chasing around to find needed merchandise costs the dealer plenty of money. Parts distributors especially, should go out of their way to find an item which they themselves may not handle, as an accommodation. Familiarity with the trade often enables

## How Much Selling Can An Automaton Do?



Learn the special needs of the dealers, and carry stock to suit.

Instead of regular calls to each retailer, work out a routine adjusted to the customer's requirements.

ping stock around to suit the special needs of the individual dealer is a big help to smooth relations.

Another mistake to be avoided in establishing good dealer-distributor relations is too mechanical a selling route. Making an equal number of calls at equal intervals for all dealers is not always correct, for some have greater need for three calls a week, while others want to do their buying twice a month. The distributor should work his routine out in frank, friendly conversation with each individual dealer.

Price is not any great variable, today.

them to do this in a fraction of the time it would take the dealer.

Above all, one habit which the dealer can practice will help him to greater sales and greater profits—prompt payment of bills. The discount savings he receives through prompt payment is in itself a very important factor. But more than this: by enabling the distributor in turn to pay better, the latter secures better merchandise, better deliveries, better discounts . . . and competition being what it is, these benefits must inevitably be passed on to the dealer, who thus gets double value out of the effort.



On Nights Like These  
Listen To **FM** →



# The **FM** Race Is On!

## Staticless **FM** Programs

The programming bottleneck which has long held FM back is now broken.

Not only live talent programming of its own —  
But network and local duplication of AM programs  
From the nation's favorite comedians to its finest orchestras —

The static-free airwaves of FM are now laden with radio fare that people want to hear

And they want to hear it on FM

## **FM** Facilities

### SET PRODUCTION

Last year FM receiver set production hit 1,300,000.  
But what is more important,  
The rate of FM production is going UP  
And the price of FM sets is coming DOWN  
This is the formula for more sales to more people.

### STATIONS ON THE AIR

As of February 15, 1948, 404 FM stations were on the air with the clearest signals ever broadcast.

### CONSTRUCTION

436 more FM stations were authorized for construction  
And 178 conditional grants were out for still more FM broadcasting facilities.

### NETWORKS

Around the country at least 4 local and regional FM networks were in operation, the forerunners of scores of FM networks to come.

Since FM stations can be hooked up both by air and by wire, entirely new and flexible combinations of network broadcasting are open to every FM station.

The full potentialities of radio as a cultural and communicative art are finally at hand . . . and

*Already half the nation could hear FM — if they had sets*

**Special FM Section . . .**

The following pages in this section are devoted exclusively to a description of the new horizons of FM.





# Forward March

# FM

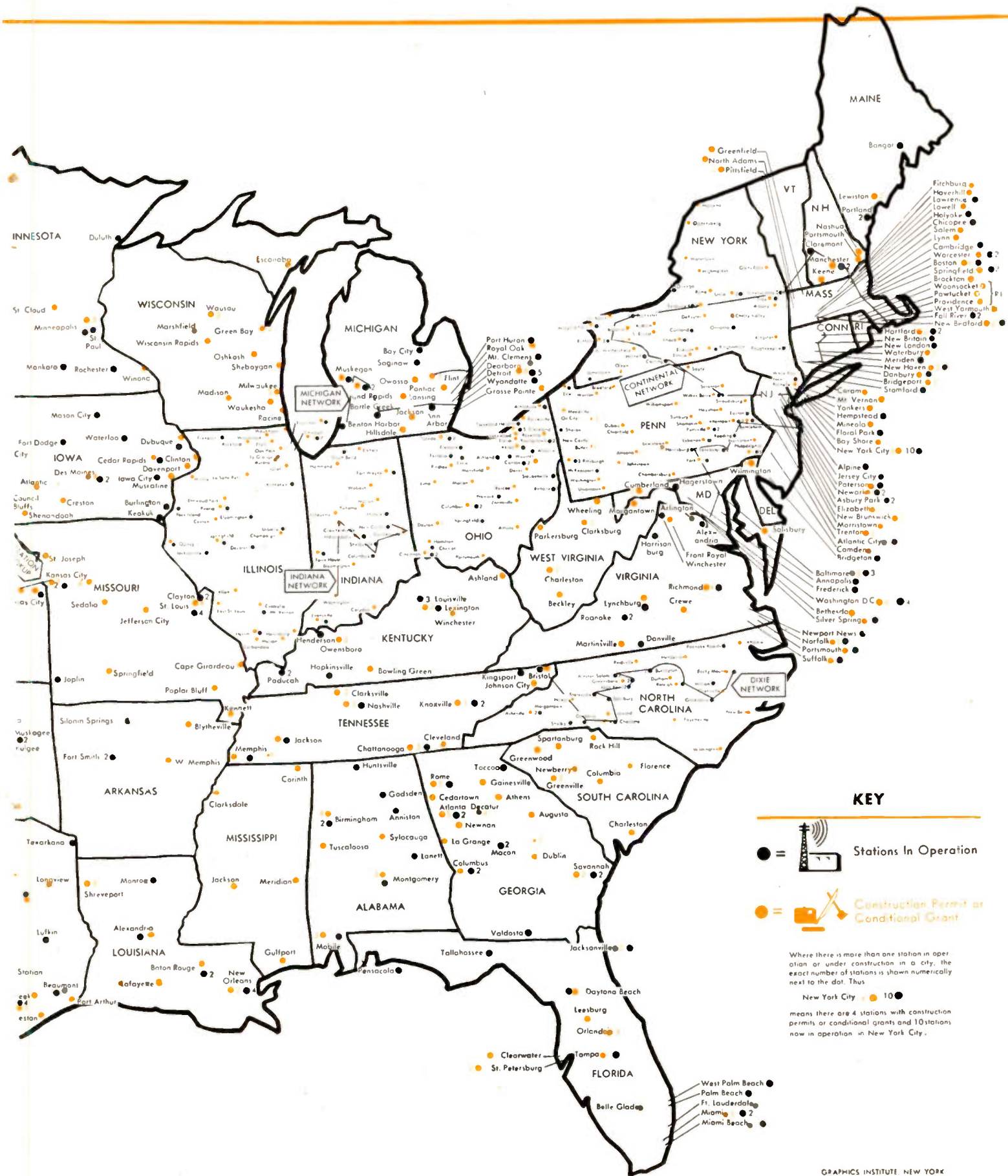


## THE RECORD as of Feb. 15, 1948


- 404 Stations were operating
- 436 Stations were authorized for construction
- 178 Conditional grants had been approved
- 106 Applications were pending
- 4 Regional Networks were on the air
- 8 Networks were in the planning stage




# is not coming — It's here



**KEY**

● =  Stations In Operation

● =  Construction Permit as Conditional Grant

Where there is more than one station in operation or under construction in a city, the exact number of stations is shown numerically next to the dot. Thus

New York City ● 10 ●

means there are 4 stations with construction permits or conditional grants and 10 stations now in operation in New York City.

**W**hen you buy or sell **FM** in a receiving set or other radio equipment you are entitled to and should insist on obtaining genuine frequency modulation as invented, perfected and patented by Dr. Edwin H. Armstrong. These are the companies which are authorized and licensed to use the genuine Armstrong System of Frequency Modulation.

- Airadio, Inc.
- Ansley Radio Corporation
- Browning Laboratories, Inc.
- Canadian General Electric Co.
- Canadian Marconi Co.
- Canadian Westinghouse Co.
- Collins Audio Products Co., Inc.
- Cover Dual Signal Systems, Inc.
- Doolittle Radio, Inc.
- Electric & Musical Industries, Ltd.
- Espey Mfg. Co., Inc.
- Fada Radio and Electric Co., Inc.
- Finch Telecommunications, Inc.
- Freed Radio Corporation
- Fisher Radio Corporation
- Garod Radio Corporation
- General Electric Company
- N. V. Philips Gloeilampenfabrieken
- Hallicrafters Company
- Howard Radio Company
- Limited & Northern Electric Co.
- Fred M. Link
- Magnavox Company, Inc.
- Maguire Industries, Inc.
- Minerva Corp. of America
- Pilot Radio Corporation
- Scott Radio Laboratories, Inc.
- Radio Engineering Laboratories, Inc.
- Stewart-Warner Corporation
- Stromberg-Carlson Company
- Templetone Radio Mfg. Corp.
- Western Electric Co., Inc.
- Western Union
- Westinghouse Electric Corp.
- Wilcox-Gay Corporation
- Zenith Radio Corporation





# RADIO MUSICAL CONCERTS ON THE AIR

**TODAY**

**8-9:30 P. M., WNBC—Robert Merrill, Russ Case Orchestra:**  
 Made for Love..... Kern  
 Necessary So..... Rodgers  
 Loves Me..... Gershwin  
 Lord..... Gershwin  
**9:05-9:30 P. M., WNYC—Jewish Music M., Kinor Symphonietta;**  
 Choral Landau, conductor; Emanuel  
 Society of Temple Landau, pianist;  
 Joseph Bernstein, violinist;  
 tin Adolf, tenor;  
 Enle Bloch  
 The Sacred Service..... Rasowsky  
 Hymn..... Scheinsohn  
 Mendselsohn  
 Hain  
 Lavry  
**9:30 P. M., WNBC—Harvest of Stars—James Melton, tenor; Frank Black and Orchestra:**  
 Dominguiz  
 Geel  
 Burleigh  
 Verdi  
 Romberg  
**3-4:30 P. M., WCBS—The Philharmonic Symphony; Zadel Skolov-Muench, conductor; Chabrier, pianist:**  
 Marche Joyeuse..... Prokofiev  
 Piano Concerto No. 2..... Beethoven  
 Symphonie Fantastique No. 1..... Berlioz  
**3-4:30 P. M., WNYC—Frick Concerts—George Chavchavadze, pianist:**  
 Prelude No. 25, C sharp minor..... Chopin  
 Preludes, Op. 28..... Schumann  
 Papillons, Op. 28..... Debussy  
 Prelude, A minor..... Debussy  
**3-4:30 P. M., WQXR-WQXQ—Opera House:**  
 La Forza del Destino..... Verdi  
**4-6 P. M., WBAM—Opera Orchestra; soprano; Frank C. Stahl, soprano; Frank C. Stahl, soprano; Frank C. Stahl, soprano;**  
 Magda's Waltz, La Rondine..... Puccini  
 Villa Monologue from Falstaff..... Verdi  
 Ford's Monologue from Woman Now  
 De Glory Road..... Verdi  
 Bess, You Is My Woman Now..... Verdi  
**5:30-6 P. M., WQXR-WQXQ—Orchestra; Romany Litvinov, conductor:**  
 Pan Americana..... Rimsky-Korsakoff  
 Ladies' Day from Me and My Girl..... Gershwin  
 Kiss Me Again..... Gershwin  
 A Kiss in the Dark..... Gershwin  
**5:30-5:55 P. M., WNYC—Her Music Society Orchestra; Estlin, pianist:**  
 Concerto for Two..... Mendelssohn  
 Symphony No. 7..... Mendelssohn  
 Matthis Der Maler..... Mendelssohn  
**6:05-7 P. M., WABF—Orchestra; Town Hall of Music, Town Hall, conductor:**  
 Joanna and the String Quartet in E minor..... Mendelssohn  
 Sonata for Piano and String Quartet, F major..... Mendelssohn  
**6-6:30 P. M., WCFB—soprano; Al Good, soprano; Al Good, soprano;**  
 Midnight in Paris..... Puccini  
 Estrellita..... Puccini  
 Near You..... Puccini  
 Aria from Orpheus..... Puccini  
 Victor Herbert Medley..... Victor Herbert  
**6-7:30 P. M., WJZ—Concerto for Two; Symphony No. 7; Matthis Der Maler:**  
 Concerto for Two..... Mendelssohn  
 Symphony No. 7..... Mendelssohn  
 Matthis Der Maler..... Mendelssohn  
**6:05-7 P. M., WJZ—String Quartet in C minor; Quartet in D minor:**  
 Quartet in C minor..... Mendelssohn  
 Quartet in D minor..... Mendelssohn  
**6:15-7:15 P. M., WFLA—Abduction from the Seraglio; Brandenburg Concerto No. 9:**  
 Abduction from the Seraglio..... Mozart  
 Brandenburg Concerto No. 9..... Bach  
**6:30-7 P. M., WCBS—Percy Faith Orchestra; Jane Froman, songs; Rodgers, conductor:**  
 Money Isn't Everything..... Rodgers  
 Two Loves Have I..... Rodgers  
 Rhumba Jubilee..... Little  
 These Foolish Things..... Little  
 All Through the Night..... Porter  
 You're Never Away..... Rodgers  
 Gershwin Medley..... Gershwin  
**8-9 P. M., WJZ—Detroit Symphony; Karl Krueger, conductor:**  
 Dream..... Mendelssohn  
 Midsummer Night's Dream..... Mendelssohn  
 Overture..... Tchaikovsky  
**8-9 P. M., WNYC—Minuetta**  
 Symphony No. 5..... Scarlatti  
 Pianist: Gluck-Brahms-Rusoni

## FM Sales Skyrocket!

**C**LOSE on the heels of the lifting of the ban on simultaneous broadcasting of live talent over AM-FM, the sales appeal of frequency modulation sets skyrocketed miles high!—almost over night.

All over the country, dealers who had been hard put in getting the most out of demonstrating the static-free receivers, felt that a barrier of considerable height had been removed. Because of the limited hours, many of the FM stations had been operating under, plus the fact that "live" musical shows were not available, the retail merchant often had to bear down heavily on the superior tonal quality of FM, and its spectacular static-free features, while soft-peddalling the program set-up available to the listener.

Now, so far as FM is concerned, merchandisers are breathing new life into their sales egos.

And there's every reason why they should! Now, at last, FM has everything! First, its static-less reception is something to marvel at and with. Second, its high-fidelity reproduction is made to order for the reception of the voice and the musical instrument. And last, but not least, FM is on the air—high, wide and handsome!

Not long ago the Sunday New York Times began running a quarter-page "boxed" program in its radio section, a portion of which is reproduced on this page. Titled, "Radio Musical Concerts on the Air," it immediately became a dynamic sales tool for the retail merchant. 60 out of the 68 programs, comprising the names of the greatest musical performers of the day, coupled with the names of the world's greatest composers of all times, were available over FM!

In addition to all of the "high-brow" features listed in the Times, the FM owner could tune in on his favorite dramatic or comedy program, and hear his "regulars" with greater clarity than ever before.

FM is smash-bang merchandise right now. It's hot as a pistol. The great day to do a great selling job is at hand. In light of the large variety of sets available at this time, and the wide price range, FM is headed for every home, from the "carriage trade" right down to the people who don't earn enough to keep a carriage, or, perhaps more than one car.

Today, the selling of an FM receiver to every home is not just only something to think about. It's something every alert merchant sees as a real possibility in the near future. Prosperity via FM sales, is breathing down the neck of the retailer, urging him to act. The field is wide-open. FM's still a ground-floor proposition, and the dealer who wants to translate FM into folding money, needs to promote FM sales with everything he has—and the greatest things he has to work with are at hand—FM merchandise and FM programming.

**TUESDAY—Concert:**

**6:15-7:15 P. M., WFLA—Piston**  
 Prelude and Allegro..... Mendelssohn  
 Concerto in F major..... Faure  
**11:07-12 P. M., WQXR-WQXQ—Hour of Symphony;**  
 Les Indes Galantes Ballet..... Rameau  
 Concertante..... Mozart  
 Kierstfried Idyll..... Wagner  
**6:15-7:15 P. M., WFUV—Mendelssohn**  
 Concerto in G minor..... Faure  
**7:15-8 P. M., WNYC—Masterwork:**  
 Pelleas et Melisande..... Debussy  
**7:15-8 P. M., WQXR-WQXQ—Midsummer Night's Dream;**  
 Midsummer Night's Dream..... Mendelssohn  
 Overture..... Tchaikovsky  
**7:05-7:30 P. M., WQXR-WQXQ—Hambro and Zayde, duo-pianists;**  
 Adagio in C minor..... Haydn  
 Concerto in C minor..... Avery

**11:30-12 P. M., WNBC—First Piano Quartet:**  
 Rakoczi March..... Liszt  
 Prelude and Fugue, C minor..... Bach  
 Danza Lecumi..... Tchaikovsky  
 Momento Capriccioso, Op. 12..... Lecuona  
 Overture, Midsummer Night's Dream..... Mendelssohn  
 Waltz in E minor..... Chopin  
 Music Box..... Miltner

**FRIDAY**

**8-9:30 P. M., WNYC—Jazz:**  
 Schwartz.....  
 Coward.....  
 Kern.....  
**8-9:30 P. M., WNYC—Jazz:**  
 Rosenkavaller.....  
 Richard Strauss.....  
 Paul Lavalle.....  
 an, baritone;  
 Lecuona.....  
 Flibich-Scotti.....  
 Drigo.....  
 Trad.....  
 Green.....  
 d'Hardelot.....  
 Monti.....  
 Luther-Bach.....  
**8-9:30 P. M., WNYC—Jazz:**  
 erz, piano.....  
 and Abscheuteiler.....  
 Beethoven.....  
 Dvorak.....  
 Debussy.....  
**8-9:30 P. M., WNYC—Jazz:**  
 of Haydn.....  
 Beethoven.....  
 Rimsky-Korsakoff.....  
**8-9:30 P. M., WNYC—Jazz:**  
 No. 2.....  
 No. 5.....  
**8-9:30 P. M., WNYC—Jazz:**  
 M., WOR—Symphonette;  
 conductor; Kay Fitz.....  
 ynast.....  
 uryanthe.....  
 tin and Orchestra.....  
 Weber.....  
 Bartok.....  
 Brahms.....  
**8-9:30 P. M., WQXR-WQXQ—The Fall:**  
 Ludmilla—Overture.....  
 Glinka.....  
 Knaichtourian.....  
**8-9:30 P. M., WQXR-WQXQ—The Fall:**  
 do—Excerpts.....  
 Sullivan.....  
 Secunda.....  
 Chaminda.....  
 Verdi.....  
 from Alda.....  
 Mussorgsky.....  
 Rosse.....  
 Pictures.....  
 Offenbach.....  
**8-9:30 P. M., WQXR-WQXQ—The Fall:**  
 of Symphony.....  
 Brahms.....  
 Wagner.....  
**8-9:30 P. M., WJZ—Metropolitan Opera—Carmen; Wilfred Pelletier, conductor:**  
 Rise Stevens.....  
 Ramon Vina.....  
 Martial Conner.....  
 Madine Yotlpek.....  
 Thelma Brownin.....  
 Lucille Brownin.....  
 George Cehanovsk.....  
 Alessio DePaol.....  
 Phillip Kinsm.....  
 Clifford Harv.....  
**8-9:30 P. M., WNBC—Columbus Philarmonic; Izler Solomon, conductor; Robert Gross, violinist:**  
 Lincoln Portrait.....  
 Poeme.....  
 Symphonies No. 1.....  
 Rounmanlan Folk Dances.....  
**8-9:30 P. M., WNBC—First Piano Quartet:**  
 Dance of Toy Pipes.....  
 Etude in A minor.....  
 Classical Symphony, Final.....  
 Moonlight Sonata, Part 1.....  
 Gollizvog's Cake-Walk.....  
 Andaluca.....  
 Sorcerer's Apprentice.....  
**8-9:30 P. M., WCBS—Philadelphian Orchestra; Eugene Ormandy, conductor:**  
 Overture.....  
 Colas Breugnon.....  
 Symphony No. 6.....  
**6:15-7:15 P. M., WFUV—The Bolero**  
 Violin Concerto.....  
**6:30-7:30 P. M., WNBC—Philly Orchestra; Errol Flynn, conductor;**  
 met, conductor;  
 Symphony in G minor.....  
 Grieg.....  
 Petrouchka Suite.....  
**8:05-9 P. M., WQXR-WQXQ—Phony Hall:**  
 Symphony No. 4.....  
 Sons of the High Hills.....  
**9:05-10 P. M., WQXR-WQXQ—Phony Concert:**  
 Suite Provencale.....  
 Symphony No. 3.....



# FM

## Receiver Sales

• With greatly increased production of sets, upped advertising campaigns and expanded broadcast facilities, FM has been spreading its wings. At a lively clip, new stations are taking to the air daily, and programs are being heard for the first time in many a section of the land. Meanwhile, soaring along with the rising flight of these new stations are the hopes and sales expectancy of radio retailers.

Already FM receiver selling has put a sizeable chunk of folding money into the pocket of every aggressive dealer in areas where the new radio art has appeared. In addition, rather than discouraging the sales of AM receivers, as some had feared, FM has in fact sharply increased the demand for bigger and better AM along with FM.

Significant in this respect, is the growth of AM broadcasting, directly attributed to FM. From a figure of around 700 stations on the standard broadcast band in 1940, AM has enlarged to about 1500 in operation today, with a total of approximately 2000 authorized.

With the development of real competition in programming, local-interest appeals, better network facilities and higher power outlets, listeners are being impelled to buy better radios, and especially radios with FM.

Among the great fields for sales is the replacement needs of the 80% of the nation's 66 million radios, which are of the table model type.

Another tendency attributable to FM, which radio merchants have noted with satisfaction, is the increased appreciation of fine lifelike recorded music, and the desire of customers to include good automatic record changers in their new

consoles, and an adequate stock of records in their music library.

This tendency can be laid to the fact that FM receivers are built with better-than-average audio amplifiers and loudspeakers, which are able to do justice to the quality of the new recordings and phono pickups.

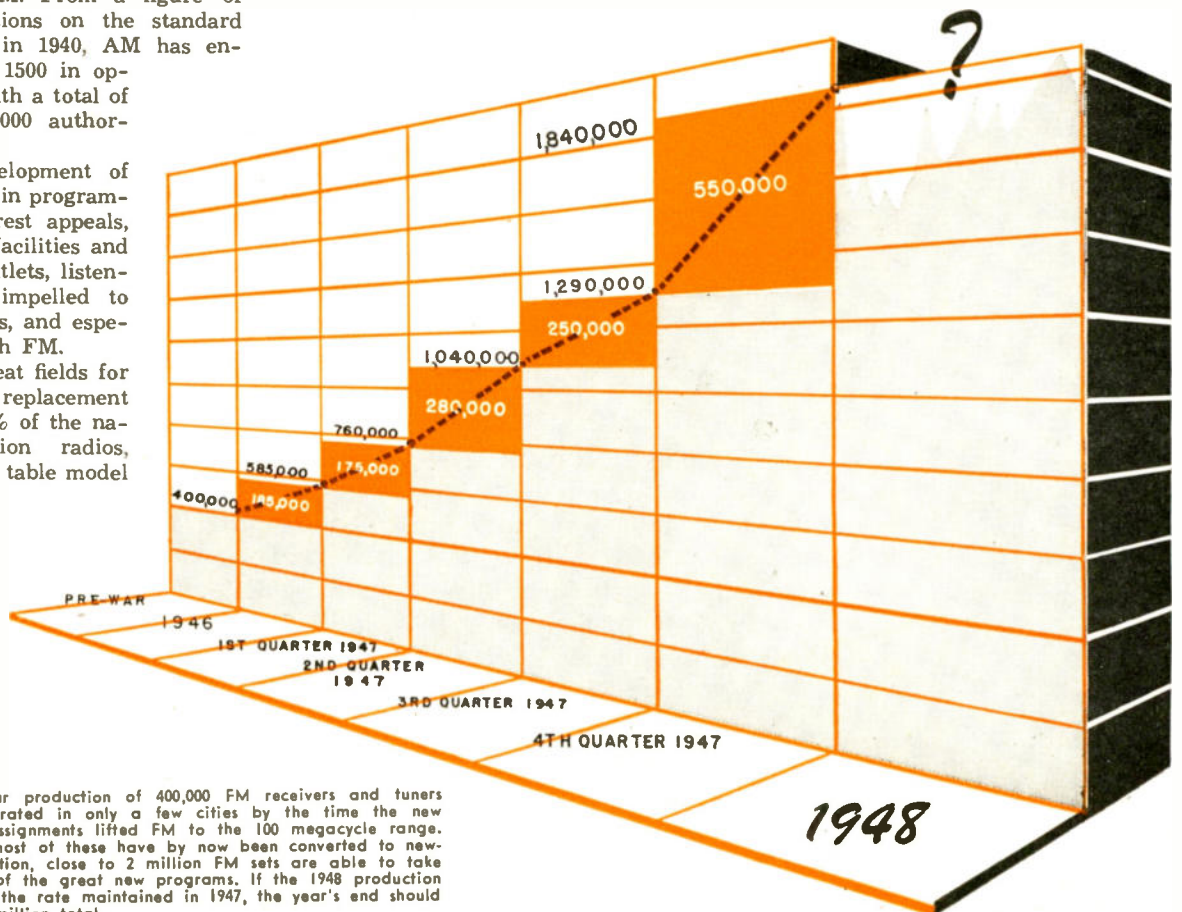
With all these vistas of increased profits before them, radio retailers may well face the FM future with great expectations. However, high-flown hopes must be based on down-to-earth planning.

To turn the situation to financial advantage, retailers must train themselves and their salesmen in selling the new receivers; organize cooperative promotions with the new stations; participate in cooperative advertising with the manufacturers; use their counters, floor-space, windows, walls, and the U.S. Mail to arouse the interest of their customers; prepare an adequate servicing setup including FM experts; place ample orders early, for a full line of FM receiver types.

1948 is the year for FM . . . Folding Money!

### Why FM Means Folding Money

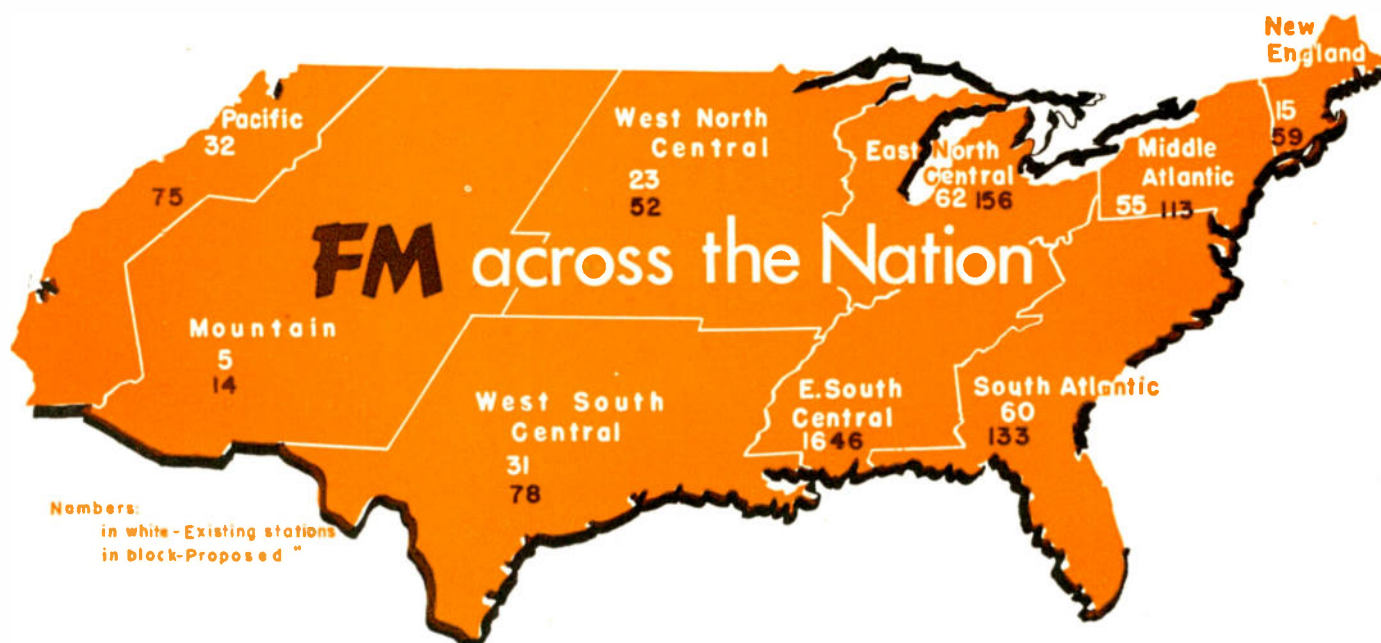
- Greater Unit Sale!
- Networks Extending Coverage!
- Interest In Local Programs!
- Stations Increasing Power!
- More Live, High-Fidelity Programs!
- Advertisers Buying More Time!



