

RADIO & Television RETAILING*

Including RADIO & Television TODAY

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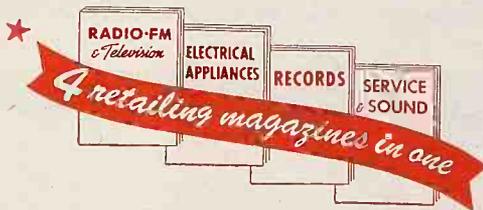
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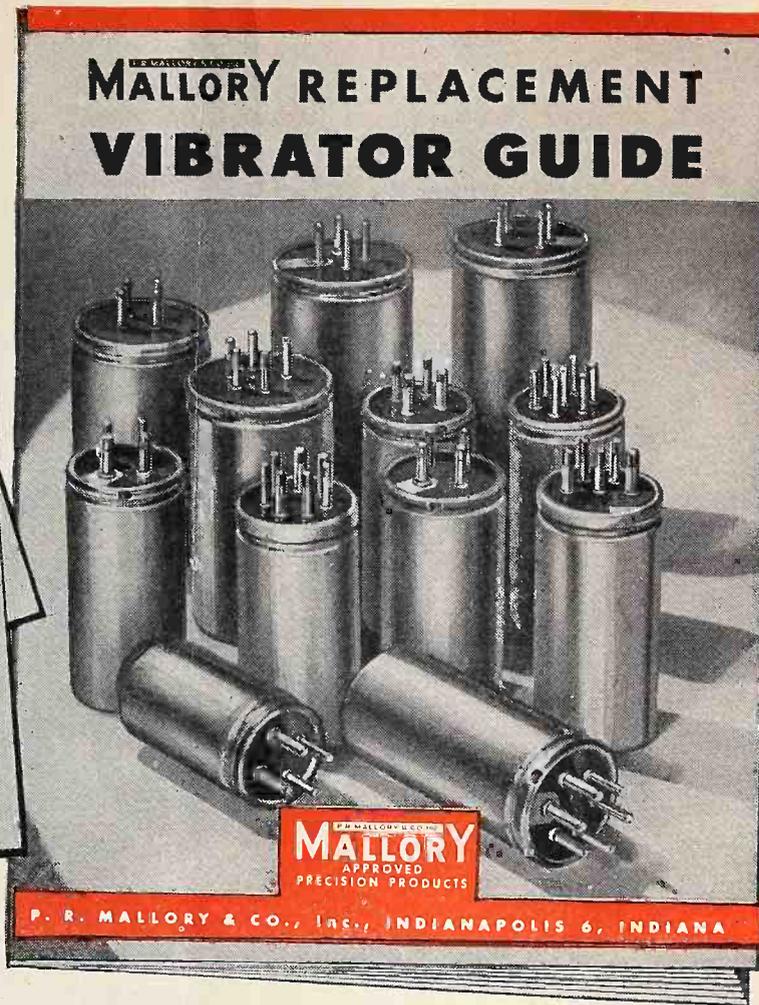
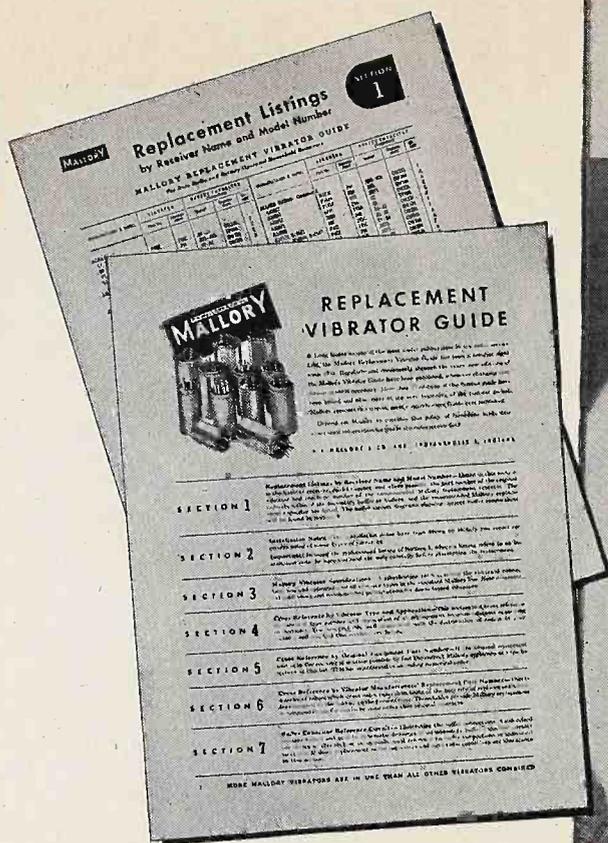
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**27,000 COPIES
THIS ISSUE**

