Westinghouse Drive to Benefit Music Dealers

Westinghouse, under the leadership of Ralph H. G. Mathews and Earl Hadley, long associated with the music industry, is launching a sweeping promotional drive aimed at making Westinghouse High-Fi-delity equipment one of the music dealer's most valuable franchises. On July 14, Westinghouse, on Studio One, CBS-TV national network, will pay tribute to the National Association of Music Merchants of America, urging the public to patronize music stores.

Earl Hadley, assistant advertising manager of Westinghouse, was formerly president of the Music Educators' Exhibitors Association. He was also active in the educator field while associated with Wurlitzer and Cable-Nelson and handled the book division of Cable. Mr. Hadley has been associated with Westinghouse for the past eight years. Westinghouse, during that time, has been doing promotion for the whole industry. It is Mr. Hadley's idea to pay tribute to the educational and cultural value of music.

Ralph Mathews, who is manager of Westinghouse's High-Fidelity department, was formerly associated with The Magnavox Company as general sales counsel for their High-Fidelity division. Prior to that he had been associated with the advertising agency, Beaumont and Hohman, and vice-president of Burton Browne Advertising, Chicago, specializing in accounts in the electronics field. A pioneer in radio and electronics both as a civilian and in the United States Navy, Mr. Mathews was one time partner and chief engineer of Chicago Radio Laboratory, predecessor of Zenith Radio Corporation, and later, chief engineer for Zenith; a partner in Ford, Browne and Mathews advertising; and a faculty member of Purdue University. He is still active in the Naval Reserve with the rank of Commander.

In a recent interview, Earl Hadley, who has specialized in dealer advertising, stated: "The product is important, but in this new promotional drive, we are keeping the dealer foremost in our minds to help him sell. Stereo-fidelity will be shown for the first time at the opening NAMM Convention and Trade Show in July at Chicago, both nationally and to the public. "On July 14, on Studio One, CBS-TV national network, a potential audience of 21,000,000 will see our Salute to the music merchants of America and tribute to the National Association of Music Merchants."

Westinghouse will sponsor the Desi-Lu show beginning this Fall.

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