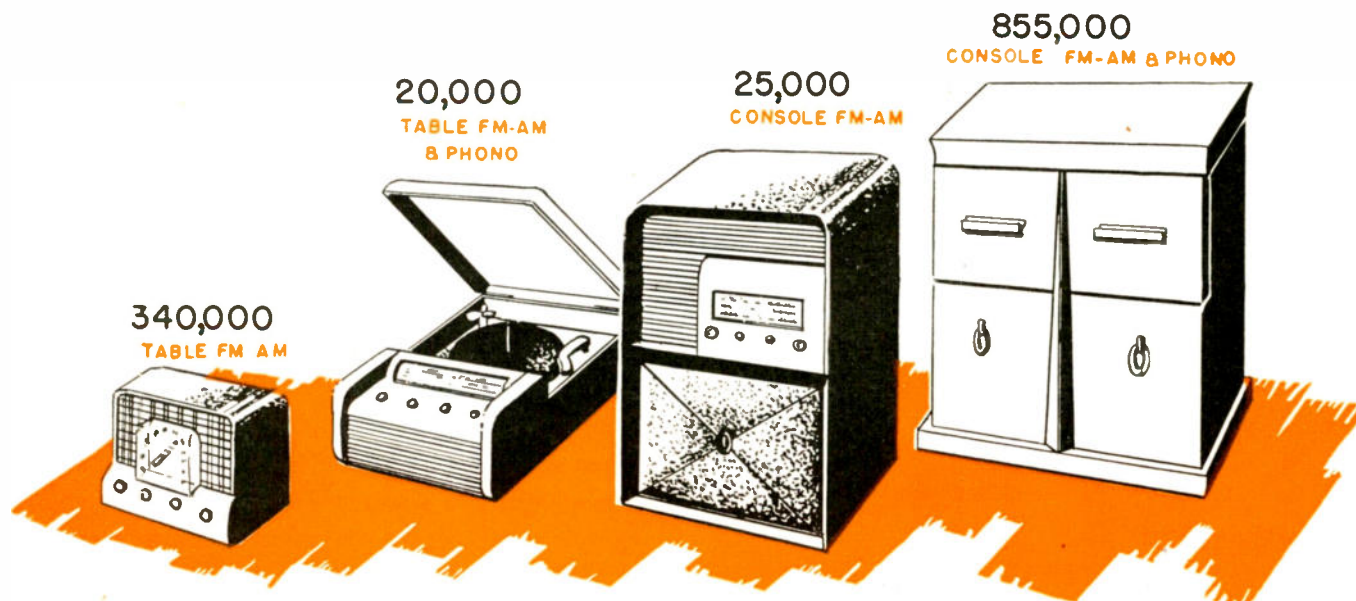
Total prewar production of 400,000 FM receivers and tuners was concentrated in only a few cities by the time the new frequency assignments lifted FM to the 100 megacycle range. Presuming most of these have by now been converted to new-band operation, close to 2 million FM sets are able to take advantage of the great new programs. If the 1948 production rate equals the rate maintained in 1947, the year's end should see over 5 million total.



# Are Rising—Everywhere!



As of October 1, 1947, a total of 299 FM stations were on the air, while 726 were in some state of preparation—construction, testing or authorized—to make a total of 1,025 definitely on the way. By January 30, 1948, figures had reached 393 on the air, 749 preparing—a total of 1,142. These were mostly high power stations, with the community-class stations a mere trickle thus far.



Major categories of FM set production in 1947, not including tuners. Note the preponderance of high unit sales. 1948 figures will show sizeable quantities of straight FM receivers and FM tuners. All categories will reflect higher sale price than corresponding AM-only receivers.



# Magnavox — The Symbol Of

FROM the fine contemporary styling of the *Modern Symphony* to the authentic traditional of the *Windsor Imperial*, every Magnavox is a masterpiece of music, style and beauty. The best in furniture craftsmanship and musical reproduction combines with the newest and proved developments of radio science, genuine Armstrong FM, and automatic record-changing. Fourteen distinctive models are priced from \$219.50 to \$850.00.

**MAGNAVOX** **FM**

Magnavox and FM are natural companions. The best in wide-range FM reception is limited to the excellence of the audio system . . . and in this, Magnavox is the leader.

The revolutionary auditorium-type speaker-system in the *Windsor Imperial* is designed expressly to provide for the expanded tonal range of FM. It covers not only the extended audio range, but gives heretofore unattained smoothness of tone over the entire musical spectrum.

Just as the *Windsor Imperial* is superior, every Magnavox radio-phonograph is outstanding for tonal perfection in its own price field. No model contains a speaker less than 12" in diameter. Some are equipped with two speakers of this size. Each speaker is built by Magnavox exclusively for Magnavox instruments and is beyond compare.





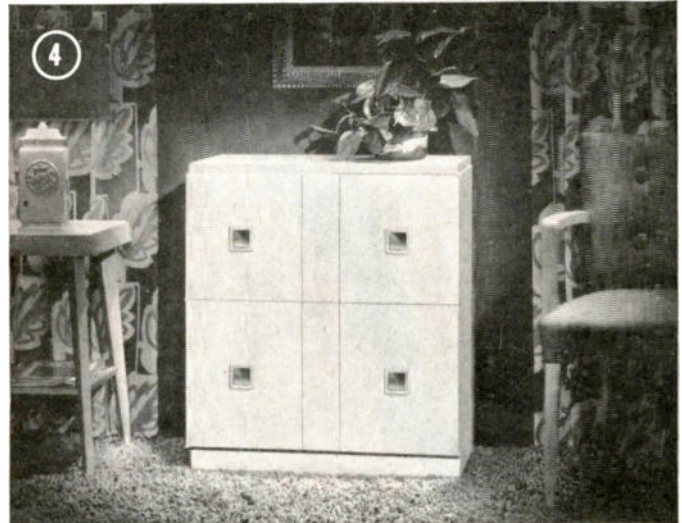
**1. The Windsor Imperial.** Breakfront cabinet by Drexel... in genuine mahogany or antiqued Escanaba knotty pine. Unique auditorium-type speaker-system; precision automatic record-changer with feather-touch pickup, **\$850.** Genuine Armstrong Static-Free FM Included.

**2. The Modern Symphony.** The best in contemporary styling... in mahogany or white oak. Two 12" Magnavox speakers; 18 watts superpower; automatic record-changer, **\$365.** With Genuine Armstrong Static-Free FM, **\$430.**

**3. The Traditional.** Charming authenticity in mellow mahogany or early American maple. 12" Magnavox speaker; 10-watt radio-receiver; precision automatic record changer, **\$249.50.** With Genuine Armstrong Static-Free FM, **\$298.50.**

**4. The Mayfair.** Fine furniture in the modern manner... in white oak or mahogany. 12" Magnavox speaker, precision record-changer; supersensitive 10-watt radio receiver, **\$219.50.** With Genuine Armstrong Static-Free FM, **\$268.50.**

*Prices subject to change without notice*



# Quality In Radio Since 1915

## Magnavox Dealers' Sales Record Greatest in History

In 1947, the non-competitive, profit-protecting Magnavox franchise—first of its kind in the radio industry—created a sales average of \$80,000 per dealer! This is the highest aver-

age ever achieved in the history of radio. Even more important is the profit record, for Magnavox carries the largest mark-up of any major radio line. Now, in 1948, with unquestioned customer acceptance and proved selling policies, Magnavox presents a franchise and an opportunity without equal in radio history. The Magnavox Co., Ft. Wayne 4, Ind.

the magnificent **M**agnavox radio-phonograph

# They're Carrying the Ball

## for FM!



(Photo by Ewing Galloway)

### **Industry-Wide Activity Presents Solid-Line Front-Ready to Make '48 Banner Sales Year**

• When one stops to consider the factors backing up FM—the money, know-how and facilities—and next thinks something about the tremendous potential sale for staticless receivers, his mind is at once stimulated and awed. What he sees now is terrific—what he foresees calls for an adjective like “colossal.”

But the present bright sales picture FM is displaying isn't the result of some lucky break. It was brought into being via the work-and-sweat route. By the same token, those who want to share the profits in FM's tomorrow, need to work like Trojans today.

And that's just what the believers-in and boosters-for FM are doing. There are many of them in each of the two “master” groups. One such group is the manufacturing-selling section of FM & Company; the other is made up of the FM broadcasters.

“Carrying the ball” for FM are the

makers of sets, station equipment, accessories, tubes and parts; factory “reps,” jobbers of receivers, parts, and accessories; retail merchants, and last, but not least, the broadcasters.

Manufacturers have been doing a swell job in promoting FM to the consumer, and providing dealers and wholesalers with merchandising helps of many sorts. Faced with all kinds of problems, including those associated with obtaining skilled labor and materials, the makers have come through with upped production in spite of the many hurdles.

### **Great Activity**

Transmitting equipment has been pouring out of factories into the hands of the ever-increasing ranks of the broadcasters. Home FM sets are now hitting the market in great numbers. Manufacturers of tubes, parts, and accessories have been on the beam too, in order to fill the needs of the set home makers for FM broadcast station equipment.

Money and know-how has been expended all along the line. Manufacturers' representatives, who more often than not serve in the double-barreled capacity of purchasing agent and salesman, have been highly important wheels in the whole big FM set-up, as have been the wholesalers. During the FM famine, wholesalers were run ragged trying to get receivers for their dealers. Today, jobbers are on an all-out sales and promotion campaign with their retailers. Many, too, are working with FM

broadcasters in efforts to sell more sets through local merchants.

The tube, parts, and accessory people are more than active in FM. First, they are on hand to furnish original equipment for sets; next to supply tubes and parts for replacement. Accessory manufacturers provide antennas of the special kind required to keep FM reception at its peak.

The service end of FM is of the utmost importance to everyone in the industry. It is of prime interest to the manufacturer, the wholesaler, the broadcaster and the dealer. The FM set operating satisfactorily in the home is good business all around. The FM set that doesn't give the consumer top-notch reception is a black-eye to every segment of the radio industry. All along the line, proper FM service and installation is stressed. Good FM reception is everybody's business.

### **Hard-Hitting Team**

The FM broadcasters are cooperating splendidly with everyone interested in FM—from the manufacturer right on down to the consumer. They are interested in sales of sets and in the need for faultless receiver performance. The broadcasters are coming up with the highest type of programs, most efficient equipment procurable, and are spending scads of money in sales promotion.

How important is the retail merchant in this FM proposition? How important? Well, he's just the man that does these three things: 1. He sells the sets. 2. He installs the sets. 3. He services the sets, keeping them sold, and in so doing creates good-will for the manufacturer and the broadcaster and for FM as a whole. He faces the consumer on the retail sales front.

The FM “ball-carriers” are a hard-hitting team indeed. The cooperative effort they display can well make other out-of-the-field industries turn green with envy. These “ball-carriers” know the meaning of the word “interdependence.”

The entire radio-industry is proud of the big job being done with FM.

There's plenty of money and talent behind FM. And a great future in front of it!



# STROMBERG-CARLSON COMPANY

Established 1894  
ROCHESTER 3, NEW YORK

*"There is Nothing Finer than a Stromberg-Carlson"*

To Radio Dealers:

All conditions are favorable for an exceptionally large demand for FM type receivers in 1948, allowing progressive dealers to cash in on this new and improved method of broadcasting.

More people are learning each day the plus values of FM as compared to AM broadcasting, because direct comparison can now be made on the same program and on the same AM-FM receiver, showing conclusively the great superiority of FM reproduction. Realism of FM reproduction can now be easily demonstrated in this direct comparison with AM by background quietness, lack of cross-talk which is prevalent on shared AM channels, clarity due to increased frequency range and naturalness due to increased dynamic range of sound volume in reproduction.

Our close association with FM broadcasting from its inception — both as a pioneer FM broadcaster and as a pioneer designer and manufacturer of FM receivers since 1939 — has taught us by firsthand experience the many plus values in Major Armstrong's great contribution to broadcasting, and this knowledge is behind the design and production of all Stromberg-Carlson FM receivers.

FM is coming into its own as a superior broadcasting system. We are continuing our leadership in the FM field by producing receivers which provide the realism and naturalness of reproduction inherent in FM broadcasting. The greatly expanded market now made possible through recent favorable factors, such as the increased number of FM broadcasting stations and duplication of live AM programs on FM transmitters, gives you an opportunity for new highs in sales of FM receivers.

Very truly yours,

*Ray H. Manson*  
President  
Stromberg-Carlson Company

CHICAGO

KANSAS CITY

LOS ANGELES

SAN FRANCISCO

1

**FM** means **F**ar **M**ore . . . when you

can say it's by

**STROMBERG-CARLSON**



**MAYFLOWER.** #1210PLM. Superb FM-AM radio-phonograph. Mahogany. #1210 series from \$325.00 to 475.00\*.

**NEW WORLD.** #1210-M2Y. Contemporary FM-AM radio-phonograph with unique disappearing door. Bleached mahogany. \$450.00\*.



FM is now creating thousands of brand-new prospects for you. And already the *quality* of FM reception has become a deciding factor in converting prospects into sales!

No other manufacturer can match these Stromberg-Carlson accomplishments in FM:

- ▶ **The first demonstration of FM with a commercial receiver** was made by Major E. H. Armstrong, inventor of FM, in 1939 using a Stromberg-Carlson instrument from regular production.
- ▶ **The first complete commercial line of FM receivers offered to the public** was made by Stromberg-Carlson.
- ▶ **The first FM broadcasting station to be owned and operated by a radio manufacturer** is the Stromberg-Carlson station, WHFM which has been broadcasting continuously since 1939.
- ▶ **And first choice of discriminating buyers today** is the Stromberg-Carlson line of twenty FM-AM consoles and table models—a variety which gives you an opportunity to please every FM buying preference.



**PIONEER SPECIAL.** #1204-HME. FM-AM. Hand-rubbed maple. #1204 series from \$78.95 to 98.50\*.

2





**SALEM CHEST.** #1210-PSM. Gracious and authentic chest cabinet housing FM-AM radio-phonograph. Hand-rubbed mahogany. \$415.00\*. Available in maple. \$425.00\*.

*\*Slightly higher in South and West*



**MANDARIN.** #1210-M5M. Masterpiece of beautiful design in ribbon-striped mahogany. FM-AM radio-phonograph. Automatic record player with automatic stop. \$475.00\*.

In FM—as in AM and television—you can easily demonstrate the outstanding performance of Stromberg-Carlson. This is your best opportunity to build substantial and enduring profits.

**STOP!—LOOK!—and LISTEN!...**

THERE IS NOTHING FINER THAN A

**STROMBERG-CARLSON**

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



**HEPPLEWHITE DE LUXE.** #1235-PG. Masterfully designed FM-AM radio-phonograph. Classic 18th century cabinet, hand-rubbed mahogany or walnut. #1235 series from \$575.00 to 625.00\*.



**COURIER** #1210-H. Impressive table radio receiver, AM plus two FM bands, eight-inch Alnico V speaker, toasted walnut cabinet. \$194.50.

**3**



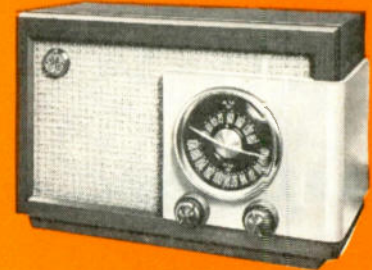
*From the First Manufacturer in FM*

# AN FM SET FOR EVERY PRICE RANGE!

**Magnificent! Designed to sell and satisfy!** First in the big General Electric FM line. This masterpiece among FM consoles is just the type of instrument you would expect from General Electric—first in all phases of FM since 1938. Beautiful mahogany veneered cabinet. Genuine FM radio, plus AM radio, plus automatic radio-phonograph with the famous G-E Electronic Reproducer. Space for about 120 records. 8 tubes plus rectifier. Display it, demonstrate it today. Feature it in your campaign to build bigger and better FM business! For sales aids shown below—and others soon to be available—call your G-E radio distributor, or write to *General Electric Company, Receiver Division, Electronics Park, Syracuse, New York.*



Model 376



● **MODEL 354**—Value! A superb radio-phonograph—a superb seller! Has both FM and standard (AM) broadcast bands. *Natural color tone.* Sensational G-E Electronic Reproducer. Storage space for approximately 120 records. A delight to sell—a delight to own!

● **MODEL 356**—Table Model FM—will attract buyers like an Alnico 5 magnet! Compact, beautiful—a natural that'll really move. FM-AM. *Natural color tone.* G-E Beamscope antenna. Cabinet in handsome rosewood plastic. Start cashing in on it now!

● **MODEL 212**—Economical! A great buy for customers—a great business builder for you. FM-AM table model. AC or DC. *Natural color tone.* Big 5½ in. Dynapower speaker. Sliced American walnut cabinet. You can't go wrong with this one!

## SELLING AIDS TO BACK YOU UP

Here's just one in a long parade of General Electric FM promotion pieces to spark more sales for you! Ask your G-E radio distributor for your supply of booklet, "FM—A New and Better Kind of Broadcasting". Use as mailing piece and counter give-away!



Here's another sales assist from G.E. to help you corner the FM market in your community! Colorful new film, "Naturally, it's FM", explains advantages of FM—builds sales for you. Ask your G-E distributor about it today!



# GENERAL ELECTRIC

175-038

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



# FM Team-Work Pays Off!

• Nothing like it has ever been seen before. An outstanding example of industry promotion with two big segments of the large FM family joining in an all-out promotion campaign of frequency modulation right down at the consumer-level.

The two groups are: 1. The broadcaster, transmitting the FM programs. 2. The retail merchant at the point-of-sale. The two-way purpose of the cooperative campaign: 1. To sell more sets. 2. To obtain more listeners.

Of course, there are other equally important segments backing FM up to the hilt, and they are described elsewhere in this issue in an article entitled, "They're Carrying the Ball for FM!" These other "ball-carriers" include manufacturers of sets, station equipment and parts, and their factory representatives and wholesalers.

Specifically for this article, we asked a number of FM broadcasters just how they are cooperating with retailers and how retailers are cooperating with them. Due to space limitations we are able to include but a few stations, though the reports which follow are typical of the activities being carried out by other hundreds of FM broadcasters. The answers are inspirational. They prove conclusively that groups which have things in common can profit by working together.

**WASH-FM**, Washington, D.C.—Hudson Eldridge, business manager, reports as follows: This station is sending dealers WASH program schedules, at the same time pointing out high light live musical programs with full 15,000 cycle quality which are featured on the Continental FM network. (WASH is originating station of the network.)

Other promotion is as follows: Regularly contacting retail salesmen and keeping them up to the minute on progress of FM set sales and programming—new stations, etc. Encouraging installation of FM antennas where needed . . . helping dealers understand FM's characteristics in transmission and reception. . . . Cooperating with dealers and distributors in special demonstration programs for exhibitions.

Also have gone on air especially for retailers making installations, and wishing to check reception . . . and dedicating programs to the people having the sets installed. WASH also plugs FM's merits on air regularly . . . mentions FM sets available in area . . . prices, etc. WASH staff members speak at dealer meetings.

—FM—

**WAKR-FM**, Akron, Ohio—A real promotion campaign launched by WAKR got under way some months ago when a luncheon was tendered the executives of the major radio distributors in the area. At this event, a two-fold campaign was planned to educate both retail salesmen and the public on the advantages of FM. A couple of weeks later, Akron's first FM radio conference was held, attended by retail radio executives and salesmen.

Aim of this meeting was to show salesmen how to sell FM sets. Speeches were made by WAKR's program director, Tom McNulty and Bill Bailey of the FMA. During the meeting two contests were announced, the first a \$2000 cash contest aimed at the consumer on, "Why I like FM reception." Entry blanks obtainable only from dealers. Response was excellent—12,000 entries. Second contest was for ten best dealer window displays of FM. Special programming, designed to arouse local interest is also helping the sale of sets. Foregoing WAKR activities reported by Roger G. Berk, manager.

—FM—

**KWK-FM**, St. Louis, Mo.—Ray E. Dady, vice-president and station director, expresses the opinion that "the easiest way for stations to cooperate with dealers is to put out an FM signal strong enough for dealers to demonstrate FM the way it should be demonstrated." The station recently signed off its 3 kw. transmitter and installed a 10 kw. which is fed through an eight-

bay antenna to give an effective radiated signal of about 70,000 watts. With this much power, the station should provide total quieting on all sets; easy tuning in all locations of the city.

—FM—

**WDHN-FM**, New Brunswick, N. J.—This station plans its cooperation with retail merchants in two separate phases, pre-operational and broadcast, according to Hugh Boyd, general manager. Prior to the initial program on April 15, the plan calls for newspaper advertising pointed at building sales for retailers and popularizing the station. Contests and tie-in advertising of all types are on the agenda and will go into the works after the first broadcast.

—FM—

**WWDC-FM**, Washington, D.C.—Ben Strouse, general manager, reports a bee-hive of activity here. For 15 months the station has been sending monthly letters to dealers, giving them all kinds of information on the FM picture. Dealer response was excellent. WWDC, in cooperation with other local FM stations, held a dealer meeting to introduce one of the earliest low-price FM tuners.

More recently, the station held a \$5,000 "Who is Mr. F-M" contest. Dealers were invited to participate through window displays, newspaper and radio ads and other tie-ups. Many accepted. "Program-wise," says Mr. Strouse, "we have helped dealers. For example, we carried the second game of the Washington Senators double-header on FM only last summer. Other special programs have also helped sales."

—FM—

**WEFM**, Chicago—Says Zenith's Ted Leitzell: "Since 1940 WEFM has been helping retail merchants sell FM receivers in the most practical way known: By providing FM music through the day so that it was possible to demonstrate FM. Now that there are a number of FM stations on the air, we are still broadcasting four teen hours a day and keep talking up FM all the time."

—FM—

**KOCY-FM**, Oklahoma City—Reports M. H. Bonebrake, general manager: "We are cooperating with the retail merchants in promoting FM receiver sales by furnishing all dealers with counter card displays. These displays contain small booklet explaining what FM is and its advantages. These booklets are free to customer traffic."

—FM—

**WKNB-FM**, Hartford and New Britain, Conn.—"Station WKNB-FM broadcasts daily from 3:00-

10:00 PM," advises Lucien E. Dumont, production supervisor. "We run spot announcements on AM plugging FM radio, and some dealers are running announcements informing the public that by writing to the dealer—queries will be answered either in person or by return mail.

"Also, there are a half dozen or more dealers . . . who tune in WKNB-FM in their stores and thereby give the listener-buyer a chance to hear his favorite musical and other type programs over an FM radio. . . . Much more could be and perhaps will be done in the future; especially now that Mr. Petrillo has lifted the ban on duplication. . . . There are two Hartford stations which broadcast FM/AM simultaneously."

—FM—

**WFJS-FM**, Freeport, Ill.—Thomas C. Moers manager, reports that his station has created a very live market for FM in the Freeport area by airing programs of unusual local interest, and giving these broadcasts wide publicity in the newspaper and over the air. Cooperation with dealers began over two years ago with a WFJS-dealer banquet, and has continued at a high level since that time. A monthly program is mailed directly to FM set owners, and is also made available through local dealers.

—FM—

**WFRS-FM**, Grand Rapids, Mich.—This station broadcasts special programs for dealer demonstrations, showing the superior quality of FM. Station staff members speak on FM before local groups, and also visit local merchants, frequently helping them to install dipole antennas.

On numerous occasions, the station has announced, free of charge, the coming to the market of a new line or model of FM receiver. "In short," reports Robert L. Epstein, secretary and program director, "we have tried to cooperate in every way possible the promotion of FM. We even hired a motion picture projector and rented the local museum to show GE's film on FM."

—FM—

**WTCN-FM**, Minneapolis, Minn.—This station supplies dealers with descriptive pamphlets, containing space for dealer imprint. Close contact with jobbers and manufacturers' representatives through a system of checkups on number of receivers brought into area, number in retailers' stores gives the station an excellent picture of sales trends. For example, reports Clifford J. Rian, publicity director, as of December 1946—1000 FM receivers. January, 1948 approximately 40,000. Simultaneous broadcast of AM/FM includes both local and network shows.

Demonstrations by WTCN FM engineers before radio service men's clubs have aided greatly in securing added cooperation in exploiting the advantages of FM reception. The station's antenna is atop the tallest building in Twin Cities—the Forshay Tower—and this has helped immeasurably in getting the FM story over to the average person.

—FM—

**WSTC-FM**, Stamford, Conn.—Before and after it went on the air this station cooperated with retail merchants by pointing its programs to help them sell FM sets. Several luncheon meetings were held.

Since Feb. 4, WSTC has been duplicating local and network programs and has extended its FM operation to full time. Says Julian Schwartz, general manager, "WSTC FM was the first frequency modulation station to take the air in Fairfield County and first in the state to take on full time. Also we are the only station now broadcasting ABC programs over FM in the New York metropolitan area."

—FM—

(More on page 49)

# ZENITH

## AMERICA'S FM LEADER

*Presents*

### A New Triumph in Genuine FM



## Featuring Zenith-Armstrong Static Free FM

Only genuine *Armstrong* FM can give FM reception at its best—crystal-clear, static-free, true in fidelity. And *here* in this sensational new Zenith "Symphony" is *Armstrong* FM at its best. For here is Zenith's patented *built-in* FM aerial. Here is reception on *both* FM bands—for protection against future broadcasting changes. Here, too, is Zenith's exclusive, new "DialSpeaker" combining dial and speaker to permit the largest speaker *ever* used in this size set! With Zenith's powerful Wavemagnet and tuned radio frequency the "Symphony" pulls in long distance AM radio sharp and clear . . . and its new-type *maximum-fidelity* tone control intensifies the entire bass-to-

treble range. It's the newest, hottest package of dynamic *selling ammunition* . . . with Zenith-*Armstrong* FM!

Keep An Eye On



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



# FM Broadcasters Active

● Broadcasters and dealers join hands in a forceful campaign at the consumer level for the purpose of selling more FM receivers and to increase the number of listeners. The cooperative spirit shown by both is resulting in the greatest amount of publicity FM has ever had, and is creating widespread desire to own on the part of the public. With the wide range of prices at the present time, there is an FM set within the reach of every family. "Recommended business" from new and old satisfied users of FM radios, plus the top-flight promotion now under way will result in sharply increased sales of sets; greater audiences, all over the country.

**WSLS FM, Roanoke, Va.**—From the time before it went on the air, and right on through full interim operation, this station has been on an all-out promotion program, according to James H. Moore, executive vice-president.

Some operational highlights follow: Monthly meetings have been held between WSLS, dealers and distributors. . . . A full "FM Cooperative Committee" was formed to work closely to stress advantages of FM to the public. . . . Distributed thousands of FM circulars . . . arranged newspaper ads, spot announcements, special window displays. . . . Facilities of both AM and FM stations used to promote start of full operation. . . . Local talent and networks used. . . . Station representative visited towns and communities within a hundred mile radius to work with dealers, contact local civic organizations, etc.

—FM—

**WIBX FM, Utica, N. Y.**—Says N. W. Cook, national sales-merchandise manager: "Since October, 1946, we have been operating WIBX-FM from our 1500 ft. tower above sea level on 96.9 megacycles using 250 watts until last October when we went to 9,000 watts. There are over 2500 FM sets in this immediate area." The station has concluded a comprehensive survey among the dealers, and has arranged programs designed to "stir up the hesitant listener on AM to the glories of the new FM and awaken a keener desire to own an FM receiver."

—FM—

**WHIN FM, Huntington, W. Va.**—Mike Layman, general manager, reports: "Our station is cooperating with the retail merchants by sending out a bi-monthly news letter about FM. We are also placing in all of the stores FM booklets explaining FM in a simple manner. Both of these promotions are being accepted and are doing a lot of good in making people FM conscious."

—FM—

**WDBJ, Roanoke, Va.**—The three AM stations in Roanoke met recently at a luncheon to radio dealers, where FM was explained. WDBJ, now or about to go on the air, offered its cooperation and participated in meetings with all local civic clubs. Roy P. Jordan is station manager.

—FM—

**WAIR FM, Winstan-Salem, N. C.**—According to George Walker, manager, this station is cooperating with local merchants through use of window displays and newspaper advertising. Says Mr. Walker: "The greatest boost to FM sales is our intensive sports schedule. Last summer we carried the baseball games on FM and now we are broadcasting the Southern Conference basketball schedule. These events are supported by direct mail, FM and AM plugs, newspaper and window displays."

—FM—

**WJTN FM, Jamestown, New York**—An outstanding job of cooperation with retailers has and is being done by this station, judging from reports received from Simon Goldman, manager. Mr. Goldman says in part: "Besides special programs and announcements telling our listeners the advantages of FM and urging them to insist on a set with an FM band when purchasing a new radio, we have designed and distributed two special FM folders. . . . We feel we are doing a splendid job . . . the local retailers feel that

way . . . because FM sets have been selling like hot-cakes in this area."

In a message to the dealer, the station says, "The faster FM listening becomes the habit in this area, the more FM sets you will sell." WJTN urges dealers to send names and addresses of all people to whom they have sold FM sets. In return, the station will send a copy of a special booklet, and will keep owners posted on FM programs. In addition, for a certain number of names turned in, the dealer will receive mentions over programs commenting on the local set supply situation. Lists of names will be used only for promotional purposes and will not pass from the station's possession.

—FM—

**WQXQ FM, New York, N. Y.**—This New York Times station offers plenty of cooperation in helping merchants sell more FM sets. Elliott M. Sanger, Jr., advises that WQXQ has recently made available to dealers a survey on FM made among listeners, which is most helpful in making sales demonstrations and presentations. In addition, dealers in the area have received a series of "pep" letters designed to up sales, and a poster.

—FM—

**WBEN FM, Buffalo, N. Y.**—Reports Joseph A. Hoefner, promotion director: "WBEN-FM, Buffalo's pioneer frequency modulation station which went on the air in 1946, is cooperating with the radio retailers through the distribution of booklets. Hundreds of these booklets are displayed in small racks in dealers' stores.

"WBEN, the parent station, uses an 8" x 2-col. ad in The Buffalo Evening News every day and a portion of this space is devoted to a listing of the entire WBEN-FM schedule for each day. "Games of the Buffalo Bills of the American Football Conference were carried play-by-play last year, with Stramberg-Carlson and Denton, Cattier & Daniels, local dealers, as co-sponsors."

—FM—

**WIZZ FM, Wilkes-Barre, Pa.**—Richard G. Evans, president, says: "Radio Station WIZZ (pronounced WHIZ) cooperates with retail merchants for the promotion of FM receiver sales by tying up all play-by-play baseball, basketball, and major sports events on an exclusive basis so that the dealer is forced to sell FM sets whether he wants to or not, and the listener is forced to buy an FM set because he has been deprived of all professional sports on AM stations. Since April 23, 1947, WIZZ has broadcast 210 professional baseball and basketball games, home and away, on an exclusive basis. . . .