More Help from Mallory for Your Service Department



Get a Copy of This Invaluable Replacement Vibrator Guide

Plus These Other Helps

Work goes smoother—often costs less to do—with Mallory publications like these to help your service department. Many others are in preparation:

1946 Fifth Edition Radio Service Encyclopedia

Replacement Vibrator Guide

Mallory Technical Manual

Approved Precision Parts Catalog

MALLORY believes in giving service beyond the sale. That's why it backs up its products with complete technical information—literature of tremendous help to your service department—literature like this Mallory Replacement Vibrator Guide.

Bigger and better than ever before, this new Guide is the one publication that tells your servicemen everything they want to know about vibrator replacement in all prewar receivers. It contains information never before available—not even in the 17 editions of the Guide that preceded this one. It is comprehensive, timely, unique, invaluable.

Depend on Mallory to continue its policy of making up-to-date data available to your servicemen. As new auto radios appear on the market, Mallory will issue supplementary bulletins covering proper vibrator replacements. Meanwhile, if they don't have a copy of this Replacement Vibrator Guide, get in touch with your Mallory distributor.

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

VIBRATORS...VIBRAPACKS*...CAPACITORS...VOLUME CONTROLS
... SWITCHES ... RESISTORS ... FILTERS ... RECTIFIERS ...
POWER SUPPLIES. ALSO MALLORY TROPICAL* DRY BATTERIES,
ORIGINALLY DEVELOPED BY MALLORY FOR THE U. S. ARMY.
*Reg. U. S. Pat. Off.

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

1946 JULY

RADIO RETAILING
& Television

CALDWELL-CLEMENTS, INC.

