



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-Fidelity 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 24,000,000 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 showing beginning this Fall.



WESTINGHOUSE HI-FI executives Ralph H. G. Mathews and Earl Hadley discuss special promotions planned to benefit music merchants.

Chicago FIRSTS:

By Earle Harvey



KARL HASSEL AND R.H.G. MATHEWS
CONSTRUCTED A WIRELESS SYSTEM THAT MADE THE
N.C. & ST. L. THE FIRST RAILROAD IN THE
WORLD TO SUCCESSFULLY DISPATCH TRAINS
BY RADIO-TELEGRAPH IN 1920

HARVEY

DURING WORLD WAR I, R. H. G. Mathews and Karl Hassel met at Great Lakes Naval Training Station and worked together in radio until 1919. After the war, they set up Chicago Radio Laboratory, which later became Zenith Radio Corp. One of their first ventures was construction and installation of a wireless system that made the N. C. & St. L. the first railroad in the world to dispatch trains by wireless telegraph. This was in 1920. Transmitters were set up between Tullahoma, Tenn., and Guntersville, Ala. Following up this venture they performed another first by installing a radio telephone system between barges on the Mississippi and their office whereby notification of loads to be picked up was given. These radio pioneers are still active. Mathews is with the Magnavox Co., Fort Wayne, Ind., and Hassel with Zenith Radio Corp. in Chicago.