"We also cooperate by having transit radios, locked to our station, in the buses and trackless trolleys." . . . The Station's motto is: "Serving 3 million people in 3 states 24 hours a day."

—FM—

**WTRT FM, Toledo, Ohio**—Early this past winter, this station decided to broadcast the local professional basketball and hockey games over FM, with most satisfactory results, reports Sunne Miller, manager. Information on FM broadcasting has been furnished dealers and distributors. "The broadcast of programs which cannot be heard elsewhere is good promotion for FM," says Mr. Miller.

—FM—

**WGHF FM, New York, N. Y.**—James F. McDonough, program manager, reports as follows: "Before going off the air in Nov. 1947 for a

changeover to full authorized power of 20,000 watts, this station regularly promoted FM through daily announcements. A brochure which we had printed to publicize FM has drawn 1500 letters since our initial announcement of its printing in Oct. 1947. We returned to the air on Feb. 22, and are broadcasting 7 days a week, from 3 to 11 P.M."

—FM—

**WHVA FM, Poughkeepsie, N. Y.**—Following activities reported by George W. Bingham, general manager: "WHVA-FM station in Poughkeepsie, and WKIP and WGNV, AM stations in Poughkeepsie and Newburgh, respectively, are currently airing ten station breaks daily to this effect: "When you buy a radio, don't get just half of it . . . get it all. Get FM too! Ask your dealer!" In addition, two column-five inch ads are running in six newspapers in six Hudson Valley cities, expressing the same theme.

"On WHVA a half hour daily is set aside for the purpose of saluting radio dealers in these six cities, who, in turn, agree to push FM."

—FM—

**WRAL FM, Raleigh, N. C.**—This station, with 54,000 watts effective radiated power went on the air, Sept. 6, 1946. 3 months prior to that time it began an extensive sport campaign on the AM station promoting sale of FM sets. Reports H. W. Maschmeier, program director, Dixie FM Network: "WRAL most instrumental in organizing the Dixie FM Network, comprised of 12 FM stations whose chief aim is to provide programming of good music in the daylight hours for set demonstrations by retail merchants. WRAL-FM has held sales meetings with dealers . . . given free spot time to merchants . . . has offered charter membership certificates available at all dealers as well as program schedules. The cooperation of the retail merchants has been invaluable in the promotion of FM in this community."

—FM—

**WFMZ FM, Allentown, Pa.**—Cooperation with dealers by this station consists of good programming, broadcasting during day to provide dealer demonstration facilities, sending out FM newsletters; FM receiver displays in the station's "open house", attended by 15,000 people; newspaper advertising acquainting public with advantages of FM. Reported by Earl J. Kahn, director of promotion and publicity.

—FM—

**WRKS FM, Waukegan, Ill.**—The WKRS-FM campaign has included personal contacts with all Lake county dealers, feature articles, daily display ads, fillers, news stories, speeches, movies, group demonstrations and news photos describing the progress of FM and WKRS. All promotion is tagged, "Visit your favorite radio dealer." Figures show the campaign is selling FM and creating a dealer profit and a WKRS audience.

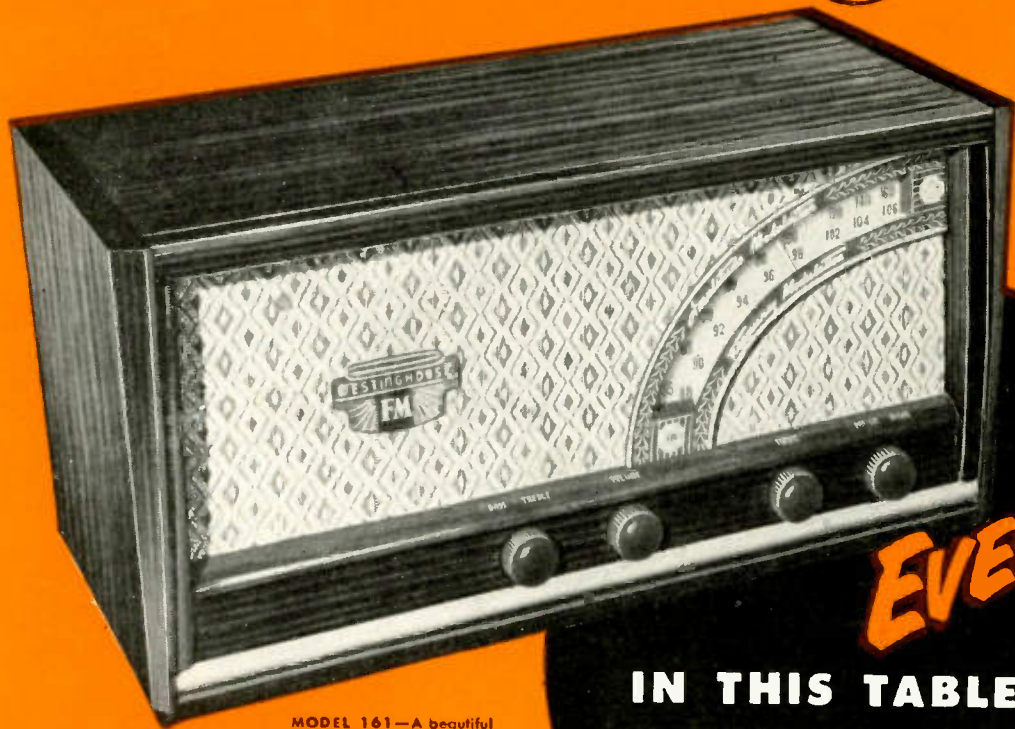
Information received from Robert R. Siegrist, program director.

—FM—

**WBT FM, Charlotte, N. C.**—Reported by Audrey Summers, publicity director.—Prior to the opening of Radio Station WBT-FM, WBT gave a luncheon for the radio distributors of Charlotte at which time plans for the new station were outlined. The distributors got together and formed an appliance distributors association for the purpose of promoting FM. WBT proposed that its FM studio be used as a show room for the FM radio sets, retailers of the city displaying their merchandise to the public. This proved agreeable and those dealers who had the merchandise on hand advertised weekly over WBT-AM . . . inviting the public to see the new FM radio sets and at the same time to view FM broadcasts at the studio.

Also, for a period of six to eight weeks, WBT held a broadcast over its AM station, featuring a round table discussion of FM by radio retailers, manufacturers and distributors.

# Westinghouse



**MODEL 161**—A beautiful FM-AM table model with the performance of a fine console. Rainbow Dial. Mahogany or blonde mahogany finish. \$99.95\*

**EVEN**

**IN THIS TABLE MODEL  
YOU GET GENUINE  
WESTINGHOUSE  
RAINBOW TONE**

**FM**



**MODEL 166**—Concert-hall performance in a masterpiece of cabinet craftsmanship. FM, AM, extra large record storage space. \$179.95\*

**MODEL 168**—A magnificent modern radio-phonograph in aspen or mahogany veneers. FM, AM, ear level speaker, full width record storage space. \$249.95\*



**MODEL 169**—A luxurious radio-phonograph offering the ultimate in performance. Has FM, AM, two shortwave bands, 6 electric push buttons and twin record compartments. \$600\*

Prices slightly higher Denver & West.



# Radio GIVES YOU REAL SALES POWER

## WITH THE GREATEST **FM** LINE IN RADIO HISTORY

FM that makes music or voice so real, so lifelike, that you'd swear your program is right in the room.

Westinghouse FM is the quietest FM ever made. There is no noise or rushing between stations. There is a background of absolute silence when you are tuned to a station . . . silence guaranteed by the Westinghouse ratio detector.

Westinghouse FM is the most sensitive FM ever developed. An exclusive grounded grid circuit cuts the internal noise of tubes and circuit way below the level of even the weakest signal. You can amplify the signal tremendously *without hearing any noise*.

Your customers never heard FM like this. You get it in Westinghouse . . .

# PLUS

**SALES CLINCHING ADVANTAGES THAT WILL HELP YOU CAPTURE THE FM MARKET IN YOUR TOWN.**



**MODEL 167**—A stunning modern console combination providing true-to-life reproduction of programs and records. FM, AM, extra large record storage space. **\$379.95**



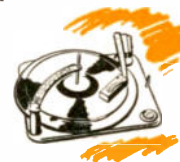
**RAINBOW TONE FM**  
the quietest, most sensitive FM ever made.



**ELECTRONIC FEATHER**  
The revolutionary tone arm that silences needle scratch *without* loss of high musical tones.



**RAINBOW DIAL**  
a rainbow of light that tells you instantly what band and station you are tuned to.



**AUTOMIX CHANGER**  
plays 10-inch and 12-inch records intermixed.



**PLENTI-POWER**  
the extra reserve of power that means true-to-life performance.

Tune in Ted Malone Monday through Friday 11:45 A.M., E.S.T., ABC

HOME RADIO DIVISION, WESTINGHOUSE ELECTRIC CORPORATION, SUNBURY, PA.

Licensed under  
ARMSTRONG PATENTS

A-3007

Radio's first name is **Westinghouse**  
PLANTS IN 25 CITIES OFFICES EVERYWHERE



# How Leading Dealers **SELL FM!**

FM sets, the dealer knows that his competition is bound to grow daily, and that while FM sets have slews of sales appeal they must be sold.

One of the first steps the dealer who has set his sights on doing a big FM selling job takes, is to notify as many of his old customers and his prospective ones that he *sells* FM; knows how to install it and service it properly after purchase.

Numbers of dealers cooperate with local FM broadcasters in spreading the gospel of FM. (Elsewhere in this issue, there is an interesting article describing broadcaster-dealer activities.)

In addition to "taking to the air" to advertise themselves as FM sales and service experts, dealers can use newspapers, mailing pieces, etc., to obtain

## FM SALES FEATURES

Static-Free Operation means top-flight demonstration

AM-FM program duplication sparks demand for FM receivers

Superb tone creates buy-appeal.

(Photo by Ewing Galloway)

Not too long ago FM receivers were scarce as hen's teeth. Such condition didn't help the sales situation because many dealers who had talked FM up to their customers couldn't get the merchandise. It wasn't so long ago, either, that FM program coverage was all too limited in its scope.

Still another barrier was the high-price of FM receivers.

But now FM, the slow-starter, is away out in front with more sales features than one can shake a stick at.

The FM set price-range is satisfactorily wide. There's a receiver for every price bracket. Program coverage has spread over the nation like a net. Persons having FM's, broadcast the good

word around that the static-free receivers are worth more to them than ever before now that they are able to hear their favorite programs following the lifting of the Petrillo ban on simultaneous airings over AM and FM.

So now, with everything to be gained through promotion of FM, the nation's alert merchandisers are out to do a record selling job, thus bringing *additional profits* into their businesses.

There are certain, definite ways to get more FM sales, dealers realize, and they know that the way to up sales in FM is no mystery. It is no more than the employment of age-old merchandising methods.

With the ever-increasing output of

desired results. (See article on FM selling, promoting and demonstration on page 46, last month — March — issue.)

How numbers of alert retailers throughout the country are pushing FM sales will be found in the following interesting reports from many sections:

Says Al Dietz, owner of Chevron Radio & Television, 527 Western Ave., Los Angeles, Calif.: "An effective method we employ is to have two sets alongside each other—an AM and an FM, playing them alternately so that a person can note the richer quality of tone in FM. We invite people in to hear FM programs, and issue program schedules to those who own FM receivers." At the time of sale, the Chevron firm explains the need for a special antenna for optimum reception.

Dealer Dietz has some good advice

(Continued on page 97)



THE  
NEW WORLD SHERATON—  
One of many distinguished  
Freed-Eisemann models.



THIS IS NOT  
JUST ANOTHER  
"ADVERTISING CLAIM"...

# Freed-Eisemann FM

is recognized by authorities as  
the finest FM in the industry today...

When you demonstrate the Freed-Eisemann, you can state with *absolute assurance* that this magnificent instrument surpasses all others in quality FM reception. You can make this statement because it happens to be a hard, cold fact.

Freed-Eisemann dual superheterodyne FM is not only genuine Armstrong FM—but is a *unique exclusive application* which is not duplicated by any other home receiver on the market. It offers high-fidelity at its peak, plus greater stability, sensitivity and selectivity. It has been developed by pioneers and specialists in FM.

The superiority of Freed-Eisemann FM has been established by laboratory and field tests—and is recognized by engineering authorities, musicians, broadcasters, retailers, consumers, and by competing radio manufacturers.

In addition, consider this important fact: Freed-Eisemann Radio-Phonographs are today's *outstanding value*—offering FM, AM, shortwave, Garrard intermixer record changers, and distinguished furniture styling—at prices several hundred dollars below comparable radio-phonographs. Freed-Eisemann prices are made possible by long years of specialization in finest console combinations.

Freed-Eisemann Radio-Phonographs are nationally advertised, and sold at liberal discounts on a direct-to-dealer, exclusive franchise basis which protects retailer profits against overcrowded distribution and highly competitive conditions.

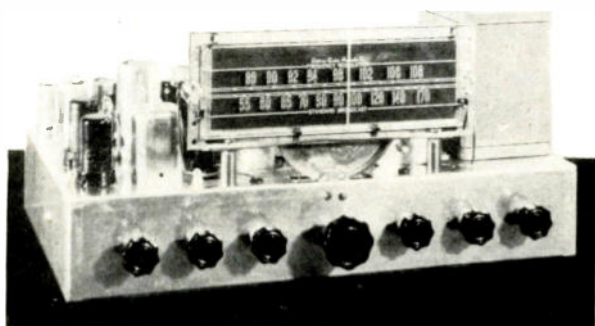
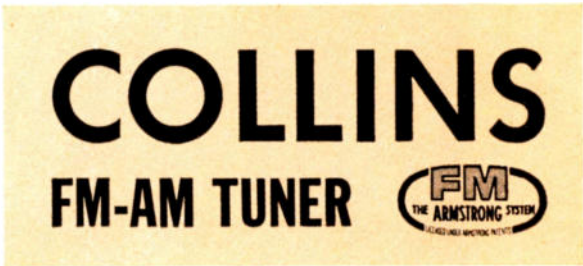
Quality dealers are invited to write for information, literature, specifications, etc. Address Freed Radio Corporation, 200 Hudson St., N. Y. 13, N. Y.



# Freed-Eisemann

ONE OF THE WORLD'S GREAT RADIO-PHONOGRAPHS

# The Last Word in HIGH FIDELITY PERFORMANCE!



The COLLINS 1948 FM-AM TUNER is a superb instrument available in chassis form or in standard cabinet as illustrated.

## TWO COMPLETE TUNERS IN A SINGLE UNIT— A PRODUCT YOU'LL BE PROUD TO SELL

You can sell Collins Tuners to many of your customers who have receivers or amplifying systems with good audio output but not designed for present-day frequencies or fidelity standards. The Collins Tuner is ideal for adding AM and FM to radio and television receivers not having these bands. It also provides an excellent Master Unit for a central or multiple radio system.

Among those who have been quick to appreciate this tuner for professional or personal use are radio engineers, service specialists and sound technicians.

This FM-AM Tuner is the finest we can produce and is

unexcelled by any other such tuner now on the market . . . heavy duty power supply included . . . two complete tuners, only audio tube common . . . voltage regulated power supply. 17 tubes in standard model . . . available with a wide selection of extra accessories.

Not a production line radio, but carefully built by expert technicians who know their business . . . when connected to a receiver or amplifier with high fidelity components the performance is breathtaking . . . you will not be completely satisfied until you have the Collins Tuner in your home.

| AM                               | FM                     |
|----------------------------------|------------------------|
| Employs our 25-C band pass tuner | Armstrong circuit      |
| 20 kc bandwidth                  | 11 tube circuit        |
| 530 to 1700 kc                   | 3 I.F. stages          |
| Delayed, amplified AVC           | 2 limiters 88-108 MC   |
|                                  | New 6AL7 GT Tuning Eye |

Write for technical folder and prices  
**COLLINS AUDIO PRODUCTS COMPANY INC.**  
 P. O. Box 368, Westfield, New Jersey  
 Westfield 2-4390  
 Plant at Mountainside, N. J.





# WORLDWIDE FM

Electric & Musical Industries Limited are licensees under the Armstrong FM patents.

Since our operations are international in scope, the procurement of an Armstrong license and the utilization of our own extensive technical facilities will hasten the day when people throughout the world can enjoy genuine FM reception comparable to the finest in America.

As pioneers in television and as manufacturers of all classes of radio transmission and receiving equipment, we invite correspondence with responsible firms interested in FM broadcasting or FM receiver marketing.

## ELECTRIC & MUSICAL INDUSTRIES LIMITED

**Headquarters . . . . HAYES, MIDDLESEX, ENGLAND**

*Subsidiaries and Associated Companies in*

Argentina  
Australia  
Austria  
Belgium  
Brazil  
Chile  
China

Denmark  
Eire  
France  
Greece

India  
Italy  
New Zealand  
Singapore  
Spain  
Sweden  
Turkey



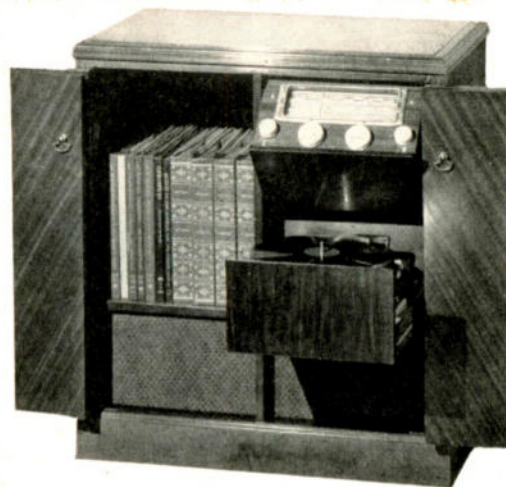
If Your Prospect Says ...  
**"I'LL WAIT FOR TELEVISION"...**

but really wants a fine FM-AM  
**RADIO-PHONOGRAPH NOW**

... You Can Easily Sell Him  
 This Beautiful New

**HOWARD**

... and Assure Yourself of a  
**TELEVISION Sale LATER**



HOWARD'S Deluxe  
 TELEVISION Unit Can Be  
 Added Any Time Your  
 Customer Wants It.

Beautiful New HOWARD FM-AM-SW  
 Radio-Phonograph ..... **\$34950**  
 The Finest Value HOWARD Has Ever Offered  
 Equals Sets Selling for as Much as \$100 More.



**\$69500**

FM - AM - SW RADIO - PHONOGRAPH  
 AND TELEVISION RECEIVER

HOWARD RADIO COMPANY  
 CHICAGO 13, ILLINOIS

*America's Oldest  
 Radio Manufacturer*

If Your Prospect Wants  
**TELEVISION NOW**  
 Sell Him the Complete

"MAGIC WINDOW"

**"HOWARD HOME THEATRE"**

**HOWARD Has the Hottest Radio-  
 Television Line In America!**

Howard's beautiful new FM-AM-SW Radio-Phonograph with Acousticolor Tone and space for Television to be added, is the set of Today and Tomorrow. It sweeps away all customer fear of obsolescence. You get full profit on the sale and assurance in most cases of a television purchase later. Howard's complete "Home Theatre" is the finest instrument of its kind available anywhere. It stands alone as a super-value against all competition. These two great receivers can mean big profits for you.

**HOWARD TV SERVICE ADJUSTMENTS  
 ARE ALL ACCESSIBLE FROM THE FRONT**

It's an exclusive Howard feature that saves time and money on installation and service jobs. You can always see perfectly what you are doing and do it better.

**SEE YOUR HOWARD DISTRIBUTOR NOW!**



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## PUBLISHER'S NOTICE!

Because of difficulties in the printing industry, it has been necessary to restrict the number of pages in this issue and to omit several departments.

Next month, beginning with the May Show Number, RADIO & TELEVISION RETAILING will resume its regular format, with the usual number of articles, departments, and services to the dealer and his maintenance organization.

**WATCH FOR THE BIG SHOW ISSUE IN MAY!!**

---

# FM Tuners Are Selling!

*Units to Adapt New AM Sets to FM are in Great Demand*

• Dealers selling FM receiving equipment have three outstanding opportunities for volume sales today. First, there is the "regular" market—new sets bought to replace worn-out receivers, for adding radios to rooms which have not had it before and for new homes. From here on, every buyer of radio in this category will be considering the advantages of FM, either alone or in combination with AM.

The second selling opportunity will be to the group which has been steadfastly holding off from the purchase of needed radios, delaying the purchase of a complete new home entertainment setup until it finds time to investigate to its own satisfaction the equipment and system of FM television, record changing units and other "new" things. Their time, at last, has come. The intense selling pressure to which they will be subjected now will make most of these folks shell out for FM.

The third big opportunity is more immediate than the other two, and might well be the groundwork of the dealer's immediate effort in promoting FM in his own locality—the market for FM tuners, converters and adapters, in addition, of course, to the promotion of regular FM sets.

The greatest single category of persons interested in FM tuners exists among those who have purchased new AM consoles on phono-radio combinations since the War. These set-owners as a rule, take pride in their new radios: are reluctant to give them up.

With the tremendous new interest in FM, such people are "naturals" to buy

when the proper sort of explanation is given them about FM reception for their present new receivers. Foremost for this new market, have the FM tuners appeared—and many of the devices will be sold in short order.

tuner, record changer, high fidelity amplifier, and possibly a recorder. Some, indeed, even include a television receiver.

FM tuner prices are so varied that any customer can easily be interested,

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## SELLING AN FM TUNER RESULTS IN:

- 1- Store traffic
  - 2- New interest in radio
  - 3- Service department business
  - 4- Preparation for selling "regular" AM-FM-phono combination
  - 5- Increase in consumer interest for FM
- 

The purpose of an FM tuner is to receive FM stations through the present AM radio, record player, or radio-phono combination. Consisting of a complete radio minus loudspeaker and audio system, it may be used in many ways.

About as many FM tuners are sold with their own cabinets as are sold without. Those in cabinets, as a rule, as designed to be placed on top of the existing radio cabinet or on top of an end table close by.

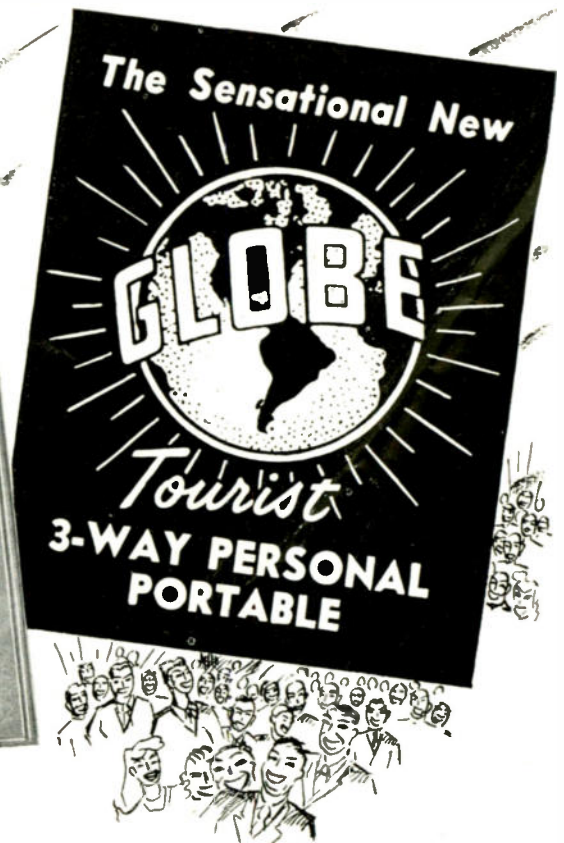
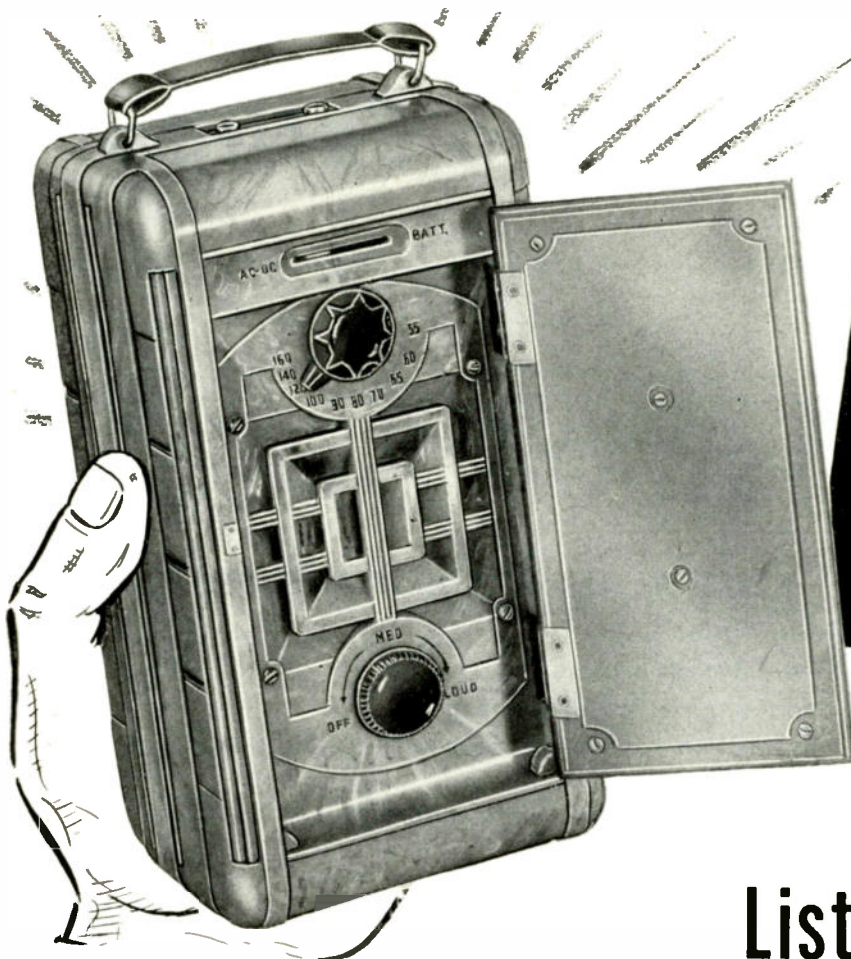
Those sold without cabinets are generally mounted into large AM radio-phono consoles, with the FM tuner panel made accessible through a cutout in the cabinet. Another growing tendency is to design a custom-built piece of furniture, such as a crescendo or lowboy, to accommodate an AM-FM

especially since FM station promotion is spreading and intensifying in most cities. Tuners range from about \$20 to more than \$120.

The attachment of an FM tuner is not a complicated affair. However, it definitely is a matter for the service department, since sometimes slight re-wiring of the audio system and the installation of an AM-FM changeover switch is required. The service department should prepare now, by noting the circuits required for all FM tuners and receivers handled, and by ordering parts in advance.

Without prophesying the ultimate future of the FM tuner market, it nevertheless is clear that today, in the stage of rapid development of FM, heavy tuner sales can be expected.

# Mr. Radio Buyer! HERE'S YOUR FULL PROFIT SALE PRICE PROMOTIONAL PORTABLE!



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- Operates on 110 Volts, AC-DC
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35-54 — 36th Street, Long Island City 1, New York

Astoria 8-1010



# Current Platter



**PHIL HARRIS:** The versatile leader-singer does the two novelties "He's His Own Grandpa"—"Never Trust a Woman," (RCA Victor 20-2715) with gusto, twisting the lyrics around to suit his own musical purposes.



**BASIE, COUNT:** "Robin's Nest"—"Your Red Wagon." RCA Victor 20-2677

Loud and spirited "... Nest" features Basie piano technique; good blues backing for vocal flip.

**BENEKE, TEX:** "St. Louis Blues March"—"Cherokee Canyon" RCA Victor 20-2722

All-out rhythm novelty spots first side; reverse is light dance tune with Beneke on the vocals.

**BLOCH, RAY:** "Sabre Dance"—"Minuet in G" Signature

Bloch goes to the classics for a melodious twosome in a popular vein.

**CARLE, FRANKIE:** "Dreamy Lullaby"—"Lost April." Columbia 38090

Gregg Lawrence vocalizes on "dreamy" first side; flip is theme from movie "The Bishop's Wife", and is sparked by Carle's piano.

**CLARK, BUDDY - NOBLE, RAY:** "I Wish I Knew the Name"—"Serenade." Columbia 38091

This disc a sure-fire follow-up to recent Clark-Noble hits. Love songs done with feeling and tenderness.

**CUGAT, XAVIER:** "Ok'l Baby Dok'l"—"Jungle Rhumba." Columbia 38095

Novel rhumba in a "kidding" vein from the show "The Big City" on first side; flip is a haunting number.

**DAMONE, VIC:** "Thoughtless"—"Love Is So Terrific" Mercury 5104

The young crooner sings this familiar coupling with warmth and strong appeal.

**JOLSON, AL:** "If I Only Had A Match"—"Let Me Sing and I'm Happy." Decca 24296

Jolson does something new, something old, on this successful coupling.

**KAYE, SAMMY:** "The Dream Peddler"—"I Can't Afford to Send You Roses." RCA Victor 20-2652

Kaye classic in smooth tempo; coupling features Don Cornell on the lyrics.

**KING COLE TRIO:** "I've Only Myself to Blame"—"The Geek." Capitol 15036

Two new numbers—a ballad and a novelty presented by the trio, who are currently packing 'em in on tour.