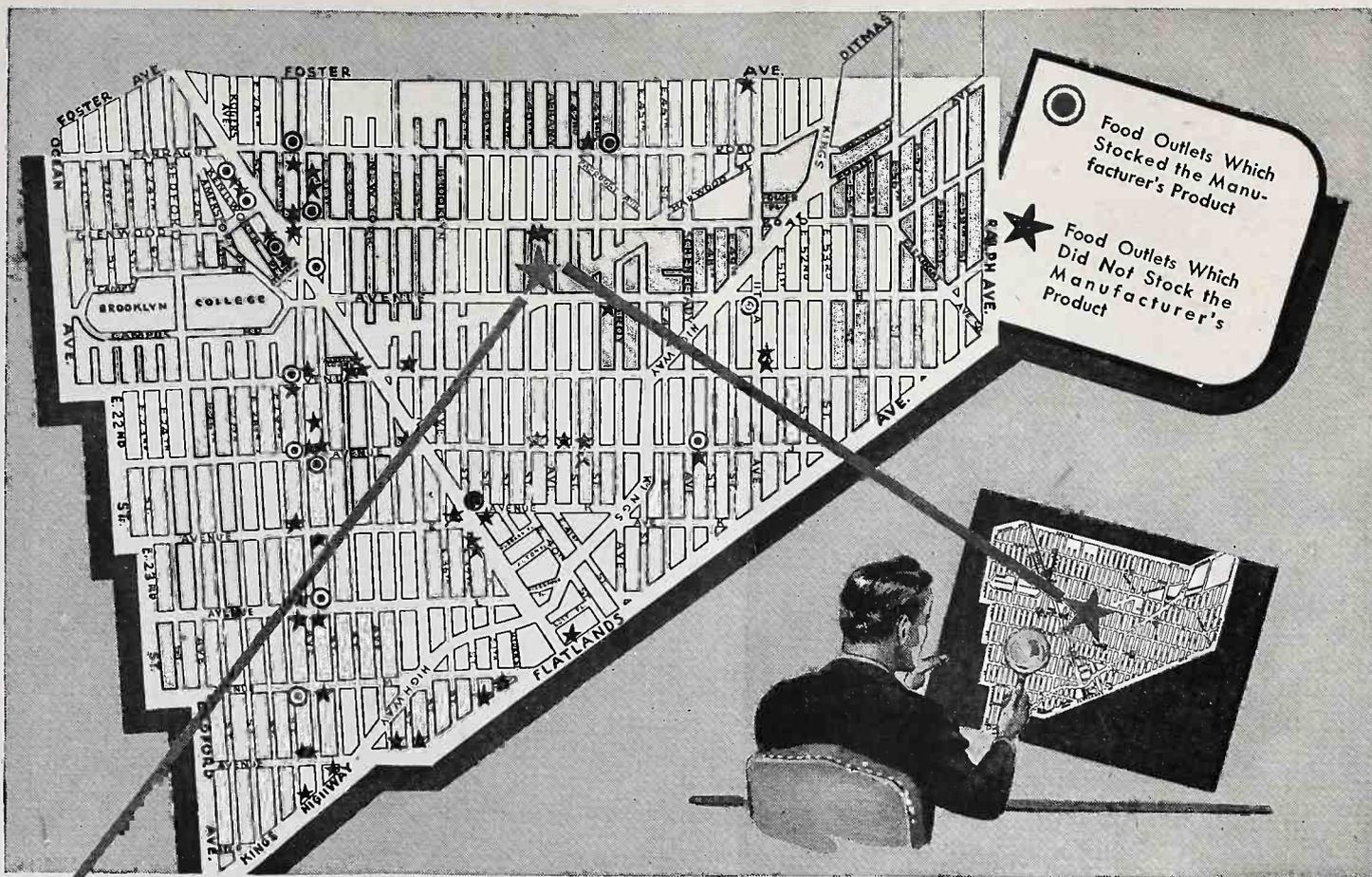
July 46

RADIO·FM

APPLIANCES

RECORDS

SERVICE



The case of the MISSING OUTLETS

A GROCERY manufacturer in a major city was doing a fair job. But the manufacturer wasn't satisfied. His sales force was large enough and his sales volume was good, *but* it wasn't up to the market potential.

The manufacturer discussed the problem with a Hearst Advertising Service man. Together they selected a typical sales division and prepared a complete analysis covering every food outlet.

The analysis revealed two conditions. First, the manufacturer's distribution was extremely spotty. Second, in those stores which stocked the manufacturer's prod-

ucts the sales per outlet were low.

With this clear picture at hand the manufacturer took steps to improve the situation — applying his sales force for better coverage and

better servicing of every potential outlet — getting greater results from the same man power.

This is the kind of cooperation that's coming more to the fore as more businessmen realize the value of knowing sales territory in the informed, intimate way that a *newspaperman* knows it.

If you have a problem why not see what H-A-S can do to help you?

CALL THE H-A-S MAN



Just drop us a note saying, "I'm interested in your market information on (name your type of product)."