**KYSER, KAY:** "Worry, Worry, Worry"—"There Ought to Be A Society." Columbia 38106

Two novelties, styled for dancing.

**LAINE, FRANKIE:** "That Ain't Right"—"May I Never Love Again." Mercury 5114

"May I Never Love . . ." features Laine in the type of song that started him on the road to popularity.

**LAWRENCE, ELLIOTT:** "Shauny O'Shay"—"Sugar Beat." Columbia 38084

. . . "O'Shay" side from B'way musical success "Look Ma, I'm Dancin'." Flip is a solid instrumental.



**BILLY ECKSTINE:** "Intrigue," (MGM 10154), a ballad tailor-made to exotic Eckstine vocals. Flip, "I'm Out to Forget Tonight," a slow ballad.

**LOMBARDO, GUY:** "Latin Rhythms." Decca A-612

Eight Latin favorites in a variety of tempos—and especially styled for dancing.

**MARTIN, TONY:** "For Every Man There's A Woman"—"What's Good About Goodbye"; "Hooray for Love"—"It Was Written in the Stars." RCA Victor 20-2689-2690

These two discs herald Martin's performance as star of the much-publicized film "Casbah." Four hits from the picture are presented on these discs by the romantic crooner.

**MORALES NORO:** "Hora Staccato"—"Chen Chen Co." MGM 10152

The violin classic receives a novel flute treatment; flip is a spine-tingling rhythmic number.

**SHORE, DINAH:** "What's Good About Goodbye"—"Hooray for Love." Columbia 38094

Two tunes from the picture "Casbah" done by the "sweet singer."

**SINATRA, FRANK:** "I'll Make Up for Ev'rything"—"For Every Man There's a Woman." Columbia 38089

The songs are showcased for Sinatra's stylings; "... There's a Woman" tune is a blues number from film "Casbah."

**SPIVAK, CHARLIE:** "You Were Meant for Me"—"I've Been a Good Girl." RCA Victor 20-2716

First side movie title; flip a provocative tune with a lilt.

**STAFFORD, JO:** "It Was Written in the Stars"—"It's Monday Every Day." Capitol 15040

. . . "Stars" side from film "Casbah" and presents the songstress at her husky best; reverse is a blues rhythm ballad.

**TORME, MEL:** "But Beautiful"—"Night and Day." Musicraft 538

"But Beautiful" from film "Road to Rio"; coupling a faster version of the oldie than is usually heard.

**VAUGHAN, SARAH:** "Gentleman Friend"—"Love Me Or Leave Me." Musicraft 539

"Gentleman Friend" from musical, "Make Mine Manhattan"; oldie on reverse receives unique handling.

**WASHINGTON, DINAH:** "Chewin' Woman Blues"—"Pacific Coast Blues." Apollo 396

Real low-down blues, with backing by Lucky Thompson.

**WHITING, MARGARET:** "What's Good About Goodbye"—"Gypsy in My Soul." Capitol 15038

New tune . . . "Goodbye" from film "Casbah"; coupling is lyrical standard.



**NELLIE LUTCHER:** Songs and piano playing of this "real gone gal" collected on these six sides of her first album, "Nellie Lutcher," (Capitol CC-70).

**HORTON, VAUGHN:** "Toolie Oolie Doolie"—"Skater's Waltz." Continental C1223

This catchy novelty number has been creating a stir among disc jockeys and in the juke boxes. The gimmick is a Swiss style presentation coupled with an echo chamber effect.



# Favorites



**CHEVALIER, MAURICE:** "Mimi"—  
"Un Tout P'tit Peu." RCA Victor  
25-0106

Available by popular demand "Mimi" and the coupling are both sung in French—and in the inimitable Chevalier way.

**GOLDSTEIN, JENNIE:** "Palestine  
Unzer Heim" De Luxe 24

Jennie Goldstein, familiar to Yiddish theatre-goers, performs a documentary work, combining her dramatic ability with song. The 10-inch Vinyl record comes complete with a specially designed envelope.

**KEMPINSKI, LEO:** "Carefree and Gay"  
—"Vienna Memories." Columbia  
38105

First side a polka instrumental; flip a waltz in the Viennese manner.

**RENE, HENRI:** "Kiss Me Polka"—"O  
Dear! What Can the Matter Be?"  
RCA Victor 25-1107

Catchy dance tunes combine foreign color with perky arrangements.

**YANKOVIC, FRANKIE:** "The Page"—  
"The Accordion Man." Columbia  
38103

Polka instrumental coupled with a waltz.

## VOCAL ARTISTS

**WRIGHT, MARTHA - FREDERICKS,  
CHARLES:** "While There's A Song  
to Sing"—"Song of the Troika"—  
"The Balalaika Serenade." Colum-  
bia 55040

Three numbers from the recent Broadway musical "Music in My Heart," based on the life of Tchaikovsky. The original show cast sing the leads.

**SAYAO, BIDU:** "Musetta's Waltz Song"  
—"O Mio Babbino Caro." Columbia  
17515-D

Two popular arias from Puccini's "La Boheme" sung by the Met star, who is famous for her interpretation of the role of Mimi.

"THE MEDIUM AND THE TELEPHONE," Evelyn Keller, Marie Powers, Beverly Dame, Catherine Mastiche, Frank Rogier and Marilyn Cotlow, with orchestra conducted

## Dealers Utilize Movie, Theatre and Personality Tie-Ins to Promote Additional Disc Sales

by Emanuel Balaban. Columbia  
M-MM-726

Gian-Carlo Menotti, composer of this pair of Broadway operatic hits, has received much nationwide publicity. These American operas, the first to ever be recorded in their entirety, are bound to win acclaim from serious devotees, as well as from casual listeners.



MARIE POWERS, EMANUEL BALABAN, MENOTTI, and Columbia executive GODDARD LIEBERSON, discuss a musical point during the recording session of "The Medium."

tured on the vocal interludes of the latter composition.

**GLINKA:** "Kamarinskaya," Fritz Reiner conducting Pittsburgh Symphony Orchestra. Columbia 12715-D

"Fantasie on Two Russian Folk Songs" receives a vigorous, full bodied orchestral treatment in this Reiner interpretation.

**KHACHATURIAN:** "Masquerade Suite," Leopold Stokowski conducts the Philharmonic-Symphony Orchestra of New York. Columbia MM-729

This Russian composer has been coming in for more than his share of publicity lately. His recent popularity in this country, plus current events, and the extra added attraction of Stokowski conducting the most popular of the composer's works, rate up to a best-selling album.

**MASSNET:** "Scenes Alsaciennes," Dimitri Mitropoulos, conducting Minneapolis Symphony Orchestra. Columbia MM-723

The traditional suite, consisting of four "sentimental" movements, receives excellent treatment from the baton of Mitropoulos.

**RAVEL:** "Piano Concerto for the Left Hand," Robert Casadesus, piano, Eugene Ormandy conducting Philadelphia Orchestra. Columbia MX-288

Ravel's "unusual" concerto receives deft treatment at the hands of his former friend, Robert Casadesus.

**SCHUMANN:** "Rhenish" Symphony, No. 3 in E-Flat, Op. 97," Dimitri Mitropoulos conducting Minneapolis Symphony Orchestra. RCA Victor DM-1184

Robert Schumann work "full of exuberance and joy in life", performed by Mitropoulos who wields a masterful baton through to the resounding climax.

**STRAVINSKY:** "Pastorale for Violin and Wind Quartet," Joseph Szigeti, violin, "Russian Maiden's Song," Joseph Szigeti, violin, Igor Stravinsky, piano. Columbia 72495-D

Two outstanding artists combine talents to produce a memorable recording.

**TCHAIKOVSKY:** "Symphony No. 1 in G Minor, Op. 13," Fabien Sevitzyk, conductor Indianapolis Symphony Orchestra. RCA Victor DM 1189

"Winter Daydreams" symphony has "folklore" quality which Sevitzyk captures. Composer's adherents will welcome this album to their collections.

## CLASSICAL WORKS

**BEETHOVEN:** "Symphony No. 9 in D Minor, Op. 125 ('Choral')," Boston Symphony Orchestra, Serge Koussevitzky, conductor, Frances Yeend, soprano, Eunice Alberts, contralto, David Lloyd, tenor, James Pease, bass, Berkshire Music Festival Chorus. Robert Shaw, director, RCA Victor DM-1190

The magnificent "Choral" symphony based on Schiller's "Ode to Joy" reaches great heights, and sustains its emotional pitch throughout, until the final triumphant coda.

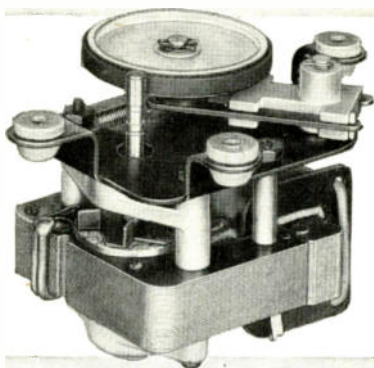
**BRAHMS:** "Symphony No. 2 in D Major, Op. 73," Artur Rodzinski, conductor, Philharmonic-Symphony Orchestra of New York. Columbia MM-725

Rodzinski is familiar to collectors as a foremost interpreter of Brahms—this "Symphony No. 2" is another distinguished recording.

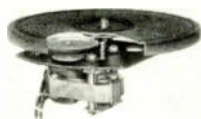
"DELIUS SOCIETY SET," Sir Thomas Beecham, Bart., conducting the Royal Philharmonic Orchestra, Betty Beecham, pianist. RCA Victor DM-1185

Three compositions by Frederick Delius are represented in this collection, "Concerto for Piano and Orchestra," "March Caprice" and "A Song of the High Hills." The Luton Choir is fea-

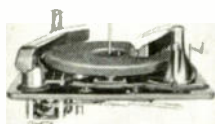
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**5th** of preceding month for all ads requiring proofs, composition, foundry work, key changes, etc.  
**10th** of preceding month for complete plates only—no setting.  
**1st** of month—Publication Date.

Cancellations not accepted after 5th of preceding month.  
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ELECTRIC TURNTABLES

For Sales-Producing Displays!



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! There's nothing like "712" to revolutionize your window trim and stop passersby dead in their tracks. Sturdy steel construction, guaranteed. "712" ROTO-SHO carries up to 200 lbs. 7" high with 18" diameter table. A.C. only.

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MAY 24<sup>TH</sup> **LIFE**

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Here's real promotion for you!

These timely "pop" albums will get a big boost from a full-page ad in "LIFE" for May 24 . . . and ads in "Look" for June 8 and in "Seventeen" for June.

"SMASH HITS FROM BROADWAY SHOWS"

(Album P-205, \$4.00)

A terrific package of musical comedy hits! Marion Bell is the big star of B'way's "Brigadoon". . . Charles Fredericks and Jimmy Carroll join with her on several selections. Among them are: *Almost Like Being In Love*; *How Are Things In Glocca Morra*; *I Still Get Jealous*; *People Will Say We're In Love*.

"MUSIC AMERICA LOVES BEST"

(Album P-210, \$4.00)

8 all-time favorites: *Caravan*; *Star Dust*; *Jalousie (Jealousy)*; *Carioca*; *Blue Skies*; *Smoke Gets In Your Eyes*; *My Blue Heaven*; *Indian Summer*. A sure bet for all your customers who listen to Russ Case on the RCA Victor radio show, "Music America Loves Best."

"GEMS FROM THE DESERT SONG"

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More all-time standards your customers know and will want to buy! Earl Wrightson, Frances Greer, and Jimmy Carroll sing such favorites as *The Desert Song*, *One Alone*, *The Riff Song*, *Romance*, and *One Flower Grows Alone In Your Garden*. The maestro, Al Goodman, has a big following from previous RCA Victor hit albums!

14 NEW RED SEAL RECORDINGS  
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And month after month there'll be a wealth of new Red Seal recordings. Be sure to set up an early and complete display of this impressive May release.

**Sir Thomas Beecham**, Bort.: *Brigg Fair*, *An English Rhapsody*, (Delius). The Royal Philharmonic Orchestra. Album DM-1206, \$3.50. DV-14, \$5.

**Joel Berglund**: *O Du mein holder Abendstern*; *Blick' ich umher*; *Wie Todesahnung* from "Tonnhäuser" (Wagner). Leo Blech, conducting orchestra. Record 12-0185, \$1.25.

**Désiré Defauw**: *Morceau Symphonique* from "Rédemption" (Franck). The Chicago Symphony Orchestra. Record 12-0187, \$1.25.

**Arthur Fiedler**: *Matinées Musicales* (British). The Boston "Pops" Orchestra. Album

DM-1204, \$4. The *Gypsy Baron*: *Overture* (Strauss). The Boston "Pops" Orchestra. Record 12-0188, \$1.25. *Die Fledermaus*: *Overture* (Strauss). The Boston "Pops" Orchestra. Record 12-0189, \$1.25.

**Marcel Grandjany**: *Concerto in B-flat for Harp and Orchestra*. (Handel.) With the RCA Victor Chamber Orchestra, Jean Paul Morel, Conductor. Album DM-1201, \$4.75.

**Serge Koussevitzky**: *Rapsodie Espagnole*. (Ravel.) The Boston Symphony Orchestra. Album DM-1200, \$3.50.

**Lotte Lehmann**: *Der Kranz*; *Der Schmied*; *Feldeinsamkeit*. (Brahms.) With Paul Ulanowsky, pianist. Record 10-1405, \$1.

**Dorothy Maynor**: *Der Hirt auf dem Fel-*

and David Oppenheim, clarinet obbligato. Record 12-0186, \$1.25.

**Pierre Monteux**: *Antar Symphony* (Rimsky-Korsakoff). The San Francisco Symphony Orchestra. Album DM-1203, \$4.75.

**Leopold Stokowski**: *The Sleeping Beauty*. (Tchaikovsky.) Stokowski and his Symphony Orchestra. Album DM-1205, \$8.75.

**Igor Stravinsky**: *Divertimento* (from his ballet "Le Boiser de la Fée"). The RCA Victor Symphony Orchestra. Album DM-1202, \$4.75.

**Leonard Warren**: *None But the Lonely Heart* (Tchaikovsky) and *Because* (d'Hardelet). With Willard Sektberg, pianist. RCA Victor Red Seal Record 10-1406, \$1.

(Prices include Federal excise tax and are subject to change without notice. "DM" and "DV" albums also in manual sequence, \$1 extra.)

RCA VICTOR RECORDS

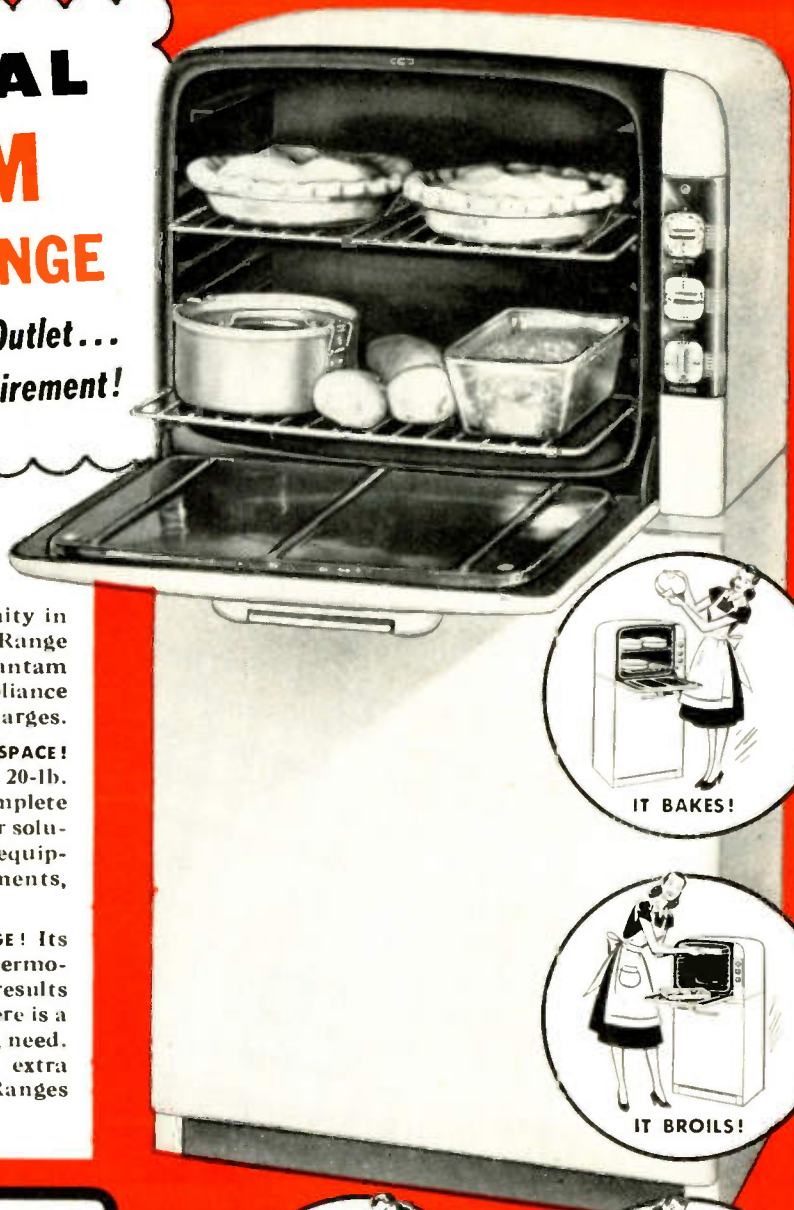


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### UNIVERSAL BANTAM ELECTRIC RANGE

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Here is your first big opportunity in years to expand your Electric Range market with the sensational new Bantam Electric Range that plugs into any appliance outlet...with no costly installation charges.

**BIG RANGE CAPACITY IN SMALL RANGE SPACE!** Its easily accessible oven will roast a 20-lb. turkey...bake four cakes...cook a complete meal for the entire family. Here is your solution to the problem of selling more equipment for new small homes, apartments, camps and auxiliary cooking.

**BIG RANGE CONTROLS IN A SMALL RANGE!** Its heavily insulated enameled oven is thermostatically controlled for perfect baking results—operates on standard oven heats. There is a simple switch control for every cooking need. Electric Timers are available as an extra feature. Order your stock of Bantam Ranges today for that big new market!

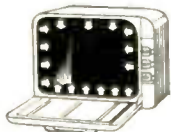


IT BAKES!

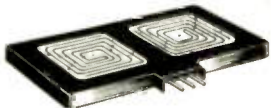


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**2-WAY HEATING** makes this amazing Range possible!



1. Wrap-around Oven Element gives uniform oven heat for baking and roasting. Oven is thermostatically controlled.



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IT COOKS!



IT ROASTS!

**LEADERSHIP THAT BUILDS YOUR DEALERSHIP!**



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In addition to the biggest regular advertising program in its history, Universal is backing its Bantam Electric Range with a special big spring campaign. Full page four-color advertisements in national magazines . . . 1,100-line advertisements in key market and small town-rural newspapers . . . millions of

radio listeners through participation shows. All these *plus* a full program of point-of-sale material will back the Bantam this spring. Plan now to tie in! Dealer listing key market ads will bring this campaign right to your store! Advertising materials supplied with your Bantam order.

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# Cash From The Carriage Trade

## "Luxury" Merchandising Gets a Play in Kansas

• "Don't rush the customers!"

"Proper display and demonstration of major appliances takes time and space," says H. J. Hill of 2936 E. Douglas Ave., Wichita, Kansas.

And when Mr. Hill fixed up the new quarters of the H. J. Hill Electric Co., the design was planned specially for the leisurely showing-off of new appliances. Extra space and comfort were the features. All of the rush-rush atmosphere was eliminated from the scene, because Mr. Hill believes that his customers prefer to be comfortable and to take their time.

The Wichita merchant has a very solid and healthy respect for what electrical appliances contribute to the modern home. He believes that they should not be sold in a hurry, and he says that customers should not be encouraged to make their selections in a hasty fashion.

### High Income Customers

The store is located in the eastern or "College Hill" section of Wichita, where most of the "carriage trade" resides, and Mr. Hill believes that his take-your-time theory of doing business is 100% appropriate for handling this type of customer. They like to deal at a place where there is a good assortment of merchandise, but where selections can be made quietly and pleasantly. They like a store that offers service, credit facilities, and dignified treatment in general. And they like the parking space.

Mr. Hill was formerly a contractor, and in his home-building activities, he foresaw the coming demand for appliances. He could see that many new homes would be established and that houses could not be built fast enough. He knew that when this demand was added to the replacement requirements of those who were not able to buy during the war, that the total demand would be enormous. He decided to aim at the "top" income brackets, and he concluded that the best way to handle this business was to set up an extra spacious and comfortable store.

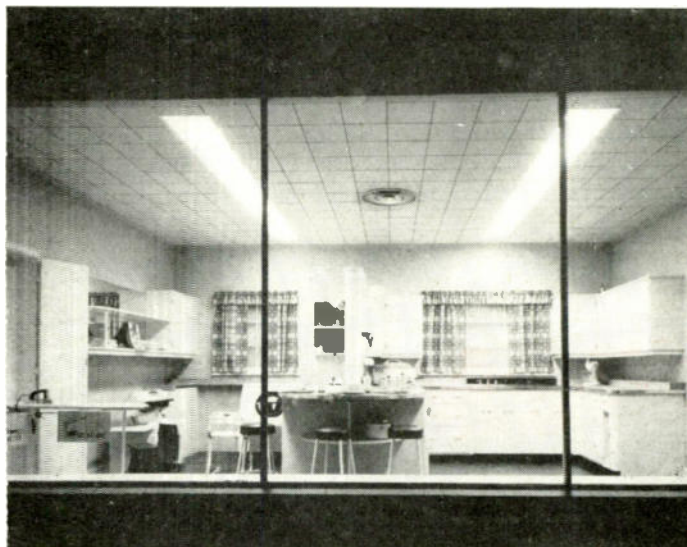
What the Kansas dealer now has, essentially, is a big square showroom

in the modern style, with light walls, the latest fluorescent lights, and a string of the curved-flow style of island displays. These displays include some lounging spots, with leather-covered seats ready for the customer who wants to take it easy. At the rear are the

service and storage facilities and at the side are the rooms for the electrical fixture and the electric kitchen displays.

In one of the big windows, which is a walk-in job, the electric kitchen-and-laundry rooms are shown in an eye-

(Continued on page 97)

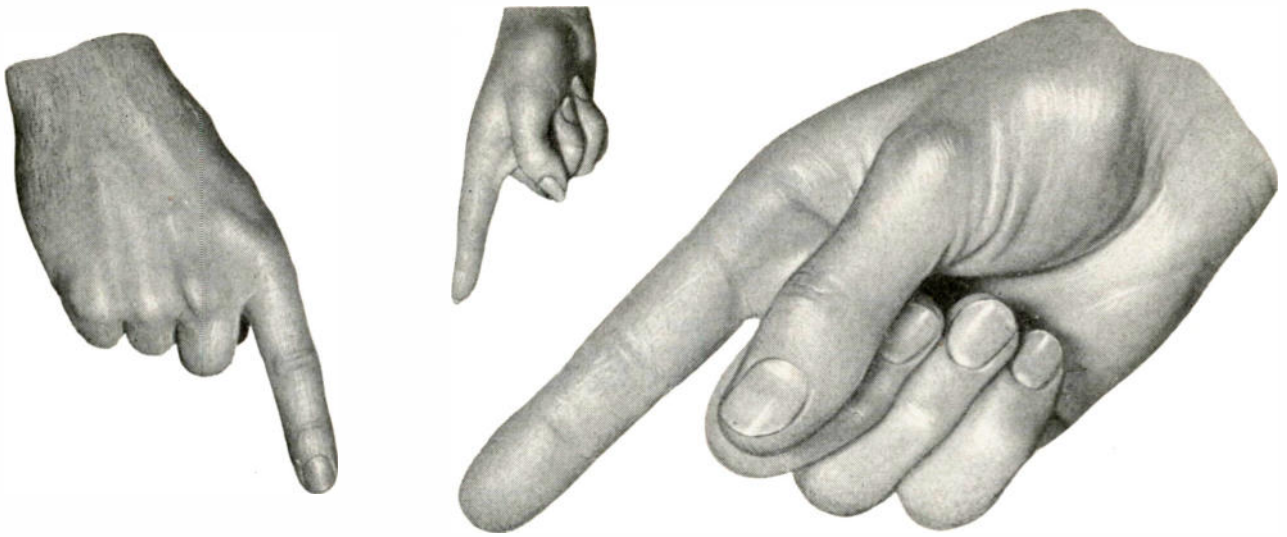


Traffic - stopping show window actually stops motor traffic, Dealer Hill reports.

Below: The modern interior was designed to appeal to wealthy buyers in the community.







# Every Season Is SELLING SEASON

## For Hotpoint Dealers!

### Here's why Hotpoint is the Franchise with a Future

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

*12 sensational new Hotpoint appliances assure 12-month profit—more sales per customer—great new markets.*

**Year 'round selling is assured** with Hotpoint's great new 1948 line. Twelve major appliances, matched in styling, mean profit opportunities month in, month out—plus a sales potential of \$2,000 per customer!

**There's increasing supply, too!** Hotpoint is building fast—spending \$20,000,000 now for new factories and equipment to assure a steady and grow-

ing stream of Hotpoint appliances moving to dealers throughout the country.

**You'll profit with Hotpoint** in every way! Hotpoint's new appliances, such as the Dishwasher and Disposall\*, mean vast new unsaturated markets. Hotpoint's record-shattering advertising program offers complete dealer support. That's why dealers everywhere are pointing to Hotpoint for greater profit.

\* REG. U. S. PAT. OFF.

Everybody's Pointing To



# Hotpoint

HOTPOINT INC. A GENERAL ELECTRIC AFFILIATE  
5680 West Taylor Street • Chicago 44, Illinois

## The Franchise With A Future

RANGES • REFRIGERATORS • WATER HEATERS • DISHWASHERS • DISPOSALLS • HOME FREEZERS • WASHERS • DRYERS • FLATPLATE IRONERS • ROTARY IRONERS • PORTABLE IRONERS • CABINETS



# Sell MORE Electric Irons!

**Now That Supply is Large, Competition Has Increased. Here's How to Build Up Sales Volume**

• The electric handiron was one of the scarcest of all home appliances during the war—and for some months after. Now that customers can buy any make and model they want, and all stores are well-stocked, the day to sell is certainly at hand.

Dealers who complain that sales of handirons are slow right now can definitely increase volume if they will do three things. First, insist that salespeople know how to sell the irons. Second, that the right kind of promotion be put back of the product, and third, that they try to sell more than one iron to each customer.

When the merchant realizes that there is always a huge market for irons, and recalls that during the blackest days of the Depression handirons sold well, and many of them at around fifteen dollars, he will see that all that is needed is sales effort of the right sort at this time.

Though experts cannot agree as to who buys the most of some appliances—men or women—they do know, and they do agree, without question, that most handirons are bought by members of the Fair Sex.

## **Women Buy—Men Sell**

Because women buy the bulk of irons, salespeople must make presentations slanted toward known feminine buying habits. The salesman should not permit himself to consider an iron as just another small appliance since in the eyes of the prospective purchaser it is a thing of beauty and efficiency, and an intimate article for use by the owner.

Surprisingly enough, men sell most of the irons bought by women, and because it is true that very few men are interested in ironing, or know much about it, it is easy for the male salesman to drift into a state of indifferent salesmanship, resulting in *showing* a prospect an iron rather than *attempting to sell* it. Such laxity upon the part of any salesperson will always result in not getting all of the business there is to be

had. If an iron is worth showing—it is worth selling.

Most retailers believe in displaying all of the makes of handirons they carry together. Such practice helps convey to the customer the fact that a large selection is carried, but unless selling from such mass display is skillfully carried out it can confuse the shopper, and waste time.

## **How to Speed Selling**

In order to speed up sales, the alert salesperson should be able to judge within a comparatively short time which model appeals most to the customer. The next step is to concentrate on the sale of the obvious "favorite."

Salesmen should not expect feminine shoppers to buy irons that are displayed so that they cannot be picked up and tried. Handirons should be placed so that the customer can do a little simulated "ironing." A piece of soft cloth should be used to protect the soleplate of the iron while the customer is trying it out for weight, "feel," and other desired features.

Attractive window displays will pull many a passerby into the store to buy a new iron. The purchase price being small, the rate of impulse-buying is, therefore, correspondingly high. For this reason, irons should always be prominently shown in store windows and in the showroom.

Salespeople who know all of the features of the irons they handle find that some of the sales clinchers include such things as familiarity with the brand-name, placement and marking of control dials, weight, wattage, "feel" of handle, materials used in construction, shape of shoe, etc. They learn all about such features, and stress them in their sales presentations.

There are many well-known maker-names in the iron field, and the products run from low to comparatively high prices. Included among the manufacturers of irons are such brands as

Proctor, Arvin, Universal, Monitor, Westinghouse, White Cross, Durabilt, General Electric, American Beauty, Bersted, Dominion, General Mills, Knapp-Monarch, Manning-Bowman, Samson-United, Silex, Son Chief, Steam-O-Matic, Sunbeam, Waring, Yale & Towne, Superior, Steam Electric, Stern Brown, U. S. Electric, Century, Handy Hot, Handi-Mite, MacArthur, Middleton.

The salesman who knows all the an-



swers, and all about the product will ring up many a sale that the uninformed clerk would lose under similar conditions. There are reasons for various weights, shapes, wattages, etc. The sales-minded man uses his knowledge to increase the firm's volume in handirons.