HEARST ADVERTISING SERVICE

HERBERT W. BEYEA, General Manager

959—8th Ave., New York 19, N. Y.—Offices in principal cities

Representing:

New York Journal-American • Pittsburgh Sun-Telegraph • Chicago Herald-American
 Baltimore News-Post-American • Boston Record-American-Advertiser • Detroit Times • Albany Times-Union
 San Francisco Examiner • Los Angeles Examiner • Seattle Post-Intelligencer

ZENITH

DOES IT AGAIN!



Scoops the Field

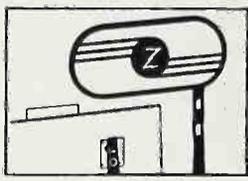
WITH THE SENSATIONAL NEW ZENITH TRANS-OCEANIC CLIPPER

STANDARD AND SHORT WAVE PORTABLE

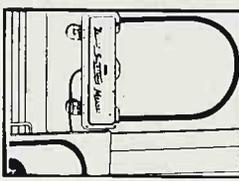
Dealers all over America are telling us that this new Zenith Trans-Oceanic Clipper portable is far and away the most outstanding portable ever built. And no wonder—for it's literally loaded with features that attract—appeal—sell! For example, it plays anywhere—in *planes, trains, boats, motor cars* . . . it has a four-button Radiorgan tone control, pop-up Waverod, 5 short wave bands, Short Wave Wavemagnet . . . and it's just as beautiful in appearance as in performance. This Clipper portable is typical of the merchandise Zenith gives its dealers to sell—and only Zenith builds the Clipper!

Visit our exhibit at the N.A.M.M. Trade Show, July 15-18, Room 864, Palmer House, Chicago

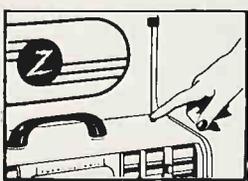
Zenith Radio Corporation, Chicago 39, Illinois
Backed By 30 Years of Know-How In Radionics Exclusively



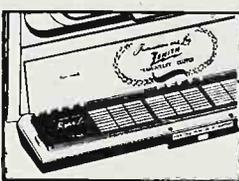
Removable Wavemagnet



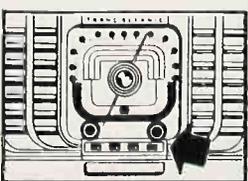
Short Wave Wavemagnet



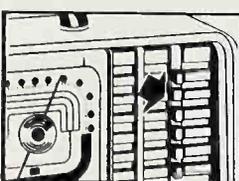
Pop-Up Waverod



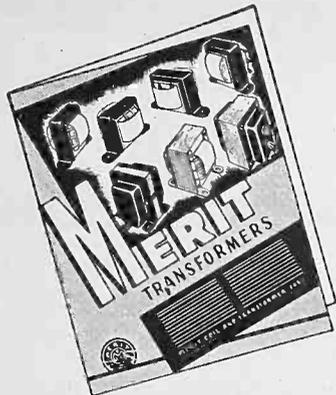
Instruction Log Panel



Radiorgan Tone Control



5 Short Wave Bands



**Still far behind in deliveries—
but making every effort to dis-
tribute fairly to all customers.
Send for this new catalog.**

MERIT COIL & TRANSFORMER CORP.

1327 North Clark St.

TELEPHONE

Long Beach 6311

CHICAGO 40, ILL.

Our "Big-Four" Cover and Sections

A Statement from the Publishers

The new front cover and the sectionalized RADIO & Television RETAILING you are now reading represent a significant change physically, but are the culmination of an editorial trend evident for the past two and one-half years.

What was your first reaction on looking at the cover? You may have been surprised at the wide scope of merchandising activities contained in the magazine. But if you will recall for a moment our issues you have read recently, you will see that actually there is nothing new except our way of stating the situation. The editorial scope is being illuminated with a giant searchlight, in place of the signal beacons we formerly used.