Efficient service on handirons provides one of the best sources for sales, and the merchant who plans an active selling campaign should also make sure that his maintenance department is geared up to do fast and accurate repairs. Service helps to identify the store as "iron headquarters." When a cord-set fails, or a handle breaks, the alert dealer wants the customer to think of him, and to come to him with the in-operative product.

It is a fact that most irons are bought in stores which have been rendering satisfactory service. Service is one of the greatest "naturals" in upping sales of handirons.





© The New Yorker Magazine, Inc.

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

Are profits your dish?

We can help you put on a show that will bring you the customers. Get our tested plan for merchandising for profit.

**Rheem** **R**

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

Water Heaters  
Soft Water Appliances  
Heating Appliances  
Cooling Appliances

Complete sales aids; many free, others at cost.  
You order to suit your needs. Use the coupon now.

**RHEEM MANUFACTURING COMPANY**  
Dept. RT-4  
570 LEXINGTON AVE., NEW YORK 22, N. Y.

Profits are my dish. Send full details of the  
Rheem "Design For Better Business."

Name \_\_\_\_\_  
(Please Print)

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_



## Personnel News

Charles Robbins, formerly sales manager of Emerson, returns to that position, announces Ben Abrams, president. . . . C. H. Alden, formerly West Coast district rep for Norge, has been made Mid-West regional manager. J. W. Webster has been made central regional manager, moving to Detroit. . . . Albert J. Rosebraugh, who's been with Philco nearly 20 years, has been named manager of small radio set sales, according to John M. Otter, general sales manager. R. C. Cosgrove, Crosley general manager and vice-president, makes known the promotion of John W. Craig to general works manager. . . . Emerson's

Gerald Light becomes the firm's assistant to the sales manager. . . . Edward Pinsky has been appointed sales manager of the RCA record department of Raymond Rosen & Co., well-known Phila. distributors. . . . Stromberg-Carlson adds new jobbers to its nationwide set-up, according to C. J. Hunt, radio and TV sales manager. . . . The association of George F. Platts as executive vice-president of Clippard Instrument Laboratory, Cincinnati, announced by firm's president, W. L. Clippard, Jr. . . . John F. McAllister appointed designing engineer, Specialty Division, GE, at Syracuse, N. Y.

Permoflux names number of new sales reps. . . . Nielsen Television Corp., Norwalk, Conn., has appointed Harold Gray

as purchasing agent. . . . A. V. Duke, Zenith's newly-appointed assistant sales manager, is making numerous calls in the field. . . . Promotion of two Schick sales personnel announced: Sy D. Moorman becomes sales manager; Len Evans now service sales manager. . . . William W. Cone is the new merchandising manager for Krich-Radisco, Newark distributors. . . . H. A. McKee now supervisor of sales promotion for Presteline. . . . Sightmaster Corp., New York, appoints Henry L. Haines, Philadelphia rep for its products.

Garlan Morse and F. W. Fulle named merchandising managers of lamp division and fixture division by Sylvania Electric Products, Inc. . . . Carl W. McLaughlin heads newly-created electric blanket division of Proctor. . . . Raytheon has elected Laurence K. Marshal, chairman of the board, and Charles F. Adams, Jr., president. . . . Nelson R. Zicherman becomes sales manager of La Salle Products, Inc., Buffalo. . . . Telechron names Robert J. Buckley manager standard clock sales; Floyd W. Leonard, product sales manager. Russell T. Woodward is merchandising manager. . . . Pompey J. Toigo is the new division manager of Verd-A-Ray Corp., Toledo. . . . A. M. Skellett has been appointed vice-president in charge of the research division of National Union Radio Corp. . . . D. H. Cogan, Air King president, announces the promotion of Leopold M. Kay as vice-president in charge of engineering. . . . Ward Products, antenna makers, Cleveland, announce the promotion of Roy Brown Unger to sales manager.

## New Appliance Products

Proctor's new model 986 iron will sell below \$10.00. . . . Cory has a new motor-driven knife sharpener for the home. . . . Mullins Mfg. Co. brings out a garbage disposal unit. . . . Westinghouse marketing its new electric sheet. . . . Waring announces a remodeled Blendor. . . . Master Chef, Inc., 1325 So. Main St., Los Angeles, launches a silent-timer waffle iron. . . . Air-Flight circulator being made by W. W. Welch Co., Carew Tower, Cincinnati. . . . Model 600 humidifier announced by Fresh'nd-Aire. . . . Norge products being backed up with aggressive ad campaign; large line of dealer-help material.

Rheem's "Design for Better Business" popular with dealers. Shows them how to put on a show that will bring customers—increase profits. . . . New Telechron "Pinwall" clock made for use on wall or table; has alarm, and sells for about \$8. . . .

Landers, Frary & Clark opening an active campaign on its Universal bantam electric range. Appliance plugs into any outlet; has high-range capacity. . . . Gibson's "Freez'r Locker-Fresh'ner Locker" refrigerator being featured by firm, along with its running mate, the new Kookall range. . . . Hotpoint is spending 20 million dollars on new factories and equipment; is currently stressing its 12 major appliances via greatest ad campaign in its history.

# Get Repeat Sale Profits!

Stock  
**SPENCER**  
Recording  
Wire



- STAINLESS STEEL
- HIGH FIDELITY
- ERASABLE
- PERMANENT RECORDING
- REPLAYS INDEFINITELY

Here's a top-quality recording wire that is the product of months of research by skilled specialists in the precision wire field. The superb reproductive quality of Spencer recording wire is being received with enthusiasm everywhere, and is acknowledged by leading manufacturers of wire recorders. This mushrooming demand is opening up a profitable market for you in the form of new and repeat sales. Stock up today on this fast selling item.

Available in 1/4-hour, 1/2-hour, and 1 hour spools.

DISTRIBUTOR INQUIRIES INVITED

## **SPENCER** *Wire Company*

WEST BROOKFIELD, MASSACHUSETTS

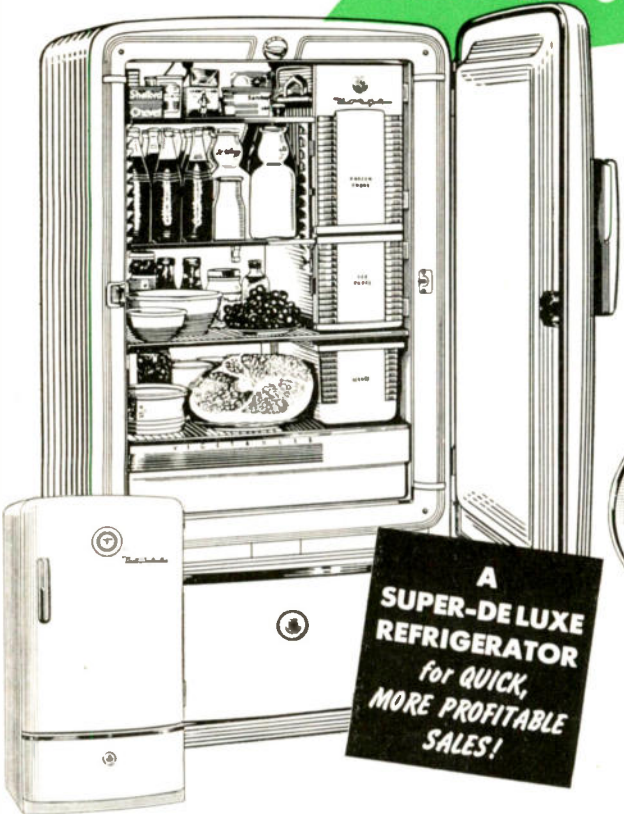
MAKERS OF PRECISION STEEL AND ALLOY WIRE



**DEPEND ON NORGE FOR THE BEST!**

**in Refrigerators**

**POWER-PACKED PROMOTION  
SMASHES HOME THE STORY  
OF THE EXCLUSIVE NORGE  
Self-D-Froster**



Norgé—and only Norgé—refrigerators are equipped with the Self-D-Froster that defrosts the refrigerator, automatically, every night. To help retailers cash in on this powerful and exclusive Norgé feature, Norgé has just completed a promotion campaign designed to make every person in the country conscious of the meaning of "S.D.F."

The "teaser" part of the promotion was accomplished with outdoor posters ("It happens at midnight . . ."), newspaper ads, window stickers, wall hangers and radio spot announcements. Two weeks later the "answer" appeared via outdoor boards, newspaper ads, window stickers, wall hangers, danglers, counter cards, blotters, radio announcements and sales literature. Simultaneously, an attractive window display pointed up the advantages of the Self-D-Froster.

Once again, Norgé leads the way with the finest line of refrigerators in its history. The NSD-848, shown here, is a good example: 8 cubic feet of storage space; Self-D-Froster; safety-sealed Giant Side Freezer; Coldpack; full-width Hydrovoir; dry-storage Tiltabin; Air-Freshener lamp. Stores up to 37 pounds of frozen food, plus 12 pounds of cold-kept meat. Aggressive national magazine advertising continuously advises buyers that "The best dealer in town sells Norgé." Norgé Division, Borg-Warner Corporation, Detroit 26, Michigan.



This teaser poster blanketed the country for two weeks.

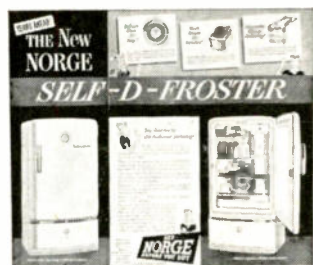


This is the poster that "let the cat out of the bag."



**A BORG-WARNER INDUSTRY**

- Refrigerators • Electric Ranges • Water Coolers • Washers
- Electric Water Heaters • Home Heaters • Gas Ranges • Home Freezers

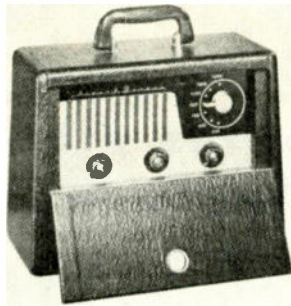


Window display and magazine ads told the Self-D-Froster story.



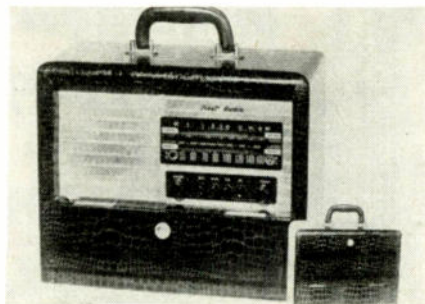


# New Carry-About Sets



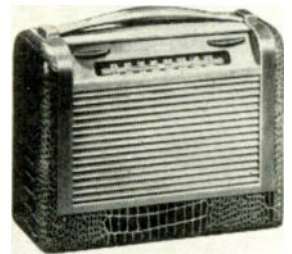
## Stewart-Warner

AC-DC and rechargeable dry battery model A61P1, shown, in black leatherette; A61P2, brown leatherette; A61P3, simulated mahogany. List price is \$54.95. Features: four tubes, plus rectifier and rectifier charger. Set weighs 11 $\frac{3}{4}$  lbs., without battery; connection for external antenna; neon indicator lamp flickers when set needs recharging. Stewart-Warner Corp., Chicago, Ill.



## Pilot

Model T-571 has five tubes plus selenium rectifier. Features AC-DC-battery operation, short-wave band frequency range as well as regular broadcast band. Set weighs 17 $\frac{3}{4}$  lbs. Pilot Radio Corp., Long Island City, New York



## Philco

Model 360, 5-tube plus rectifier, portable radio shown, AC-DC-battery set, retails for \$49.95. Covers standard broadcasts, features built-in antenna. Case is hardwood, with grille, alligator-grain cover and leather handle. Other models are: no. 601 battery set, listing at \$22.95, with 4 tubes plus selenium rectifier. Cabinet available in Polystyrene plastic in ivory, tan, maroon or teal. Model 602, three-way set, with 4 tubes plus selenium rectifier, lists at \$29.95. Weights without batteries: model 360, 9 lbs., 2 oz.; model 601, 4 lbs., 11 oz.; model 602, 5 lbs., 6 oz. Philco Corp., Philadelphia, Pa.



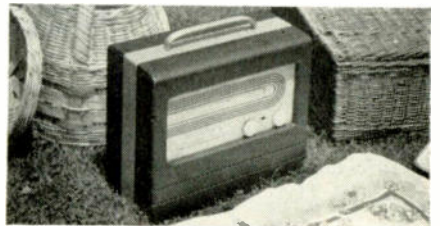
## Wilcox-Gay

Model 8J10, "Recordette" is a combination radio-phonograph-recorder that retails for \$89.95. The unit weighs less than 18 lbs., has a carrying handle, and will make recordings from radio or microphone, as well as play records. Features: provision for external antenna, 10-inch turntable; simplified operation, one tone arm serves for recording and record playing; has four tubes plus rectifier, and a new scientifically designed recording assembly. AC superhet chassis. Case is 18 x 12 $\frac{1}{2}$  x 6 inches. Wilcox-Gay Corp., Charlotte, Mich.



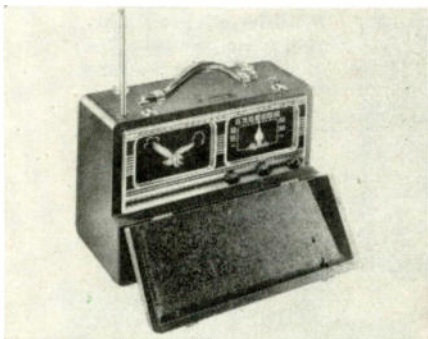
## General Electric

Model 260 deluxe self-charging all wave portable radio, sells for \$109.95. Cabinet of die cast aluminum, 12 push-button controls, 6 tubes plus selenium rectifier. Other portables include: no. 140 3-way personal radio, AC-DC battery model, 4 tubes plus selenium rectifier, selling for \$47.30; models 254TW and 254A, 5 tubes plus selenium rectifier, are standard broadcast, AC-DC and battery portables. General Electric Co., Bridgeport, Conn.



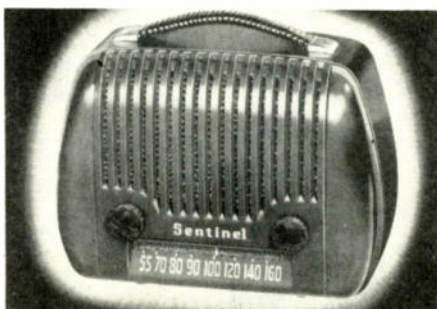
## Stromberg-Carlson

Model 1105, "The Vagabond," retails for \$53.40. Operates on batteries, AC or DC. Five tubes plus rectifier. Fabricoid-covered water-repellent carrying case, built-in antenna, weighs 15 lbs., fully equipped. Stromberg-Carlson Co., Rochester, N. Y.



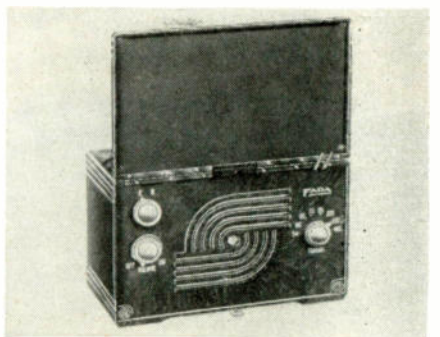
## Majestic

Model 7P420 shown, is finished in a leatherette case, has 6 tubes, plus rectifier, and lists at \$59.95. Regular broadcast frequency range. Set features the "wave ranger" antenna for reception in plane, trains, etc. Model 5AK731, is a portable radio-phonograph combination listing for \$99.95. Majestic Radio & Television Corp., Elgin, Ill.



## Sentinel

Model 316-P shown, three-way all purpose personal portable, battery and AC-DC. "Treasure Chest" portables, weigh 5 $\frac{1}{2}$  lbs., 8 $\frac{1}{4}$  inches x 5 inches x 4 $\frac{1}{2}$  inches, with four tubes, available in maroon plastic cabinet (model 286-PM), two-tone plastic cabinet in a variety of colors (models 286-PR, 286-PMI, 286-PBI), and in hand tooled leather (model 286-PL). Sentinel Radio Corp., Evanston, Ill.

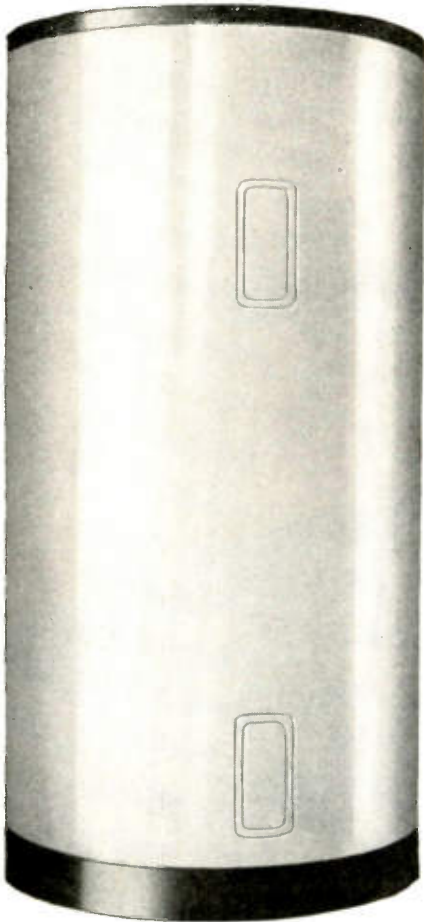


## Fada

Model P80 shown, available in ebony, walnut, maroon or ivory cabinets with leather carrying handles. Set has 4 tubes, selenium rectifier. Model P38 has same specifications as P80, except that power rating, selenium rectifier and battery electric switch on front panel are eliminated. Model P100 3-way portable covers American broadcast and some state police wave bands; Model P100-SW covers two band standard broadcast and short wave tri-power standard broadcast; model P100-T is a two-band standard broadcast and tropical band tri-powered portable. Fada Radio & Electric Co., Inc., Belleville, N. J.



# Merchandising Memo



## HOT TIPS ON WATER HEATERS!

People are taking to electric water heaters in a big way. Home owners bought three times as many of them last year as in 1941. That's the biggest increase in sales volume of any appliance.

But the market has scarcely been touched. There are plenty of prospects for you to sell.

People with electric ranges already have the 220-volt line needed for electric water heaters. The electric heater appeals to them because it's super-safe (no flame; fully protected electrically); clean (absolutely soot-free); quiet; automatic. A cinch for you to sell! And the most service-free appliance in the business!!

The N.E.M.A. is running four times as much advertising this year as in 1947 to promote electric water heaters.

Alert appliance retailers will cash-in on this hot opportunity in heaters.

FAST-SELLING RADIOS . . .  
POPULAR APPLIANCES . . .  
PROFIT-BUILDING IDEAS . . .

recommended by  
**Graybar**

To reputable electric appliance dealers, Graybar offers nationally advertised electric water heaters — both upright and "table-top" types. For details, call our nearest office or mail the coupon.

**[ SEND COUPON! ]**

Appliance Department  
GRAYBAR ELECTRIC COMPANY, INC.  
Graybar Building  
New York 17, N. Y.

4828

Rush me details about electric water heaters and how you can help me sell them.

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

# Localize your





# selling power

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

Your advertising dollars work harder when you use the Chicago Tribune's Selective Area Advertising Plan. Under the plan—

### **EACH DEALER GETS:**

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

### **YOU GET:**

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

**WITH THIS PLAN**, you penetrate the huge Chicago market with highly localized advertisements. The Tribune offers you five separate Sunday sections, circulated in five separate Metropolitan Chicago areas. You can list non-competing dealers in advertisements which appear in each of these local sections. This gives each one of your dealers a powerful campaign, directed at his own market

Even dealers with small advertising allowances can participate because each pays as little as *one per cent of card rates*.

This is the kind of co-operative advertising dealers and distributors like. It meets their problems. It makes the most of the consumers' habit of buying hardline merchandise near home. It can help you boost sales in the rich Chicago market — alone large enough to absorb all or an important part of your production.

The plan has been tested in Chicago. To take advantage of it, manufacturers selling merchandise ranging from records and shoes to radios and washing machines have already spent \$400,000 in the Tribune. It is applicable in almost any newspaper market. It is effective and inexpensive! For complete details, call or write your nearest Tribune representative today.

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

**CHICAGO TRIBUNE**

*The World's Greatest Newspaper*

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

A. W. Dreier, Chicago Tribune  
810 Tribune Tower, Chicago 11

E. P. Struhsacker, Chicago Tribune  
220 E. 42nd St., New York City 17

Fitzpatrick & Chamberlin  
155 Montgomery St., San Francisco 4

W. E. Bates, Chicago Tribune  
Penobscot Building, Detroit 26

As great an achievement  
as Television itself!

**HICKOK**  
MODEL 610

**TELEVISION ALIGNMENT GENERATOR**



*A brand new idea in  
Radio Test Equipment*

1. Directly calibrated in frequency—range from 10 megacycles to 250 megacycles.
2. Sweep width completely variable from 0-15 megacycles.
3. Crystal Controlled.
4. Accurate attenuation in five stages—calibrated directly in output ratios.
5. Plenty of voltage output.
6. High degree of accuracy.
7. Coaxial cable—to give minimum standing wave ratio in output line.
8. Phasing Control.

**Get all  
these  
Features**

This new Generator, designed and built with the customary HICKOK skill is a "must" for the Service Man who hopes to do any Television Servicing. The eight features listed above give you some idea of the job it will do. But that's not all. There are 5 other outstanding features so revolutionary, so necessary for profitable Television servicing that we will not disclose them until a substantial number of instruments are ready for distribution. We are now in production on this outstanding addition to the famous HICKOK line. Price \$159.00. Write for further information today.

VISIT US AT BOOTH NO. 157 AT THE RADIO PARTS & EQUIP. SHOW

*Plus 5 OTHER  
OUTSTANDING  
FEATURES*

**THE HICKOK ELECTRICAL INSTRUMENT COMPANY**  
10523 DUPONT AVENUE CLEVELAND 8, OHIO

**Industry News**

Hytron's new tube pin-straightener a hot item. . . Webster-Chicago has produced its millionth record changer. . . Espey's "gal theme" makes a hit with dealers. . . P. R. Mallory & Co. is offering a sturdy metal stock cabinet with group of fast-moving vibrators and buffer capacitors for \$24.48. . . Norman B. Krim has been named manager of the receiving tube division of Raytheon. . . Busch stores in New York doing hang-up job on Tele-tone sets. . . Victor Mucher, Clarostat president, returns from extensive trip in Mid-West, where he visited accounts. . . D. W. May, New York distributor made an initial thirty-carload order for window type room coolers, the product, Fedders-Quigan, Buffalo, N. Y. . . Mother's Day, May 9th offers splendid dealer tie-in opportunities. . . Wire Recording Corp. of America launches ambitious campaign for its new recorder. . . Pioneer Scientific Corp. has just brought out a Polaroid filter, adaptable to any size video receiver. Filter provides sharper, clearer image; reduces distracting glare from room lighting.

Attractive new line of combinations announced by Olympic. . . Telescoping TV-FM mast on market at \$33.50 is made by Lyte Parts Co., Plainfield, N. J. . . L. W. Hamper has been named president of Coolerator, recently purchased by Gibson. . . Glenn M. Waters, president Waters Conley Co., Rochester, Minn., announces that Gerald H. Rissman, formerly sales manager of Musitron, has been appointed Midwestern sales rep. for the firm's Phonola products.

Five new refrigerator models announced by Westinghouse at lowered list prices. . . Air King's new FM-AM table model, the "Marquis", comes in polystyrene cabinet; sells at \$49.95, in. tax. . . Westinghouse TV sets are being installed by certified agencies; normal installation, including antenna and one year's service costs \$55. . . Stewart-Warner TV production by the end of '48 will be increased to 2500 sets a month. . . "Television in 1948 will show the largest growth of any industry in the country," Dr. Allen B. DuMont told AFS audience at Hotel Astor, N. Y.

Production has been upped on Majestic's AM-FM phonograph, selling at \$139.95. . . Acme National Refrigeration Co., Brooklyn, N. Y. has brought out a 3½ cu. ft. box for small apartments; list price \$199. . . Lynn Television Co., Upper Darby, Pa. announces a TV projection job providing a picture 9 X 12 feet. . . H. D. Johnson, formerly assistant sales manager for the Hickok Electrical Instrument Co., has been named sales manager of the firm. . . Pierce-Phelps, Phila. jobbers televised a Proctor sales meeting over the Philco station. . . Rowe Engineering Corp., Chicago, announces a new VHF-UHF milli-watt-meter, model MW55; 2 to 1000 milliwatts—50 to 500 meg.



# *Gibson* double feature



## DOUBLE PROFITS!

Gibson's FREEZ'R LOCKER-FRESH'NER LOCKER refrigerator is hanging up new sales records every day! And why not?—here's the *original* Freez'r Locker, pioneered and perfected by Gibson! It out-features and out-performs all others—and the buying public knows it! . . . Its running mate is the new Kookall Automatic Electric Range with UPS-A-DAISY—another Gibson innovation, years ahead in features and design! . . . Double features, double values—and double profits for you! Swing in with the Big Swing to Gibson—Refrigerators, Electric Ranges, Home Freezers.

**GIBSON REFRIGERATOR COMPANY**  
**GREENVILLE, MICHIGAN**

Copyright 1948, Gibson Refrigerator Co.

# Hints On Table Television

## Suggested Checks and Changes Speed Up Service on These Receivers

• A relatively small group of television receivers, compared to the fast-growing total of sets in the hands of the public, at this writing, still account for a disproportionately large number of service calls being experienced by television servicers. These jobs involve the early runs of mass-produced television sets, particularly 5"-tube models, low-price table units, and early kits.

plates. If oil-impregnated types are used, checking is difficult without a megger, and the method explained in the September 1946 issue of *RADIO & TELEVISION RETAILING* should be tried.

Briefly, this method consists of watching the movement of the picture during warm-up time, and when the set is switched on and off after warm-up.

With this change, a 100,000 ohm resistor must be placed in series with the intensity control on the ground side as at D, and the 200,000 ohm high-side resistor removed, as at C.

The video plate and picture tube grid voltage should now be about 165 V d-c, while the picture tube cathode should read about 215 V d-c at normal picture, and 240 V d-c at maximum brilliance.

If the picture quality still needs improving, try a 5000 ohm resistor in parallel across the other 5000 ohm video amplifier plate load resistor. If more gain is now needed, try grounding the video output tube cathode, as shown at A.

In case no picture can be seen and no sound heard, but seemingly proper sweep circuit operation is noted, check to see if one of the first section filter capacitors of the low-voltage power supply is leaky or shorted as at G, Fig. 2. A reduced voltage at this point may permit the sweeps to operate reasonably well, while the r-f oscillator cuts out.

If the filters are in order, look for shorts in the oscillator circuit. Check the .0015 mf mica capacitor between plate and tank coil of the 6C4.

On some later sets, a separate 7N7 rectifier circuit was used to supply high voltage to the sweeps. A very small

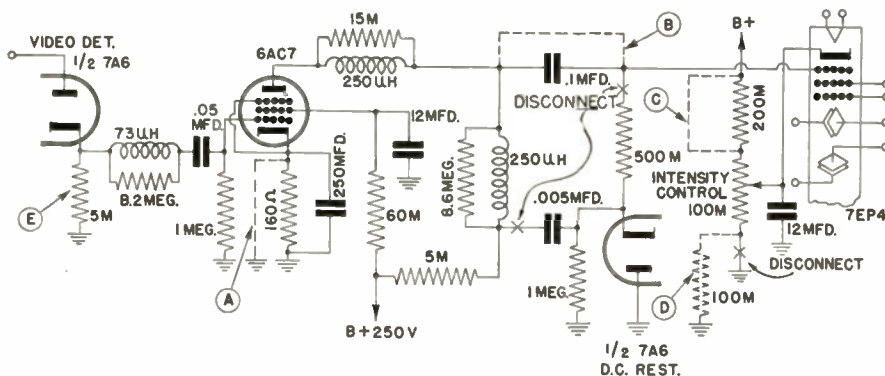


Figure 1. Video portions of the Viewtone receiver showing changes for better definition.

Here are some short-cut hints on one of these groups, the discontinued Viewtone line, of which thousands are in use in certain parts of the country. This information, gathered from actual service experience, includes a few recommended wiring changes. Some of these changes appear in later production runs having proved to eliminate recurrent troubles.

A replacement for the single-unit power transformer may be found difficult to procure, although the need for it arises regularly. It can be replaced, however, with two separate transformers, if the high-voltage unit is mounted below the chassis. The Thordarson T-22R42, a flash-bulb transformer with 2250V winding, is an excellent, shielded replacement.

The low-voltage transformer can be any standard 350V-0-350V, 175 ma unit with two 6.3V and one 5.0V windings. The combination of the two transformers, by eliminating the original unshielded unit which often had loose laminations and leaking magnetic field, reduces the stray flux around the neck of the cathode ray tube. This may greatly reduce the 60 cycle wave in the image, as well as mechanical buzz and the audio hum heard through the sound channel.

Before turning on the set, check all the coupling capacitors between the deflection output tubes and deflection

If the picture is attracted to one edge or completely off the screen, with the centering controls set near their connecting limit, the coupling capacitor corresponding to the direction of drift

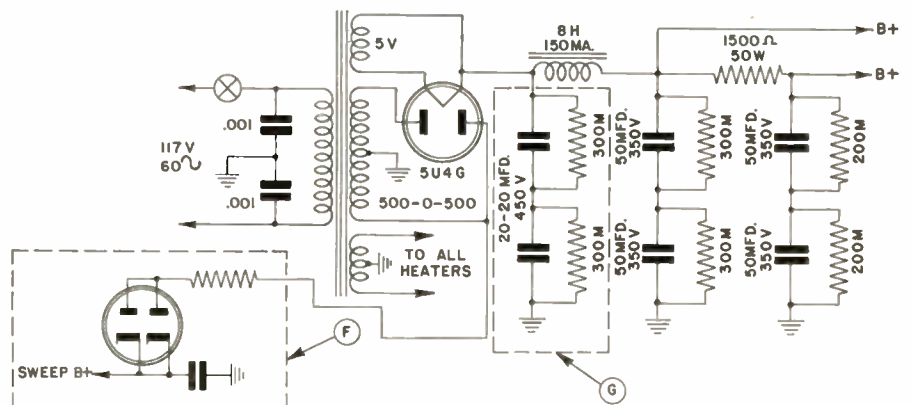


Fig. 2. Low voltage power supply before transformer replacement, with added 7N7 sweep B circuit.

should be checked by replacement. Auto vibrator buffer capacitors make perfectly good substitute in a pinch.

In the earlier sets a d-c restorer diode tube was used. The picture can be improved if the picture tube grid circuit takes care of the d-c restoring action, as shown by the dotted line connection at B, and the 7A6 dc restorer eliminated, as indicated by the cross marks.

picture, which cannot be made larger, may be traced to leaky capacitors here, as indicated at F in Fig. 2. A great many sets of this model Viewtone do not have the contrast control shown in the company's schematic as the load resistor of the diode detector. In these cases, a fixed resistor is used instead, at the diode load, and the contrast control is found in the i-f stages.



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

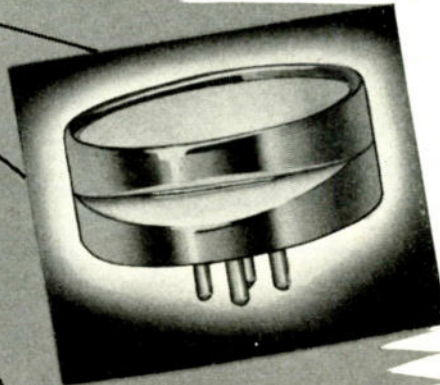
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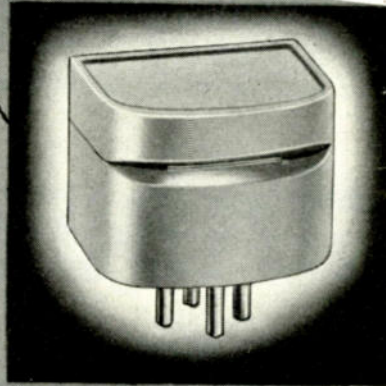
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## New Radio Products

RCA Victor's 721 TCS TV console sells for \$369.50. . . . Eight new table models announced by GE, range from \$19.95 to \$24.95. . . . The Freed-Eisemann model 41 console sells for \$695. It has 21 tubes, Armstrong FM, and a record-changer. . . . Transvision, 385 North Ave., New Rochelle, N. Y., offers a TV kit with 10" tube; lens built into cabinet. Sells for \$359. . . . New Emersons: 577, an 8-tube set, lists at \$69.95; four other new models retail for \$19.95 each. . . . RCA's model 166N13 retails for \$39.95. . . . Telectro Corp., 385 Flatbush Ave. Extension, Brooklyn, N. Y. prices its combination FM-TV console at \$1095, including installation and year's guarantee; has 15" tube.

Crosley's 68CR combo, with many new features, is priced at \$179.95, zone 1; \$189.95, zone 2. . . . The new Sonora radio-phono console retails for \$229.95, mahogany; \$239.95 in blond finish. . . . Three new Crosley table models sell at \$49.95, \$54.95 and \$79.95. . . . Remington Radio Corp., 80 Main St., White Plains, N. Y. offers its Rembrandt TV set with 12" tube at \$695; its 15" job at \$895. . . . Aular's new automatic record player, in leatherette carrying case, is priced at \$59.95.

Phileo's new sets: Combo console, model 1286 with FM is \$299.50; the model 1283 is priced at \$179.95; model 1284, \$199.95. Model 602, plastic portable sells for \$29.95; model 1401, table combo, sells for \$69.95. . . . Edwards Fidelotuner lists for \$38.50; converts AM set to FM. Made by Edwards F-M Radio Corp., 168 Washington St., New York. . . . Arvin's new model 152T, table model sells for \$19.95 in walnut; \$21.95 in ivory. . . . Nielsen Television Corp., Norwalk, Conn. offers model 1018B television set at \$595. Has 30 tubes; ten-inch direct viewer.

. . . New guide to phono crystal replacement announced by RCA Tube Department, Harrison, N. J., through jobbers.

## Future Events of Interest to Readers

- Apr. 3-10: New England Electrical Show, Mechanics Bldg., Boston
- Apr. 7-14: National Home Show, Civic Auditorium, San Francisco
- May 2-9: National Music Week
- May 11-14: Radio Parts Manufacturers Trade Show, Hotel Stevens, Chicago
- June 14-17: National Association of Music Merchants Trade Show & Convention, Palmer House, Chicago
- July 6-10: Store Modernization Show, Grand Central Palace, New York City
- July 5-17: Home Furnishings Show, American Furniture Mart, Chicago
- July 19-24: World's Fair of Music, Grand Central Palace, New York City
- Aug. 20-29: Southern California Radio & Electrical Appliance Association, Inc., First Annual Exposition, Pan Pacific Auditorium, Los Angeles



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# GENERAL ELECTRIC

164-G3

# How New FM

## Servicers Must Learn to Spot These

The lag between the exciting news of the arrival of FM and the actual placing of receivers into the hands of the public has had an inevitable reaction of disappointment upon a number of servicers. This is especially true for some of those men who are in areas where FM is only first going on the air. The attitude, expressed as "I'll think about it if and when it comes", has lulled such technicians into a state of complete lack of technical preparation for FM which, suddenly, is *here now in a big way*.

No doubt it is perfectly true that a chain is as strong as its weakest link, and thus no one portion of an FM receiver may be termed the "key" circuit. Nevertheless, in practice, only a few parts of the schematic are unfamiliar to trained servicers of AM radios. It is these parts, requiring somewhat unusual techniques and relatively strange theory, which will become the weak

in a future issue, its principles of operation will be skipped here. On the other hand, the oldest FM detectors, rarely seen today, used rather intricate circuits, including double-tuned slope detection. Three remaining types, all in popular use, are: the discriminator, the ratio detector, and the locked oscillator. The explanation and illustrations reprinted from General Electric's new booklet on FM service, bring out the essential differences in a very clear manner.

to the frequency at which the discriminator transformer is tuned (figure 2A), the a-c voltage applied to diode 1 equals that applied to diode 2, therefore the rectified voltages are equal and since they are bucking voltages, the output of the discriminator is zero.

When the carrier frequency increases during a half cycle of modulation, the phase relations between E1, E2 and E3 change in accordance with figure 2B, and it is evident that the vector sum of the voltages applied to diode 2 exceeds the vector sum of the voltages applied to diode 1; this results in a higher rectified voltage across R2 than R1. The instantaneous difference of the rectified voltages appears as a negative voltage in the discriminator output. Figure 2C shows the condition occurring when the carrier frequency swings below the resonant frequency of the discriminator transformer, the end result being a positive voltage at the output of the discriminator.

The important fact in discriminator action is that the output voltage is proportional to the difference between E diode 1 and 1 diode 2. This is true because the d-c voltages appearing across R1 and R2 vary directly with E diode 1 and E diode 2. This is true and the instantaneous output voltage is the difference between the rectified voltage drops.

### Effects of Amplitude

In considering the effect of amplitude variations on the discriminator output, refer again to the vector diagrams of figure 2. An increase in the amplitude of the voltage applied to the discriminator would increase all the vectors in the diagram proportionately. In other words, the effect would be as though the vector diagrams were enlarged photographically. It can be seen that while the phase relationships would remain the same, the difference between E diode 1 and E diode 2 would increase, so long as the frequency of the applied voltage differed even slightly from the receiver IF. Thus, components of amplitude modulation would be detected and passed on to the audio amplifier. Ordinarily, discriminators are preceded by limiters which remove most of the amplitude variations as shown in the preceding pages, but the discriminator itself is not a device capable of rejecting amplitude modulation, except when the instantaneous frequency of the applied carrier is exactly equal to the resonant frequency of the discriminator transformer.

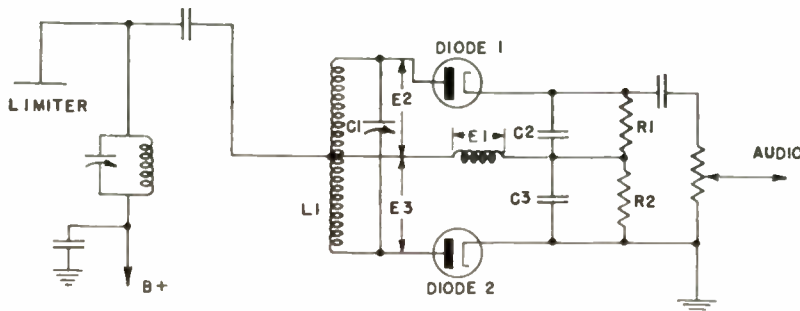
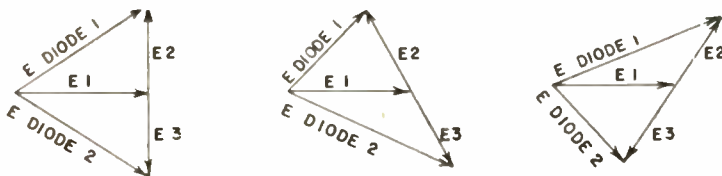


Figure 1, above. So-called "conventional" discriminator found in numerous receivers delivers audio from series connected load resistors.

Fig. 2, below. Phase relations of the generating and resultant voltages in FM discriminators and ratio detectors.



A - CARRIER FREQ. AT I.F. B - CARRIER FREQ. ABOVE I.F. C - CARRIER FREQ. BELOW I.F.

links in many a servicer's early experience with FM.

From this point of view, then, it can be said that FM detectors are one of the "key" circuits for radiomen to study, in preparation for the work to come. In fact, even those men who whether by virtue of general interest in new radio circuits or because of training in the armed forces have already studied FM discriminators some years ago, will be wise to reexamine their knowledge today. For the fact is that at least four different and separate FM detectors are in very wide use at present, and the ability to identify the type use, let alone make the proper adjustments and interpret the measurements taken is a must, for efficient servicing.

The newest FM detector to see mass production is known as the FreModyne. Because it will be discussed in detail

Figure 1 shows the "conventional" discriminator which consists essentially of two diode rectifiers differentially connected so that the d-c potentials across their respective load resistors are subtractive. These two d-c voltages (across R1 and R2 in figure 1) are proportional to the a-c voltages applied to the diodes. The a-c voltage applied to each diode is the vector sum of E1 and the voltage across that half of L1 which is connected to the diode plate, as shown in the diagrams in figure 2. E1 has practically the same amplitude and phase as the voltage across the tank in the limiter plate circuit. The current in this tank induces a voltage in L1, which causes circulating current to flow in the resonant circuit composed of L1 and C1. E2 and E3 are the voltage drops which occur across each half of L1 as a result of this circulating current. When the carrier frequency is equal



# Detectors Work

## Demodulator Circuits at a Glance

A new device now appearing in post-war FM receivers is the ratio detector.

potential at the plate of diode 1 will remain constant even at the lowest

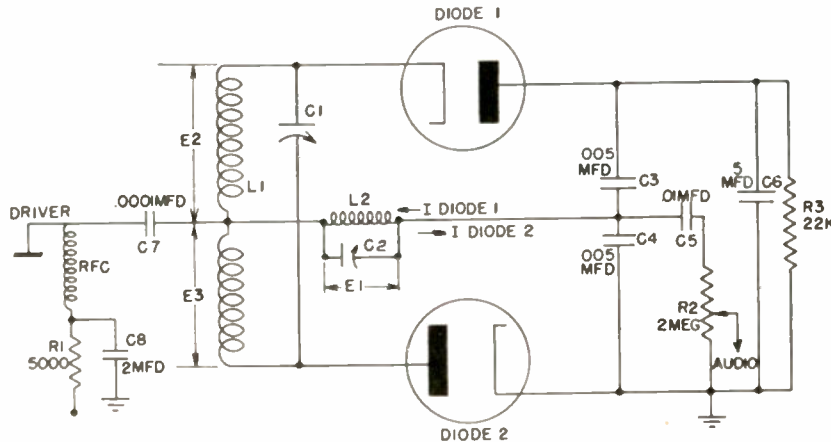


Figure 3. Ratio detector has same relations between generating and resultant voltages as discriminator, but audio voltage is developed across series capacitors C3-C4.

This circuit also converts a frequency modulated carrier into an audio signal but has the additional advantage of being inherently insensitive to amplitude modulation. This characteristic enables the ratio detector to be used without the usual preceding limiter stage thus affording the use of a high gain IF stage instead of the low-gain limiter.

A schematic of the fundamental ratio detector is shown in figure 3. C3, C4, and C7 have very little reactance at the intermediate frequency, so it is evident that the parallel resonant circuit L2-C2 is the true load for the driver stage, this stage being shunt fed. A driver stage, in this case, is nothing more than a conventional IF amplifier preceding the ratio detector. L2 is inductively coupled to L1, therefore a comparison of figures 1 and 3 will show that as far as the a-c voltages applied to the diodes are concerned, these circuits are almost exactly similar and the same vector diagrams used in the analysis of figure 1 can be used to portray the a-c voltages across the diodes of figure 3.

Here the similarity ends, because the ratio detector method of extracting intelligence from the FM carrier differs greatly from previously used methods. Diode 1, R3, and diode 2 complete a series circuit fed by the a-c voltage across L1. Since the two diodes are in series, they will conduct on the same half cycle, and the rectified current through R3 will cause a negative potential to appear at the plate of diode 1. The time constant of R3-C6 is usually about .2 second, so that the negative

audio frequencies to be reproduced.

C3 will be charged by the rectified current through diode 1 to a voltage proportional to the voltage represented by vector E diode 1 (figure 2), and C4

Note that the voltages across C3 and C4 are additive and that their sum is fixed by the constant potential across R3. Therefore, while the ratio of these voltages will vary at an audio rate, their sum will always be constant and equal to the voltage across R3. The potential at the junction of C3 and C4 will vary at an audio rate when an FM carrier is applied to the detector, hence audio voltage is extracted at this point and fed into the audio amplifier. The rejection of amplitude modulation in the ratio detector may be explained as follows: A rapid increase in the amplitude of the carrier applied to the ratio detector will tend to increase the d-c voltages across C3 and C4. The sum of these voltages must always be equal to the voltage across C6. The voltage across C6 cannot change with a rapid increase in the amplitude of the carrier, due to the large time constant of R3 and C6. Therefore, this constant potential across C6 prevents the voltages across C3 and C4 from rising with an increase in the strength of the carrier. A reduction in carrier amplitude is prevented from appearing as a reduction in the voltage across C4 in the same way. The constant voltage across C6 can be considered to be a stabilizing voltage, i.e. it stabilizes the ratio detector output against amplitude modulation of the applied carrier.

The time constant of R3-C6 is not too large to prevent average changes in carrier level from appearing as changes

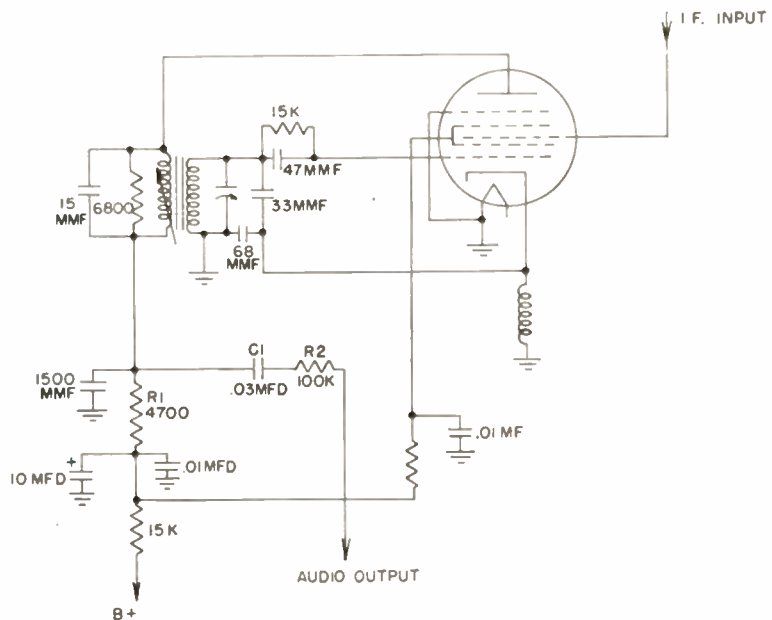


Figure 4. A locked oscillator circuit, operating on a principle completely different from both ratio discriminators and detectors. Incoming i-f signals causes plate current variations.

will be charged through diode 2 in proportion to the vector E diode 2. Since the magnitudes of these vectors differ according to the instantaneous frequency of the carrier, the voltages across C3 and C4 will differ proportionately, the voltage across C2 being the larger of the two voltages at carrier frequencies below the IF and the smaller at frequencies above the IF.

in voltage across R3; in other words, the voltage across R3 is proportional to the average strength of the received carrier. Thus, this voltage serves as an excellent AVC voltage.

There is no "threshold" effect apparent in the ratio detector. That is, there is no minimum carrier level which must be applied to the detector

(Continued on page 97)

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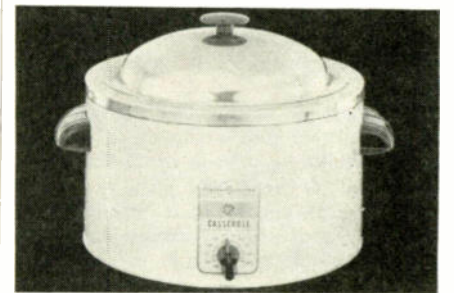
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home or office. Utilizes either pressure or bottled water, employs static condenser which eliminates fan or water valve. Available in a choice of colored jackets. Sunroc Refrigeration Co., Glen Riddle, Pa.—RADIO & Television RETAILING

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handle a casserole meal for eight. Automatic model sells for \$12.95, plus tax; two-heat model for \$9.95 plus tax. General Electric Co., 1285 Boston Ave., Bridgeport 2, Conn.—RADIO & Television RETAILING

### Air-Flight CIRCULATOR

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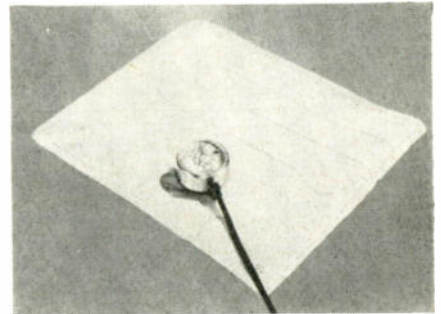
ness. Fits any standard lamp or light socket. Of heavy brass construction. Wirt Co., 5224 Greene St., Phila., 44, Pa.—RADIO & Television RETAILING

### Telechron CLOCK

"Pinwall," electric alarm clock is a combination pin-up and table model timepiece. Practical for bedroom or bath, clock can be fastened to the wall with ordinary push-pin. Dimensions: 7½ inches high, by 4¾ inches wide, by 2¾ inches deep. Ivory plastic with metal dial. Retail for about \$8.00 plus tax. Telechron, Inc., Ashland, Mass.—RADIO & Television RETAILING

### Westinghouse ELECTRIC SHEET

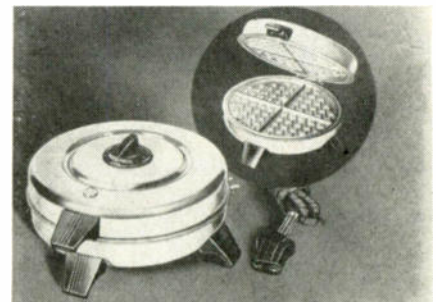
Electric sheet, may be used along with any of the conventional bed coverings; made of peach colored muslin 70 inches wide and 84 inches long. Heated area 54 by 70 inches—eleven inch non-heated area at the foot to



allow for tuck-in. Buttonholes are provided around the outer hem so that it may be buttoned to a top covering. "Automatic watchman control" regulates operation. Sheet is washable. Control is provided, with six ft. cord. Electric Appliance Div., Westinghouse Electric Corp., Mansfield, O.—RADIO & Television RETAILING

### Serva-Matic WAFFLE IRON

Waffle iron features cast aluminum grids, overflow well, even heat con-



trol, chrome plate with black bakelite trim. Serva-Matic Corp., 556 W. Fulton St., Chicago 6, Ill.—RADIO & Television RETAILING

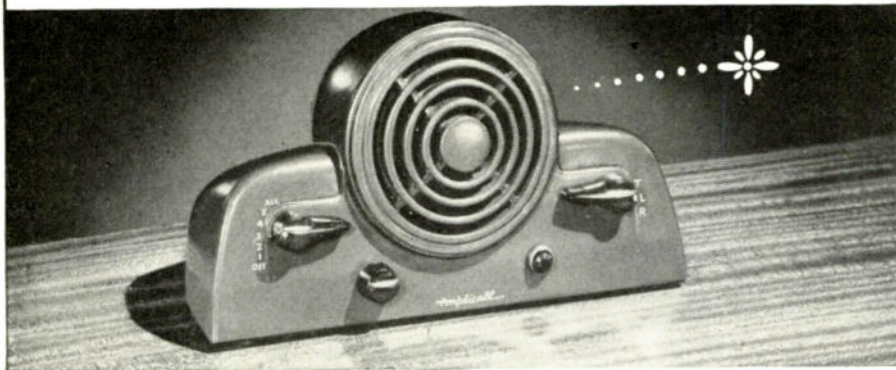
### Staco DEODORIZER

Electronic deodorizer smartly designed, easy to operate, on-off indicator light. Can be hung on wall with picture hooks; unit has rubber feet to prevent scratching. Lightweight. Priced at \$34.50. Standard Electrical Products Co., Dayton, O.—RADIO & Television RETAILING

### Youngstown WASTE DISPOSER

"Mullinaider" waste disposer fits into the kitchenaid under-sink compartment. It can be installed in either single or double bowl sinks. The motor driven unit pulverizes kitchen garbage and swirls it away. Mullins Mfg. Corp., Warren, O.—RADIO & Television RETAILING

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2102. 2-Station System, consisting of one Master and one Remote, for two-way conversation between two locations only

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 Shop Equipment"***

"To any man starting in the radio servicing business, I recommend Rider Manuals as basic shop equipment. Supplying data on all important receivers issued during the past 20 years, they're essential for quick accurate work in shops called upon to repair sets of all makes and ages. We wouldn't part with any of our 16 volumes," says H. B. Smith of Smith's Radio, Santa Ana, Calif.

So say successful servicemen everywhere, over whose benches you will find well-used copies of all 16 Rider Manuals. For, during the past seventeen years, money-making shops have depended upon "The World's Greatest Compilation of Radio Servicing Data" for authentic

presentations of manufacturers' original servicing data on American-made receivers issued since 1920. This is vital information.

Rider Manuals keep pace with the manufacturers' releases. Volume XVII, just out, contains both FM and AM sets, record changers and wire recorders. The separate "How It Works" book explains theory and complexities of new receivers. Hundreds of Rider-exclusive "Clarified-schematics," time-saving breakdowns of multi-band jobs, are also in Volume XVII.

Nowhere else but in Rider Manuals will you find such coverage!

**VOL XVII**  
 (Brings your Rider Manuals  
 up-to-the-minute)

**JUST OUT!**

**1600 PAGES—Plus  
 "How It Works" Book  
 \$15.00 (Less than a penny a page)**

Your Jobber is taking orders for  
**DELIVERY NOW!**

Watch for Publication  
 Date in Late Spring

**RIDER  
 TELEVISION MANUAL**

**You NEED ALL 17—ORDER TODAY**

|                                    |         |                                  |         |
|------------------------------------|---------|----------------------------------|---------|
| VOLUME XVII.....                   | \$15.00 | Record Changers and Recorders    | \$ 9.00 |
| Volume XVI .....                   | 8.40    | Master Index, (covering Manuals, |         |
| Volume XV .....                    | 18.00   | Vols. I to XV) .....             | 1.50    |
| Volumes XIV to VII (ea. vol.) ..   | 15.00   |                                  |         |
| Volume VI .....                    | 11.00   |                                  |         |
| Abridged Manuals I to V (one vol.) | 17.50   |                                  |         |

NOTE: Individual Volumes VI, VII and VIII will be replaced after this year by a single Abridged Manual Vol. VI to VIII.

**JOHN F. RIDER, PUBLISHER, Inc., 404 Fourth Avenue, N. Y. 16**  
 Export Agent: Rocke International Corp., 13 E. 40th St., N.Y.C. Cable ARLAB

*Give Your Shop the Sign  
 of Successful Servicing*

**RIDER MANUALS**

### Emerson PORTABLES

"Memento" self-powered portable radio features gold framed crystal portrait holder on inside lid and provision for personalized monogram or inscription on top lid. Available in three models; model 574 lists at \$60.00 with batteries, housed in case of walnut veneer, period style; model 580 available in gold tooled red or black morocco leather, \$60.00 with batteries; model 570, housed in ebony Catalin case, \$50.00 with batteries. Three models have 3-dimension grille with sliderule dial, automatic lid-operated shut-off switch. Suitable for home or office. Emerson Radio & Phonograph Corp., New York City.—RADIO & Television RETAILING

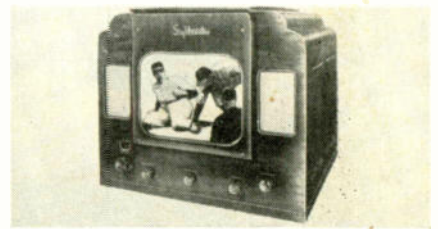
### New Sonora MODELS

Console radio-phonograph set features: variable tone control, built-in high efficiency loop, clock-type dial, automatic changer. Cabinet styled in walnut veneers and hardwood. Size: 35 inches high, 20 $\frac{3}{4}$  inches wide, 18 $\frac{3}{8}$  inches deep. Priced at \$99.95. Slightly higher in mahogany and blonde finishes. Another console model retails for \$229.95, and is available with FM for \$269.95.

Model 100 ivory plastic table model, retailing for \$22.95, features complete coverage of standard broadcast band, built-in aerial, slide-rule dial, plastic-molded cabinet. (In mahogany finish, \$19.95). Sonora Radio & Television Corp., 325 N. Hoyne Ave., Chicago 12, Ill.—RADIO & Television RETAILING

### Sightmaster TV RECEIVER

Model 15-C-11, 15-inch television receiver with FM radio, priced at



\$595.00. Available in mahogany or walnut cabinet; blonde cabinet slightly extra. Installation is extra. Set features twin speakers, 24 tubes, picture area 120 square inches. Sightmaster Corp., 220 Fifth Ave., New York 1, N. Y.—RADIO & Television RETAILING

### Rembrandt TV SET

Television set available with 12-inch tube at \$695; 15-inch tube at \$895. Finished in birch, knotty pine,



dark mahogany, or blonde. Features Du Mont Inputuner. Remington Radio Corp., 80 Main St., White Plains, N. Y.—RADIO & Television RETAILING

### Nielsen VIDEO SET

Model 1018B; cabinet of Sheraton design. Dimensions: 40 $\frac{3}{4}$  inches high, 38 $\frac{1}{2}$  inches wide, and 21 $\frac{3}{4}$  inches deep. Chassis is a thirty tube direct view ten-inch kinescope sight and sound receiver. Retail price is \$595.00. Model 1018A carries out Georgian design. The Nielsen Television Corp., Norwalk, Conn.—RADIO & Television RETAILING

### Audar RECORD PLAYER

Automatic record player, in two toned leatherette carrying case. Plays twelve 10-inch or ten 12-inch records. Three tubes. Weighs 21 lbs.; priced to retail at \$59.95. Audar Inc., Argos, Inc.—RADIO & Television RETAILING

# NEW! and in Big Demand!

## MASCO MS-24 SCHOOL SYSTEM

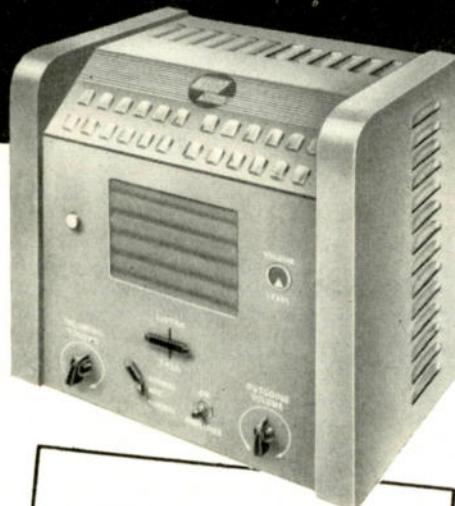
### AMPLIFIER

U. L. APPROVED

Schools are big business! Budgets are up! This is the season! And here is the item!