The important thing that prompted this immediate move is the overwhelming truth that RADIO & Television RETAILING is no longer purely a radio-trade magazine, just as the bulk of our dealers are no longer single-product (radio) retailers. This is the "Big-Four" merchandised now by our dealers:

1. Radio and FM
2. Electrical Appliances
3. Records and Phonographs
4. Service and Sound

We are a merchandising and distribution magazine, covering the needs of retailers in this field with information to help them sell and service the variety of home equipment they now handle. There is a sounder strategy in the diversification of dealer products, too. Not only is the combined business subject to less seasonal variations in sales from single products, but its over-all volume is increased through the consumer convenience of being able to buy all needs—radios, refrigerators, washers, records and servicing—under one roof. That is 1946 retail store operation. And so this issue inaugurates a still more effective magazine to help America's dealers do a still finer job of making the American home a more comfortable and a more convenient place in which to live.

The Publishers

FADA

The
RADIO
of
TO-MORROW
TO-DAY!



1000 SERIES
6 TUBES

TOPS

- **IN BEAUTY**
- **IN DURABILITY**

Yes . . . "Tops" is the word for FADA. The FADA line of radios, brilliantly designed for beauty of appearance and precision made for beauty of tone, emphasizes the accuracy of our slogan, "The Radio of Tomorrow . . . Today."

And, back of the unmatched consumer acceptance of FADA's "radios of tomorrow" is the amazing durability of the FADA radio of yesterday. In every town and every city in the land there are FADA radios in everyday use . . . radios that have given ten, fifteen or twenty years of brilliant service.

Small wonder that these hundreds of thousands of satisfied users look forward to getting one of the new FADA receivers, equipped with Sensitive-Tone for finer, clearer reception.



652 SERIES
6 TUBES

PLACE YOUR FAITH IN

FADA

Radio

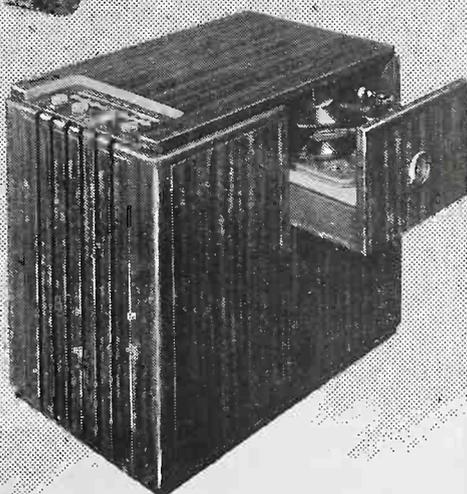
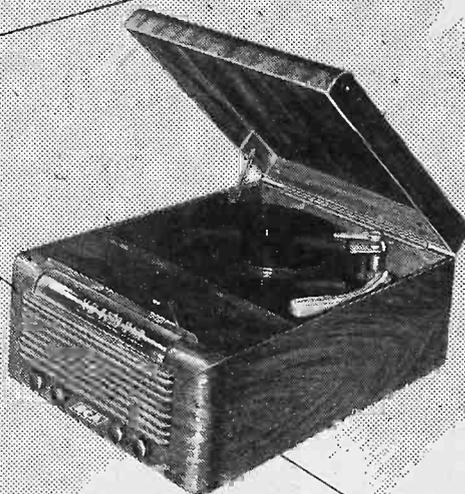
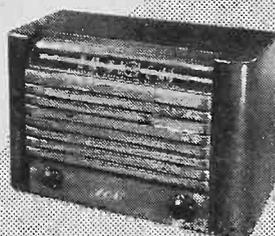
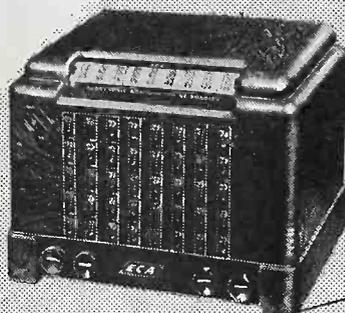
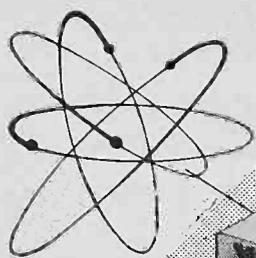
Famous Since Broadcasting Began!