Masco's MS-24 is a combined two-way intercommunication and centralized control sound system for 24 rooms, also available for 6, 12 and 18 rooms

Addresses or lectures may be heard in several rooms at once, without assembling the students in the auditorium. Announcements of general interest, time signals, and other notices may be given to all at once. Control of fire drills, or other emergencies is facilitated. The two-way conversation feature permits easy communication. Provision is made for connecting an external microphone phonograph and radio tuner to the amplifier which enables the distribution of voice music to the different rooms. Many of these advantages apply with equal force to hospitals, institutions, children's camps, clubs, hotel and passenger ships.



| Model MS-24 for 24 rooms. Amplifier with tubes | List Price |
|--|------------|
| MS-24-1 for 6 rooms, with tubes                | \$169.50   |
| MS-24-2 for 12 rooms, with tubes               | 159.50     |
| MS-24-3 for 18 rooms, with tubes               | 164.50     |

Add 5% West of the Rockies

Contact your local Masco distributor for immediate delivery.

# MASCO

MARK SIMPSON MANUFACTURING CO., Inc.  
32-28 49th Street, Long Island City 3, N.Y.

## SOUND SYSTEMS and Accessories

RAvenswood 8-5810-1-2-3-4





# HOW TO MAKE AN INCOME WITH

Sure we're talking about a **BIG** income . . . from **BIG** sales. **BIG** sales stimulated by **FIVE BIG FEATURES** to make the famous Crosley Shelvador\* the sellingest refrigerator everywhere again in 1948!



ALL THIS PLUS THE

*exclusive*  
**CROSLEY**

*Shelvador\**

SPELLS

**sales!**

# 5

## FIGURES!

### HERE'S FIGURE No. 1

You can get mighty chesty when you can show prospects Crosley's new **FREEZIN-COLD COMPARTMENT**—for Frozen Storage! It has real sell for dealers . . . because it has real practicality for users. Great for frozen foods *in quantity*; (holds over 50 lbs. safely for as long as 3 months) turns out pounds of ice . . . the kind of feature that makes a good salesman better!

### HERE'S FIGURE No. 2

Serving women with perfect refrigeration facilities . . . serving dealers with another powerful sales story . . . that's Crosley's new **NORM-COLD COMPARTMENT**—with **Meat-Holder**. It's a logical step in a complete five-way refrigerator, a logical step in complete sales presentation.

### HERE'S FIGURE No. 3

Giving women a conditioning storage space for foods . . . giving Crosley dealers another big point on which to pin a sound story . . . that's Crosley's new **MOIST-COLD COMPARTMENT**—**Food Conditioner Section** with convenient crisper. It has talking points a smart home manager will listen to; talking points a smart dealer will turn into income. And . . .

### HERE'S FIGURE No. 4

To add to the sales circle of *BIG FEATURES*, there's the **EVER-DRY STORABIN** . . . another handy, useful section of the new Crosley Shelvador\* that women appreciate every day. It rounds out a refrigerator that offers practical use-advantages to customers, that offers practical sales-advantages to you!

### HERE'S FIGURE No. 5

Presenting the exclusive **CROSLEY SHELVADOR\*** . . . the door that opens up twice as much front-row food, the door that opens up pocketbooks! This famous feature is the top ranking income maker . . . tops in the field, tops among the *five major features* ready to work for you!

**PUT 'EM ALL TOGETHER** . . . Combine all five of these Feature-Figures together . . . back 'em up with fine engineering and superb mechanical craftsmanship . . . house them in the most smartly-styled cabinet on the market . . . and support them by consistently powerful consumer advertising making millions of hard hitting impressions, such as this announcement spread.



# Figure

## ON THIS, TOO...



ADVERTISING LIKE THIS . . .

will  
consistently  
appear

IN THESE 18 MAGAZINES . . .

this means  
381,921,007 impressions  
will go into  
American homes  
in 1948.

In addition, radio spots



AND NEWSPAPER ADVERTISING LIKE THIS

will back up this  
tremendous advertising  
and promotion program.  
Another plus for Crosley  
dealers is

THE CROSLEY LINE

to figure in their profits.



TRADE-MARK REG. U. S. PAT. OFF. © 1948

Shelvador<sup>®</sup> Refrigerators • Frostmasters • Ranges  
Radios • Radio-Phonographs • FM • Television  
Short Wave • Home of WLW

RADIO & TELEVISION RETAILING, April, 1948

# CROSLEY

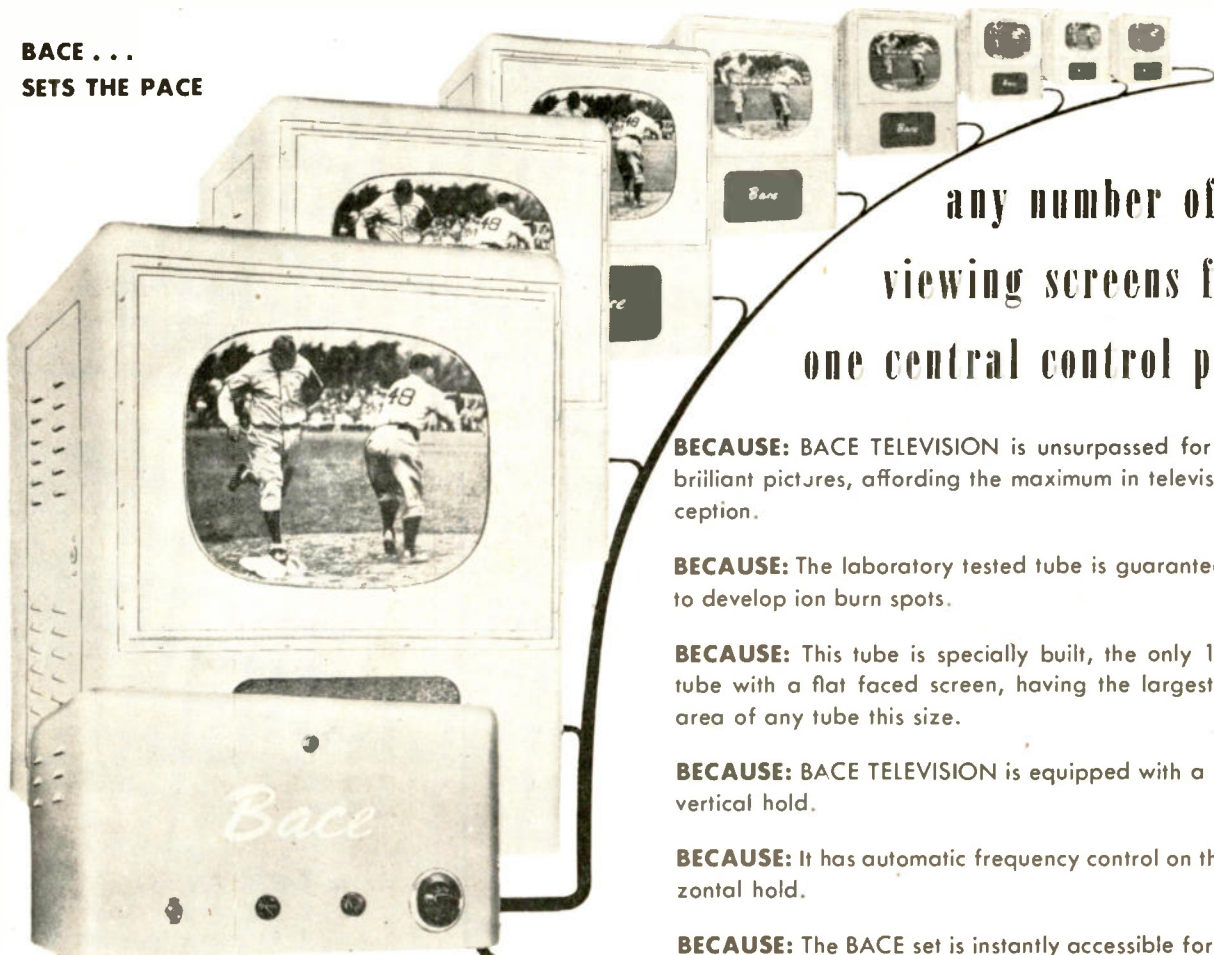
DIVISION — *AVCO* MANUFACTURING CORPORATION  
CINCINNATI 25, OHIO



*Engineers Tell Why*  
**BACE TELEVISION**  
**IS THE WORLD'S FINEST**

**First Set Ever Built Featuring Multi-Unit Viewing**

**BACE . . .  
 SETS THE PACE**



any number of . . .  
 viewing screens from  
 one central control point

***This New Set Offers You***

Superb picture brilliance and advanced FM audio . . . equipped with four simple operating controls, the BACE set brings you such advanced improvements as: pre set brilliancy and focus controls . . . 13 channel stabilized selector . . . magnetic sweep deflector . . . magnetic focus . . . three stage synch. separator and clipper circuits . . . two stages of video amplification and a four megacycle band width on video. Equipped with 37 tubes and 5 rectifiers, the BACE set produces perfect pictures on large, brilliant screens for the ultimate in television entertainment.

**BECAUSE:** BACE TELEVISION is unsurpassed for large, brilliant pictures, affording the maximum in television reception.

**BECAUSE:** The laboratory tested tube is guaranteed not to develop ion burn spots.

**BECAUSE:** This tube is specially built, the only 15 inch tube with a flat faced screen, having the largest visual area of any tube this size.

**BECAUSE:** BACE TELEVISION is equipped with a pre set vertical hold.

**BECAUSE:** It has automatic frequency control on the horizontal hold.

**BECAUSE:** The BACE set is instantly accessible for servicing by means of hinged cabinet doors which may be locked. The entire set is so simple, it presents no operational problem to the layman.

**WATCH FOR NEXT MONTH'S PROFIT MAKING POTENTIALS**

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

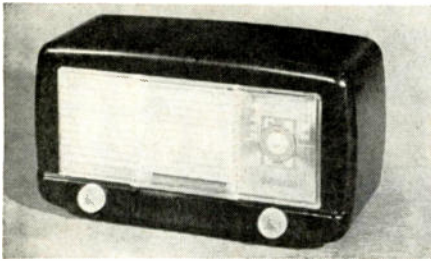
Department, A.

**Bace TELEVISION CORPORATION**

GREEN & LEUNING STS. · SOUTH HACKENSACK, NEW JERSEY · HA 3-4243

### Garod TABLE MODELS

"Elite" model 5A3, walnut with clear plastic front, shown, retails at \$24.95; ivory model at \$27.50. Five-



tube set features "air-tenna" loop. Cabinet is 12½ inches wide, 6⅞ inches high, 5⅝ inches deep. "Thrif-

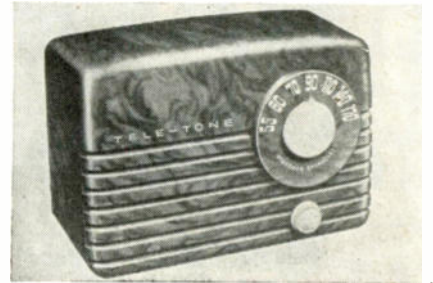
tee" model 5A4, five-tube model set, retails at \$17.95 in a walnut plastic cabinet; \$19.95 in ivory. Dimensions: 10½ inches wide, 7 inches high, 6 inches deep. Garod Electronics Corp., 70 Washington St., Brooklyn 1, N. Y.—RADIO & Television RETAILING

### Certified TELE KIT

Kit No 48-10, priced at \$99.50 less tubes; \$164.50 complete with tubes; \$199.50 complete with tubes and cabinet. Picture tube 10 inches; 6 inch Alnico 5 PM speaker; 4 channel selector switch, provision made for additional channels. Instruction material shows where every part is placed. Certified Television Laboratories, 5507 13th Ave., Brooklyn 19, N.Y.—RADIO & Television RETAILING

### Tele-tone TABLE MODELS

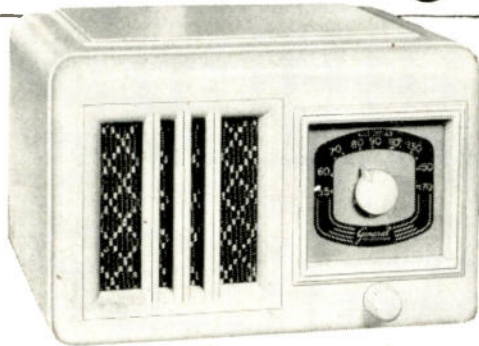
Table model shown retails at \$9.95. Superheterodyne set, with 4 tubes. Polystyrene cabinet. Dimensions: 8¾ inches long, 6 inches high, 4⅛ inches deep. Another table model receiver



No. 166, is a 5-tube superheterodyne set powered for quality reception. Comes in ivory polystyrene, with retractable carrying handle. To retail at \$16.95. Dimensions: 8¼ inches long, 6½ inches high, 4 inches deep. Tele-Tone Radio Corp., 540 W. 58 St., New York City.—RADIO & Television RETAILING

**2 REASONS WHY SO MANY DEALERS SELL**

*General*  
★ ★ ★ ★ ★  
**RADIO**



*Model 27C5—Full size, solid IVORY color. Plastic Cabinet AC/DC Super . . . \$16.75 list . . . WALNUT Plastic \$15.75 list . . . Slightly higher in the West. This is only one of the General "5" series of fine table models.*

The trade has been talking about us ever since 1932. And we like it.

What do they say? Boiled down, they tell us they sell General because (1) it gives the customer top satisfaction; (2) it nets the dealer a real profit. Two simple, but important, reasons.

General offers a quality line of table models and portables. They're soundly engineered. They're encased in attractive, eye-catching cabinets. They're shipped direct from factory to dealers.

Right now we're delivering new General models . . . at low prices for the customers . . . that ring up handsome profits for dealers.

It will pay you to look into the General line. Why not write us?

*General* ★ ★ ★ ★ ★  
**TELEVISION and RADIO CORP.**

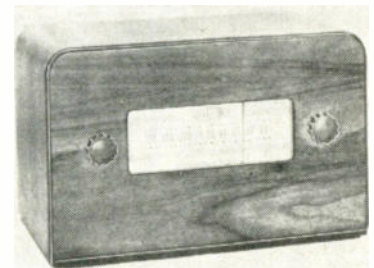
SHIPPED  
DIRECT FROM  
FACTORY

*One of America's Leaders in Quality Radio*

2705 No. Lehmann Court  
Chicago 14, Illinois

### Edwards FIDELOTUNER

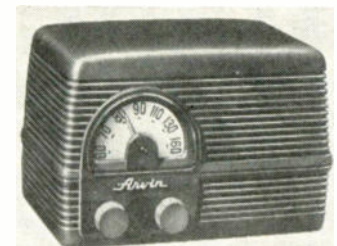
Converts any radio receiver or sound amplifier to FM. Cabinet is 11 inches long, 6 inches wide, 4¾ inches high.



List Price, \$38.50. Edwards FM Radio Corp., 168 Washington St., New York 6, N. Y.—RADIO & Television RETAILING

### Arvin TABLE RADIO

Model 152 T, in walnut, lists at \$19.95; 153 T, in ivory, at \$21.95. Table radio has four tubes plus recti-



fier. Features: superheterodyne circuit, automatic volume control, extra sensitivity, modern design. Noblitt Sparks Industries, Inc., Columbus, Ind.—RADIO & Television RETAILING



**FROM A LEADING RECORD MANUFACTURER**  
 "The pickups are proving quite the thing with the engineers here. If you ever get to New York, I'd like very much to let you hear how fine they sound."

"Recently I purchased one of the Variable Reluctance Pickups manufactured by your company. I have installed it in a . . . in conjunction with your M5C phono preamplifier and a high fidelity amplifier. The results of this installation to date have been excellent and I would like to congratulate you on this development."

**FROM A LEADING UTILITY LABORATORY**  
 "I have been using for the last several months a pair of your variable reluctance pickups in connection with a high fidelity play-back system with eminent satisfaction. I would in fact go so far as to say that the results when first put to use were astonishing."

"I have installed one of your DL 1RM 6C Variable Reluctance type pickup cartridges in my record changer and am feeding it through a preamplifier made by you, the diagram of which is given in figure 2 of the descriptive sheet belonging to the above mentioned pickup. I find that the results I have obtained from this pickup are better than anything I have heard before."

**FROM A LEADING SET MANUFACTURER**  
 "We are rapidly approaching the day on which the G.E. Variable Reluctance Pickup will be a standard component in our instruments. May I say that I continue to enjoy immensely the results from the sample pick-ups you were kind enough to send some weeks ago. I have yet to hear their superior even at considerably higher price levels."

"I have been using a General Electric Reluctance Phonograph Pickup for the past few weeks, and am greatly impressed by the cleanness of its reproduction."

"I recently heard a demonstration of the G.E. Variable Reluctance Reproducer Model DL 1RM 6C, which was very impressive."

**RESEARCH AND DEVELOPMENT COMPANY**  
 "The combination of . . . G.E. cartridge, and . . . is being adopted with enthusiasm by radio stations throughout the country. National radio networks . . . are placing them on all of their transcription tables."

"The release for public sale of your Variable Reluctance pickup Cartridge has made a large number of people in this neighborhood happy. Listening comparisons with other types of cartridges lead only to the conclusion that the G-E is perhaps the biggest improvement in record reproduction for the poor man in the last ten years."

*They're all talking about the*



**VARIABLE RELUCTANCE PICKUP**

**Have you sent in your order?**



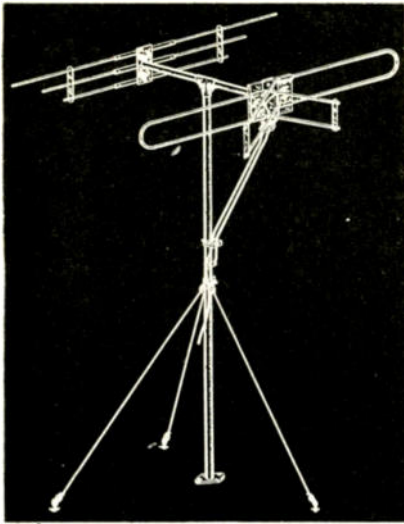
General Electric Company, Electronics Department, Electronics Park, Syracuse, New York.

**GENERAL ELECTRIC**

"Not so long ago I bought one of your DL 1RM 6C variable reluctance pickups. I am completely satisfied with it. It has more than lived up to my expectations."

**FROM A LEADING STATION**  
 "Retel Nov. 27 ordered 30 G-E pickups because tests indicated that they were superior . . . and station is going to include G-E pickups in all transcription equipment."





## FM & TELEVISION ANTENNA

Model LTC-R  
WITH TRIPLE REFLECTOR

*Your receivers are only as good as your antenna. Use the best today! Be prepared for tomorrow!*

Minimizes interference, Increases signal on all makes of FM & Television, Highest gain on all frequencies, No adjustments necessary.

### COMPLETE AS ILLUSTRATED

Shipping weight 10 lbs. Packed one to a carton, with instructions. Write for complete details and specifications.

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

CHOICE DISTRIBUTORSHIPS STILL AVAILABLE — WRITE FOR DETAILS

manufactured by

**LYTE PARTS CO., PLAINFIELD, N. J.**

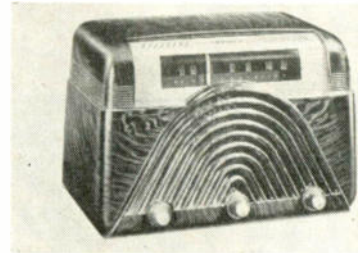
*Extensive field and lab tests are proof of superior performance.*

### LET LYTE SOLVE YOUR "IMPOSSIBLE" PROBLEMS

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

### Three Crosley TABLE MODELS

Three table model radios, models 88-TA, 68-TA and 68-TW have been added to the line. Model 68-TA (shown) is \$49.95, and features a new mahogany plastic cabinet. Model 68-TW is \$54.95 and is housed in ivory-

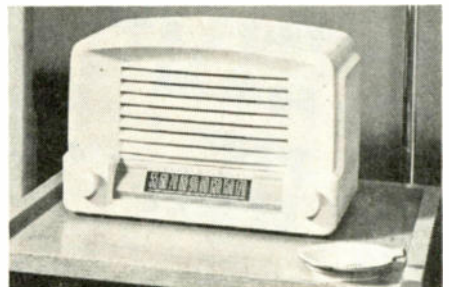


finished plastic cabinet. These two models are especially designed to fill needs for a high performance broadcast band, table model radio.

Model 88-TA retails for \$75.95 and is available in maroon plastic cabinet. Features Crosley FM system, curved slide rule dial. Crosley Div., Avco Mfg. Corp., Cincinnati, O.—RADIO & Television RETAILING

### GE TABLE MODELS

Model 114W, shown, priced to sell in the East at \$22.95. One of a line of eight new models, priced from \$19.95 to \$27.95. Sets available in ivory or rosewood plastic cabinets in



four designs. Each set has four tubes, plus a rectifier. Marketed under a special "Gold Seal," list prices of the sets are \$19.95 for model 102, \$19.95 for model 107, \$19.95 for model 114 and \$24.95 for model 115. Corresponding models in ivory plastic are \$3 higher. General Electric Co., Syracuse, N. Y.—RADIO & Television RETAILING

### Duval TV and FM RECEIVER

Model 15C, 15 inch television and FM receiver. Available as a complete wired and tested unit, minus cabinet. Receiver tunes from 44 to 216 MC, switch provided to turn off sweep when FM reception is desired. Manufacturer contemplating production of a line of cabinets for units. Duval Radio & Television Corp., 423 Grove St., Jersey City 2, N. J.—RADIO & Television RETAILING

RADIO & TELEVISION RETAILING • April, 1948

**FREE! Send for it NOW!**

## ALLIED'S NEW CATALOG

Everything in Radio for Everyone in Radio



Radiomen! Here's the new 172-page ALLIED Buying Guide that brings you everything you need in radio and electronic equipment! Here's the newest and best in test instruments, sound systems and P. A. equipment, thousands of parts, tubes, tools, books—the world's largest stocks, at lowest money-saving prices, ready for instant, expert shipment. Send for your FREE copy of the new ALLIED Catalog—today!

ALLIED RADIO CORP., Dept. 15-D-B  
833 W. Jackson Blvd., Chicago 7, Ill.

Send FREE New ALLIED Catalog

Name.....

Address.....

**ALLIED RADIO**

You satisfy every  
**COMMERCIAL**  
and  
**INDUSTRIAL**  
SOUND NEED  
with the  
complete line of

## BELL SOUND EQUIPMENT

and at the same time

- Simplify Your Inventory
- Increase Stock Turnover
- Boost Your Profits



Ask your nearby Bell distributor for details

## BELL SOUND SYSTEMS, INC.

1186 Essex Avenue  
Columbus 3, Ohio



## Dealers Sell FM

(Continued from page 52)

to offer salesmen, as follows: "It is necessary for the salesman to know all the advantages FM has over AM. People have been told to expect a great deal from FM, so we've got to tell of the advantages and then prove it by proper demonstration." Chevron cooperates with local FM stations.

Another California firm, Hub Radio Co., 1024 N. Western Ave., Hollywood, specializes in selling FM tuners. Demonstration methods here, according to George Levine, manager, include playing the tuner through a good amplifier and speaker, so that the quality of reproduction will be at its peak. Hub works closely with local broadcasters. Prior to the lifting of the Petrillo ban, Mr. Levine felt that the greatest drawback to FM had been the lack of broadcasting after 9 PM and before 3 PM; also the absence of live musical programs.

According to Andrew A. Elkas, of Elkas Bros., 1015 Main St., Springfield, Mass., telling demonstrations are made via the comparison route between AM and FM, under deliberately induced static conditions.

One of Chicago's outstanding dealers, Benson Music Shop, Inc., 5221-25 W. Chicago Ave. is doing a big job in FM. The firm demonstrates FM sets most effectively through proving to prospective customers that FM will not pick up noises of shavers, vibrators, etc. Benson advertises in local and metropolitan newspapers, and through use of time on WGNB, FM station. Says Robert A. Benson, vice-president: "The public should be kept better informed by newspaper articles, and on AM broadcasting, of the benefits of FM. Education of public as to what FM is should be stressed."

### Other Reports

Goodman's in Jersey City, N. J. is one of the largest and most progressive dealerships in the East. Before demonstrating an FM set, the salesman here gives a brief explanation to the customer. Emphasis is placed on natural tone and static-free operation, the tone quality feature demonstrated by comparison with AM; the latter by operating devices which produce static in AM sets.

The Goodman organization sponsors a half-hour "kiddie record show" each Saturday morning on the new FM station, WFMO. FM is clearly marked on all sales tags, and all sales personnel are qualified to discuss FM with customers. Cooperation with local broadcasters consists of time on the air, access to the Goodman list of FM purchasers, in addition to passing out of booklets, and the plugging of FM shows in advertisements. "The public is cognizant of FM," says Leon Goodman, ad manager, "or at least much more aware of FM than they were 6 months ago. The name 'Armstrong FM' is catching on."

J. P. Graham, of Graham and Colton,

2552 N. High St., Columbus, Ohio, advises that his firm sells FM primarily on its tonal quality. Cooperation with the local FM station consists of the distribution by this dealer of a weekly program listing furnished by the broadcaster.

Comparisons between AM and FM are used by Alex A. Gettlin, Inc., 5521 N. 5 St., Philadelphia, in demonstrating the static-free receivers. The firm advertises FM in a weekly bulletin on records it mails to its customer list, and in a monthly FM program by WFIL.

Advertising in local newspapers is engaged in by R. S. Radio & Elec. Service, 5932 Archer Ave., Chicago. The R. S. organization, owned by Robert L. Storey, sells special antenna installations whenever possible.

The comparison method is used by Lippy's Radio, 30th & Lehigh, Philadelphia, in selling FM sets. The firm uses direct-mail for its sales promotion campaigns.

Roy E. Stevens, owner of Stevens Radio Sales & Service, 3704 Southport Ave., Chicago, always precedes an FM demonstration with a sales talk. Store and window displays are used to advertise FM.

Radio Center, 2601 S. Clairborne Ave., New Orleans, one of the finest stores in the South, is another booster for the comparison method in demonstrating FM sets. Radio Center advertises on FM stations.

Home demonstration of FM in the home prove profitable for Darmstaetter's, 37 N. Green St., Lancaster, Pa. Advertising is via spot commercials, naming brands handled, and stressing FM, and in newspaper ads directing attention to the firm's FM programs. This organization uses two 1-hour recorded programs of good music on Tuesday and Thursday evenings. The records are from the firm's disc department stock.

Since its location is a noisy one, Portage Park Household Appliance Store, 4076 Milwaukee Ave., Chicago, uses this fact to dramatize FM demonstrations. To advertise FM, Portage uses window displays and signs, circulars and newspaper ads. Special antenna installations are recommended by the firm for suburban Chicago.

### Hickok OSCILLOGRAPH

The new Hickok model 505 oscillograph uses a UP-1 tube with 5" screen, and contains: a wide and narrow band FM oscillator which makes a separate FM oscillator unnecessary; vertical amplifier covering to 1 mc; internal and external modulation; r-f demodulator; self-contained mixer, permitting FM output with any good signal generator; signal tracing jack for phones; sine sweep with phasing control, and a 3-range frequency-compensated attenuator network in the vertical amplifier. Hickok Electrical Instrument Co., 10523 Dupont Ave., Cleveland 8, Ohio.—RADIO & Television RETAILING

## Carriage Trade

(Continued from page 66)

arresting way. These model rooms are displayed in the "ready-to-go" manner, and passers-by feel the urge to come in and "see how it feels." Mr. Hill reports that the window has actually "stopped traffic" in the sense that many drivers on Douglas Avenue notice the window, take a turn around the block, park the car and come into the store.

This spectacular window has an automatic switch which keeps it brilliantly lighted from sunset to 11 p.m. It is one of the best known and most-discussed displays in the city, located as it is near the sidewalk in a store that looks attractive anyway.

Sales courtesy, dignity and ease are well established at the Hill store; that's what it definitely started out to do. And on the last report, the Wichita folk liked the idea.

## FM Detectors

(Continued from page 83)

to cause noise attenuation as in other types of FM detectors requiring the use of a limiter stage.

Another postwar development in FM second detectors is the locked oscillator circuit which is also inherently insensitive to amplitude impulses and, therefore, does not require the conventional limiter stage.

Figure 4 shows the schematic diagram of a typical locked oscillator circuit. A special tube is used, one section of which operates as a modified Colpitts oscillator at the intermediate frequency. The IF amplifier output is fed into the injection grid of the same tube and the coupling between the two circuits causes the oscillator to lock in and follow the variations in frequency of the IF signal. As the oscillator frequency decreases, the plate current through R1, the audio load resistor increases, and as the oscillator frequency increases, the plate current decreases. These current variations are linear with respect to the frequency deviation of the applied IF signal and the plate current therefore reproduces the same wave shape as the modulation of the incoming FM signal. This audio signal is then fed into the audio stages through the de-emphasis network.

### Radex POKETRACER

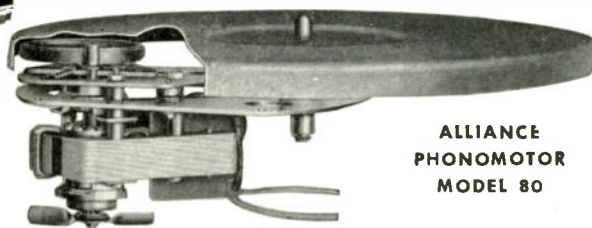
The Pocketracer is a small universal signal generator the size of a fountain pen, used in troubleshooting. A multi-vibrator type signal source provides audio, i-f and r-f frequencies, consuming 150 ma from a single self-contained penlite battery. Radex Corp., 2076 Elston Ave., Chicago, Ill.—RADIO & Television RETAILING

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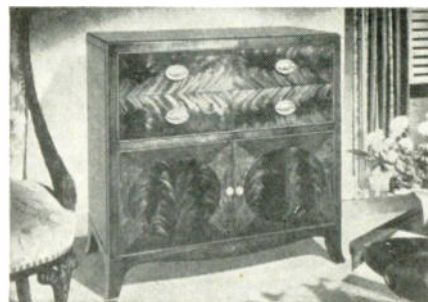
MOTORS IN MIND

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### RCA Victor CONSOLES

Model 711V3, shown, styled in Hep-plewhite design, with a three tone pattern on wood inlay on the two lower doors. Other features include: standard broadcast, short-wave and RCA Victor FM radio reception; two-post automatic record changer. Set has ten tubes. Suggested retail price: \$425. Model 710V2 is characterized by the



modernized version of 18th century furniture styling, incorporated in its lowboy cabinet. It is available in mahogany or walnut finish. Standard and FM broadcast reception. Victrola phonograph unit, tilt-out radio. Console has nine tubes and one rectifier. Suggested retail price: \$269.50.

Model 77VS, has a cabinet of contemporary design with a touch of period styling. Suggested retail price of \$199.50. It provides standard and shortwave broadcast reception, automatic record changer, has six tubes and one rectifier. Radio Corp. of America, RCA Victor Div., Camden, N. J.—RADIO & TELEVISION RETAILING

### Philco CONSOLES, TABLE MODELS

Radio-phonograph model 1286 (shown) priced at \$299.50 features Philco electronic scratch eliminator and FM reception. Georgian mahogany cabinet of tilt-front design. Other consoles in the line include: model 1283,



classic modern design, retailing at \$179.95; model 1284, in classic modern design with Chinese motif, walnut cabinet, priced at \$199.95.

Other new Philco models are: model 602, plastic portable, available in four colors, priced at \$29.95; table model radio-phono, model 1401, features automatic playing of single record. Priced at \$69.95. Philco Corp., Philadelphia, Pa.—RADIO & TELEVISION RETAILING

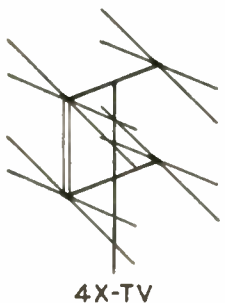
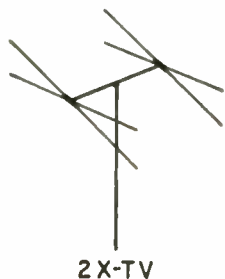
## TELEVISION-FM CONICAL ANTENNAS

Check these features:

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75 OHM Parallel Twin line—For amateur operation in narrow frequency bands or individual frequencies. 500 or 1000 ft. spools.

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## Espey TELEVISION KIT

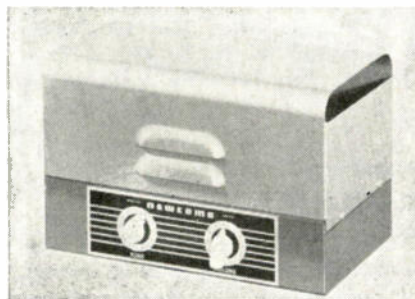
A low-cost simplified kit of parts for a 3" tube television receiver, the completed set has a 3-stage stagger-tuned pix i-f, FM sound discriminator, and tunes in 6 channels. Basic kit includes all i-f, power, and blocking-oscillator transformers, chokes, speaker, and sockets riveted into place on a punched and welded chassis. Tubes, resistors and capacitors must be bought separately. Espey Mfg. Co., Inc., 528 E 72nd St., New York 21, N. Y.—RADIO & Television RETAILING

## Shure WIRE RECORDING HEADS

The new line of Shure wire recording heads combine recording, playback and erasing features. Impedance and internal connections may be varied to suit individual needs. Types in the line include three numbers as follows: Model WR-16, WR-14, and WR-12. Shure Bros., Inc., Chicago.—RADIO & Television RETAILING

## Newcomb 10W AMPLIFIER

Model E-10 is one of a new series of lower-priced utility amplifiers, delivering 10W from push-pull 6V6 tubes in a multi-stage inverse feedback cir-



cuit. With inputs for microphone and phonograph, and a full range tone control, it retails for \$49.50. Newcomb Audio Products Co., 6824 Lexington Ave., Hollywood 38, Cal.—RADIO & Television RETAILING

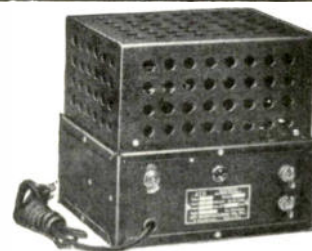
## Astatic VELVET VOICE

Known as the "Velvet Voice" Beauty, two new Astatic crystal microphones are made with detachable "quick-lock" base, for use as a hand or desk mike, or for a floor stand mounting. Has chrome grille, gold finish housing and handle, and dark brown baked enamel base. Of the two models, No. 200 covers flat from 30 to 10,000 cps, while No. 241 covering the same range, has a rising characteristic between 1500 and 5500 cps for added brilliance of voices. Supplied with or without switch. Astatic Corp., Conneaut, Ohio.—RADIO & Television RETAILING

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May 11th-14th

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**ATR** QUALITY  
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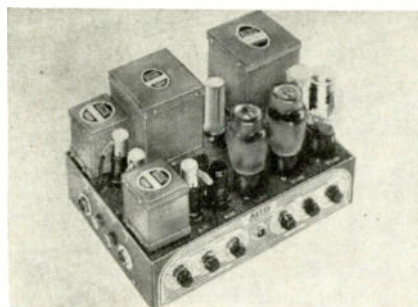
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### Altec Lansing PORTABLE PA AMP

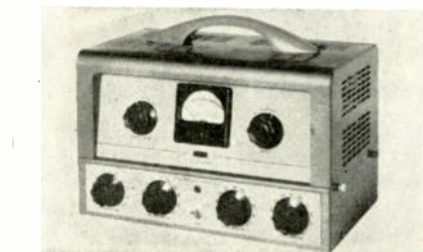
Model A-324 is rated at 15W with full power output within 1 db from 35 to 12,000 cycles. Its over-all frequency response is flat within 1 db from 20 to 20,000 cycles. Of the four inputs, two have 95 db gain for low impedance microphones with individual volume controls for mixing with hum and noise pickup shielding



around the transformers. Two other inputs are high impedance, providing 72 db gain through a dual type volume control which allows fading from one input to the other, for radio or phono pickup or high impedance mikes. A continuously variable bass control is coupled to a switch for special equalization to correct for boomy reproduction from poor mike technique. Continuous treble attenuator is also provided. Altec Lansing Corp., 250 W. 57th St., N. Y. 19, N. Y.—RADIO & Television RETAILING

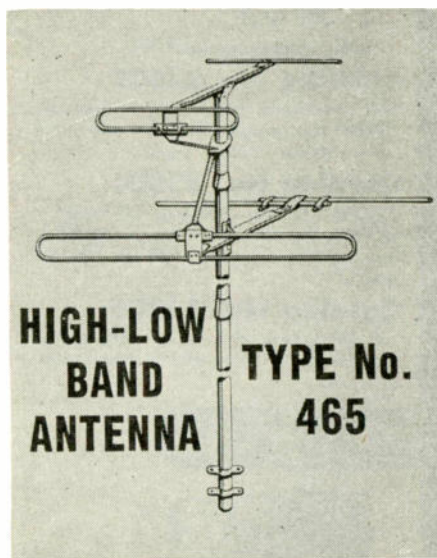
### Stromberg-Carlson PRE-AMPLIFIERS

Model AV-38 pre-amplifier for transmission over wire lines or driving power amplifiers is equipped with an output level meter and three low-impedance microphone-input transformers. With the exception of this meter and the input transformers, it



is identical with Model AV-39, which is wired for three high-impedance microphones, and which can be easily and quickly converted into an AV-38. Both equalized and unequalized phono input connections can be made, with separate bass controls for phono and mike inputs. Stromberg-Carlson Co., 100 Carlson Rd., Rochester 3, N. Y.—RADIO & Television RETAILING

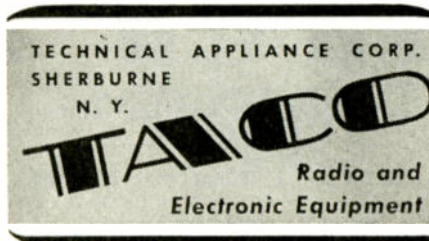
# 13 CHANNEL TELEVISION RECEPTION PLUS FM



HIGH-LOW  
BAND  
ANTENNA TYPE No.  
465

The latest! TACO Type 465 High-Low Band Antenna handles Television Channels 7 to 13, as well as the easier 1 to 6. Separate top section adjustable for any direction, does the trick.  $\frac{1}{4}$  wavelength jumper automatically applies either antenna to receiver. Three-section aluminum mast. Mast clamps for mounting. Biggest value yet — only \$23.00 list!

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**Merchandising Aids,  
Sales Promotion Plans,  
New Booklets, Etc.**

Geared to the swing to a buyer's market, Landers, Frary & Clark ("Universal") is producing a series of eight hard-hitting sales training films, according to W. J. Cashman, director of promotion and publicity. . . . Enabling the radioman to gain a more fundamental basic understanding of TV, is the purpose of Espey's new television training kit, selling through jobbers at \$69.50. . . . RCA Victor announces the release of 17 different radio, Victrola, radio-phonograph and TV receiver mat "patches, and one TV 6 column mat ad, all available now to dealers. . . . Dealer reaction to Hotpoint's novel kitchen planning center so favorable, the firm will make the equipment available as a selling aid.

Known both pre-war and postwar for the multi-speaker systems in its radio-phonographs, the Magnavox Company is offering retailers a new sales aid—the actual speaker system of its Windsor Imperial. It may be purchased by dealers for demonstration purposes. . . . An illuminated replacements parts merchandiser announced by Silix. . . . "The Right Way to Light Your Merchandise" title of a new guide for retailers available on request from Sylvania Electric Products Co., Salem, Mass. . . . Attractive Arvin advertising kit obtainable by dealers who

purchase Arvin irons. It's a 6-color 12" X 10" cut-out, accompanied by a window streamer.

Matchbooks, featuring "one million Bendix automatic washers now in use", may be bought, imprinted by Bendix dealers. . . . A streamlined demonstration presentation, announced by Lewyt. . . . Stewart-Warner's radio division will spend more than a million dollars in consumer trade publications in 1948, announces Fred Cross, ad director. . . . Huge array of dealer help material available from Norge. . . . "Sit-down Ironing" sales theme being stressed by Proctor, the how-to-do-it info going out to merchants. . . . Blackstone washer has an attractive fluorescent-edge lighted sign, selling to dealers at \$9, FOB factory. . . . IRC has a new service-selling card designed as envelope stuffer or for door-to-door distribution. IRC jobbers have full info. . . . Stromberg-Carlson has an attractive point-of-purchase display piece. . . . Arvin's new 6-color piece plugs firm's fan-forced heater. . . . RCA's tube div. offers A battery self-service dispenser.

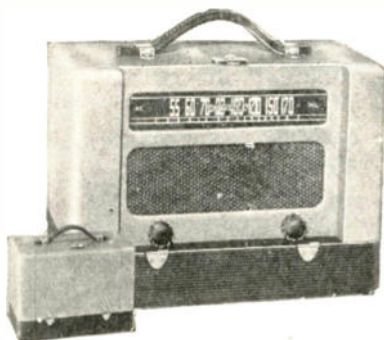
Allied Radio Corp., Chicago, has issued its new 1948 catalog, a 172-page buying guide. . . . Insuline Corp. of America, 833 W. Jackson Blvd., Chicago, makes its new catalog available. . . . Rider's Volume XVII is now ready for delivery. Contains more than 1600 pages, sells for \$15. . . . United Electronics, Newark, N. J., has announced its new catalog on transmitting tubes, vacuum

capacitors. . . . Rider's new FM manual issued. It was authored by John F. Rider and Seymour D. Uslan. . . . Magnephone div., Amplifier Corp. of America, New York, has a new 8-page catalog ready.

**Phono Record News**

Teen-age group disc buying continuing high, but reports indicate that indiscriminate selection has been curtailed. . . . Manufacturers' inventories of finished 10 and 12-inch discs low in relation to current demand. . . . RCA record department announces that John Coyle has been placed in charge of syndicate sales; Wayne Bennett has been named as field rep. in Dallas. . . . Addition of Jan Garber to the label of Capitol Records, and the return of Martha Tilton to the artist roster has been announced. . . . Recoton has developed a new type home recording blank. . . . Mills-Morris Co., Memphis, Tenn., is distributing MGM records in western Tenn., northern Mississippi and eastern Arkansas. . . . RCA Victor's first complete record catalog since 1943, has been distributed to retail stores. . . . Books on music appreciation, written by disc company executives, selling well—doing good job for industry. . . . Novelty tunes going places, some examples being, "Feudin' and Fightin'", "I'm My Own Gran'ma", "Four Leaf Clover", and "Too Fat Polka". . . . Renewed demands for the Gandhi record, "The Justification of God", made in '32 by Columbia.

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Town-and-Country Model A507

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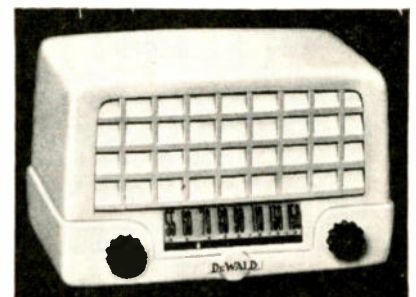
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"Personal" Model B504



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A FAMOUS NAME IN  
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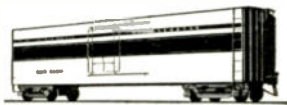


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NATION-WIDE RAIL-AIR SERVICE

## Industry News

Great shows on the way—Radio parts, Chicago, May 11-14; Nat. Assn. Music Merchants, Chicago, June 14-17.

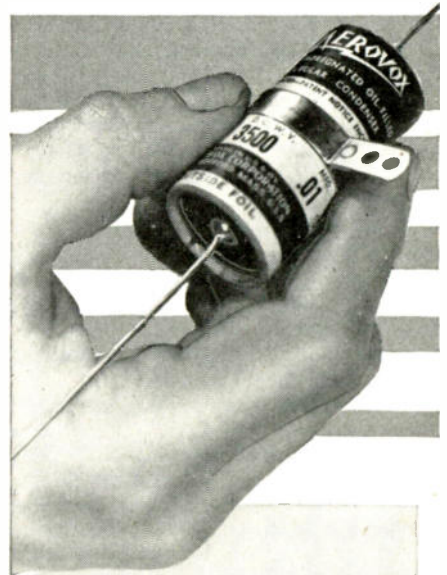
New "Silent Sapphire" replacement pickup being marketed by RCA's renewal sales section, Tube Dept., Harrison, N. J. . . . Sylvania announces new fluorescent lamp with "incandescent" color. . . . Electric water heater announced by Clark div., McGraw Electric Co. to be marketed under "Toastmaster" name. . . . Opti-Gem, Inc., 320 E. 39 St., N. Y., announces new TV lens, selling at \$29.95. . . . Flat-faced 15-inch cathode ray tube, yielding pix claimed to be about 12 square inches larger than tubes with oval face, being produced by Zetka Labs., Inc., Clifton, N. J. . . . Intensive campaign by Admiral Corp features its "television optional" line. . . . National Electrical Wholesalers Assn. is celebrating its 40th anniversary.

Sertinel Radio holding sales conferences with jobbers. . . . Apex in production on new products, including automatic washers and clothes dryers. . . . U. S. Radiator Co. announces it's making an electric water heater. . . . Through error, our special television issue listed the Andrea TV set as having 21 tubes. Actually it has 31 tubes. . . . New series of dummy antennas announced by Ohmite Mfg. Co. . . . IJan-D-Kit No. 5 has been released by Clarostat. . . . Special Products Co., Silver Spring, Md., announces two new kits of special coils for those wishing to make their own FM tuners or TV sets. . . . Schiffer Dist. Co., Atlanta, Ga. wholesalers of Stromberg-Carlson, has been appointed distributor for Manning, Bowman & Co. . . . Dongene Labs., Inc., 95 Van Dam St., N. Y. brings out FM-AM tuner, selling at \$115.

Hatry & Young, well-known Connecticut wholesalers, recently celebrated 20th anniversary. . . . Radio sales "test" by RMA in Hartford, Conn., went over with a bang. Purpose was to explore potentialities of group's "Radio in Every Room, A Radio for Everyone" theme. . . . Philco presented awards to its outstanding division managers at its national sales convention in Florida.

Appointment of John M. Richardson, as sales manager, recording wire division, has been announced by W. H. MacDonald, president of Spencer Wire Co., West Brookfield, Mass. . . . Any bonafide radio servicemah may enter Hytron's new contest in which valuable prizes are offered. Get entry blanks from Hytron jobbers, or direct from the firm at Salem, Mass. . . . Clarostat's 7th edition service manual is now ready for distribution; available from jobber, or direct from the firm's headquarters at 130 Clinton St., Brooklyn 2, N. Y. . . . Vertrod Corp. announces a new 13-channel antenna. . . . George R. MacDonald has been named Motorola vice-president in charge of finance, announces Paul V. Galvin, president. . . . Stromberg-Carlson's entire expanded ad budget will be used to build store traffic for its dealers.

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● For superlative performance and longest life in tight spots or mighty compact assemblies. Oil-impregnated, oil-filled. Fully sealed against oil leakage or moisture penetration. Metal case insulated — not connected to capacitor section. Outer insulating tube. Center mounting strap.

Previously in 400, 600, 1000 and 2000 v. D.C.W. ratings, but now extended to 2500, 3000, 3500 and 4000 v. for television and other higher-voltage applications.

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 Here are coordinated facts, standards of good operating practice written by an operator in operators' language.  
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For radio servicemen, who can look to FM as a big part of their future profits—for the "ham" who is considering narrow band FM—for the student who is grooming himself for activity in the electronic field—this new book explains both the theory and servicing of f-m receivers. Its text is equally valuable to every person interested in this phase of electronics and will serve as a valuable handbook for engineers.

The unique publication principle employed in the production of this new book is as practical as its contents. It is offered in two editions identical in contents, printing quality and paper—differing only in covers.

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 (nationally advertised)

Covers both FM bands; fully adjustable; folded dipole; 60 foot twin lead, 300 ohm line; weather-proof; installed anywhere; complete with all installation equipment and installation instruction manual, new in original packing. Ship. **\$4.95** ea.  
 Wt. 3 lbs. 14 oz. ....  
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### #2 ANTENNA MAST SET

Brand new; improves reception. 7 mast sections, each 5 ft. long-fit into each other. Seamless steel tubing O.D. 1 1/2", heavy grade—support considerable weight. Shipped in orig. wooden box—80 lbs. Complete set ..... **\$14.95**

### #3 RG 8/U COAXIAL CABLE

Popular 52 ohm coaxial cable for mobile and television installations. 500 ft. CONTINUOUS lengths on sealed wooden reels. can be cut to any length. 500 ft. reel ..... **\$15.00**  
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83-ISP connector plug and 83-IR receptacle .....70c set  
 83-IAP angle plug .....40c each  
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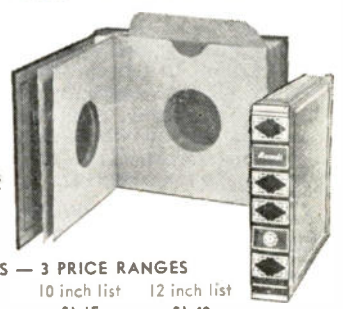
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| FINE ARTS No. 12 | 2.50         | 3.00         |

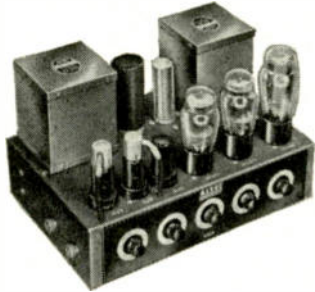
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HONORED NAME IN AUDIO

## New Products for Radio Servicing

RCA Tube Department's array of dealer helps going great guns with servicers. . . . New high voltage paper tubular capacitors announced by Aerovox. . . . Hickok has a new oscillograph, using a UP-1 tube with 5" screen. . . . Radex, Chicago, marketing a "pocketracer," a fountain pen-size signal generator. . . . Precision Apparatus Co., Elmhurst, N. Y., offers a high sensitivity tube, battery and circuit tester. . . . Masco urging dealers to get on political band-wagons through use of firm's mobile sound equipment.

New York's United Transformer Corp. announces a new series of audio components. . . . The new line of Shure wire recording heads combine recording, playback and erasing features. . . . Known as the "Velvet Voice," two new Astatic crystal mikes are made with detachable "quick-lock" base, for use as a hand or desk mike, or for floor stand mounting. . . . McMurdo Silver Co. announces an increase in the net selling price of model 906 FM-AM signal generator from \$99.50 to \$116.50. . . . Turner Co., Cedar Rapids, Mich., has its new "Fireball" mike on the market.

Stromberg-Carlson announces its model AV38 pre-amplifier. . . . Cornell-Dubilier high-voltage doubler capacitor now available. . . . Newcomb Audio Products announces its model E10, ten watt amplifier. . . . Barker & Williamson, Upper Darby, Pa., are marketing their model 200 audio oscillator. . . . Seeburg featuring its model "S" changer. . . . Collins Audio Products Co., Westfield, N. J., featuring a high-quality FM-AM tuner; FM using Armstrong circuit. . . . Ellar Woodcraft Corp., 431 W. 28th St., N. Y., now geared up to offer immediate deliveries on its floor and table model TV cabinets.

Jensen Mfg. Co. announces its new VH15 Speech Master speaker; 15-inch Hypex, completely waterproofed. . . . GE's new tube checker, YTW-1 checks practically all tubes, including the 9 pin types. . . . Rauland marketing its new omni-directional FM antenna. . . . Sprague featuring its new TM molded paper tubular capacitors. . . . SNC Mfg. Co., Glenview, Ill. has an easy-to-read transformer catalog available.

RCA's Tube Department has its new test oscillator on the market; model WR-67A. . . . Simpson "Electrical Laboratory," model 1005 is a complete test unit offered dealers at \$218. . . . Triplett announces its model 3413 tube tester at \$60.75.

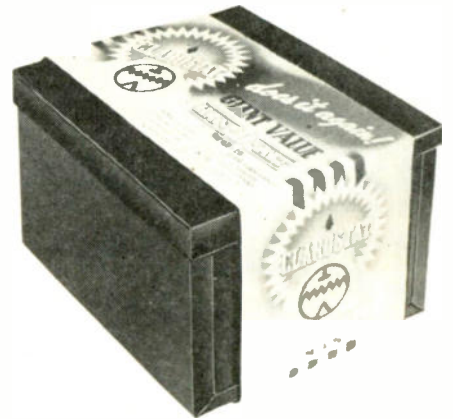
### PAPER TUBULAR CAPACITORS

The series 84 oil-impregnated wax-filled paper tubular capacitors, available until now in 400V to 1600V ratings, are being made in ratings of 2500V, 3500V, 5000V, 7500V and 10,000V d-c working, and in capacitances from .001 to .05 mf. Aerovox Corp., New Bedford, Mass.



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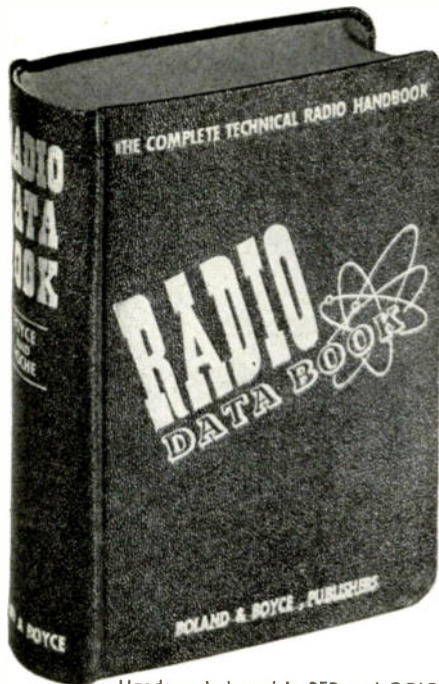
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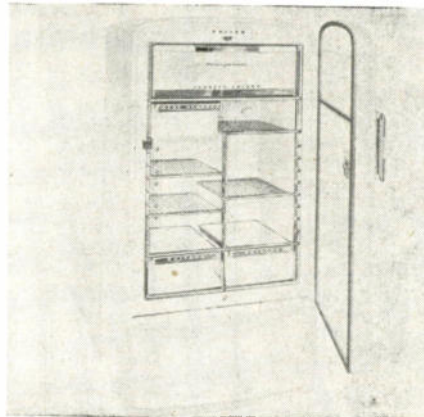
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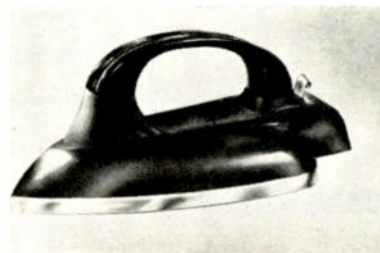
Model 883 refrigerator, provides many advanced design features, including: 8 cu. ft. capacity, adjustable shelves; freezer locker with greater frozen food capacity, separate shelf for quick freezing ice cubes. Balanced humidity for moist cold, two



crisper drawers, auxiliary cooling system for cold shelf; super power system; trigger door latch, vegetable bin, glass covered meat storage drawer. Shelf area: 15.6 sq. ft. Dimensions 60 3/8 inches high, 26 3/64 inches deep, 30 inches wide. Price \$299.50 in New York. Philco Corp., Philadelphia, Pa.—RADIO & Television RETAILING

## Proctor FLATIRON

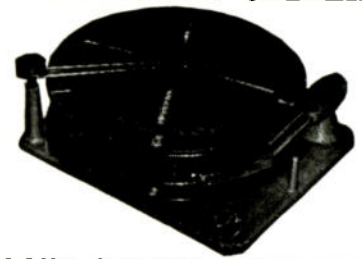
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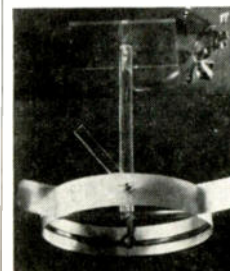
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ELIMINATES GHOSTS and REFLECTIONS



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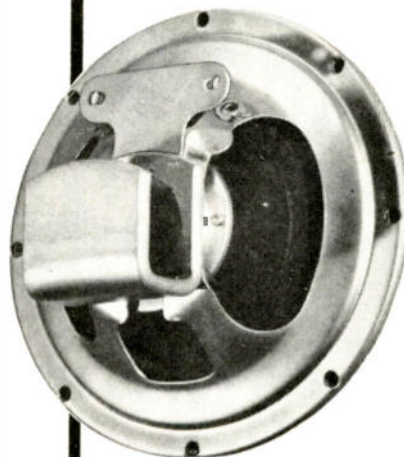
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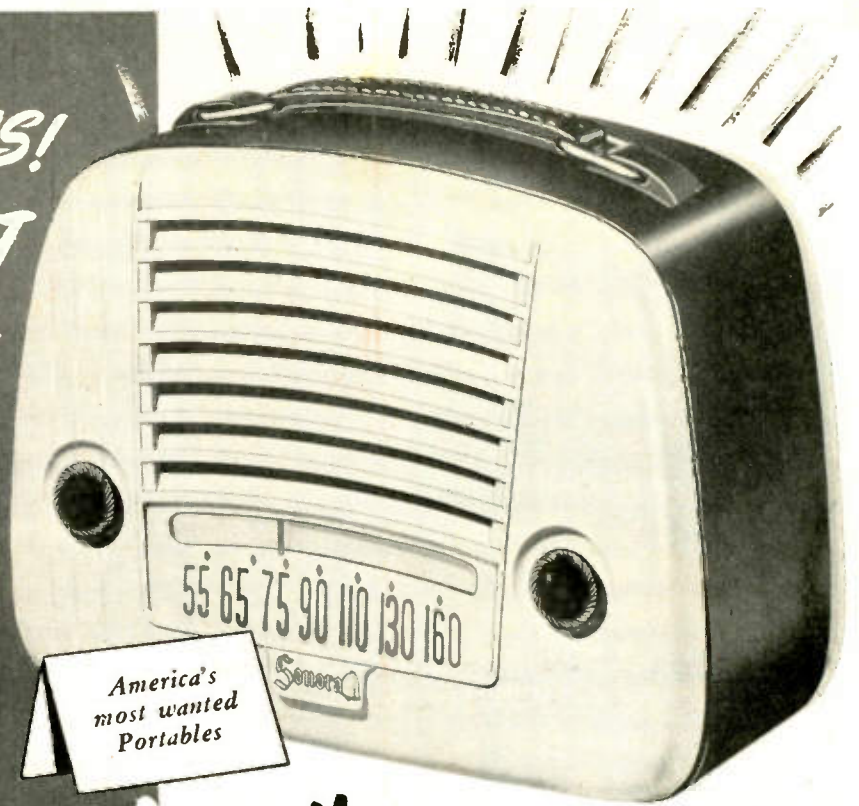
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THEY'RE RED HOT  
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retail

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retail

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bring 'em in with the  
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COMPANY.....  
ADDRESS.....  
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*All RCA tubes are backed by dramatic sales displays that lead more customers your way.*

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When you push RCA tubes you're selling

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THE FOUNTAIN-HEAD OF MODERN TUBE DEVELOPMENT IS RCA



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**RADIO CORPORATION of AMERICA**

**HARRISON, N. J.**