Small wonder that FADA good-will, augmented year after year since broadcasting began, is your assurance of rapid, continuous sale of FADA radios for many years to come!



FADA 6 tube models are equipped with the new FADA "Sensitive-Tone" . . . assuring greater sensitivity and clearer reception.

FADA RADIO AND ELECTRIC COMPANY, INC., LONG ISLAND CITY, N. Y.



ECA
ELECTRONIC CORP. OF AMERICA
RADIO

...an "electronic" combination that builds Customer Confidence

Every ECA Radio is a masterpiece of electronic and engineering skill. Only the finest precision parts are permitted to go into ECA Radios—assuring unsurpassed listening pleasure and superb performance for many years to come. All this adds up to pleased customers . . . repeat sales . . . increased profits for you!



The Famous ECA Radio Warranty Tag. Attached to every ECA Radio, this informative "label" lists the radio's Accurate Performance Rating . . . enables your customers to pre-judge for themselves . . . and to compare before they buy. Another ECA Radio sales plus for you!

- Sold direct to a limited number of dealers. This insures heavier deliveries to each dealer.
- Retail profits maintained, dealer profits protected.
- Freight paid to your city.
- A complete range of models in every style and price.
- Handsome cabinets of fine wood or modern plastic.
- Exclusive ECA Radio DI-FUSA-TONE*



An important tonal feature in every ECA Radio that transmits to every part of the room, all the bass and treble tones and overtones that give music rich, thrilling beauty.

*Reg. U. S. Pat. Off.

A few franchises still open. Write for details today.

ELECTRONIC CORP. OF AMERICA 170 53rd STREET • BROOKLYN 32, N. Y.
RADIOS • RADIO PHONOGRAPHS • PORTABLES • FM • TELEVISION • RECORD PLAYERS



BY HANDLING RADIO TUBES

GOOD business is waiting for you, at a return that will mean handsome profits! And the way to secure these quick-money sales is to *handle G-E radio tubes!*

Owners of radio sets requiring new tubes—every home in your area has one or more such sets—prefer G-E tubes because that's the brand they know best, and respect the most. The famous G-E monogram is found everywhere, on radios, lamps, irons, refrigerators, other household appliances that have given long, dependable service. *Radio owners buy General Electric both by force of habit and from conviction—and*

they'll be *your* steady customers for tubes once they see the G-E sign on your door!

Time to stock and sell G-E tubes is *now*, while this hungry market—further stimulated by G.E.'s national electronics advertising—still is looking for a convenient supply source in your neighborhood. Write for information about tube selling rights to *Electronics Department, General Electric Company, Schenectady 5, N. Y.*

Every tube dealer and service man should have G.E.'s Tube Characteristics Booklet ETR-15. Send for your free copy today!

GENERAL ELECTRIC

176-E4-8850

FIRST AND GREATEST NAME IN ELECTRONICS

*Collier's
Thinks
Ahead*

MILESTONES IN MAGAZINE HISTORY

For Forty Years

Collier's Has Been Aviation's Best Salesman

Collier's has been First in Aviation since the days of Kitty Hawk.
This story of 1910 was the first eye-witness story of the Wright
Brothers' flights at Kill Devil Hill, Kitty Hawk.



PEOPLE WHO

Think Ahead

READ COLLIER'S

Notice the people who buy Collier's at newsstands. They represent America's most promising prospects — intelligent, progressive and financially responsible. They're in the "age of acquirement" and they're thinking ahead to new clothes, more comfortable homes, more complete health supplies and labor-saving household equipment, more insurance, new luxuries as well as necessities. They're in a buying mood because they can afford to be and a sure straight way to their good favor is through the pages of Collier's.

Collier's

The Connecting Link
...for Action



ADVERTISERS WHO

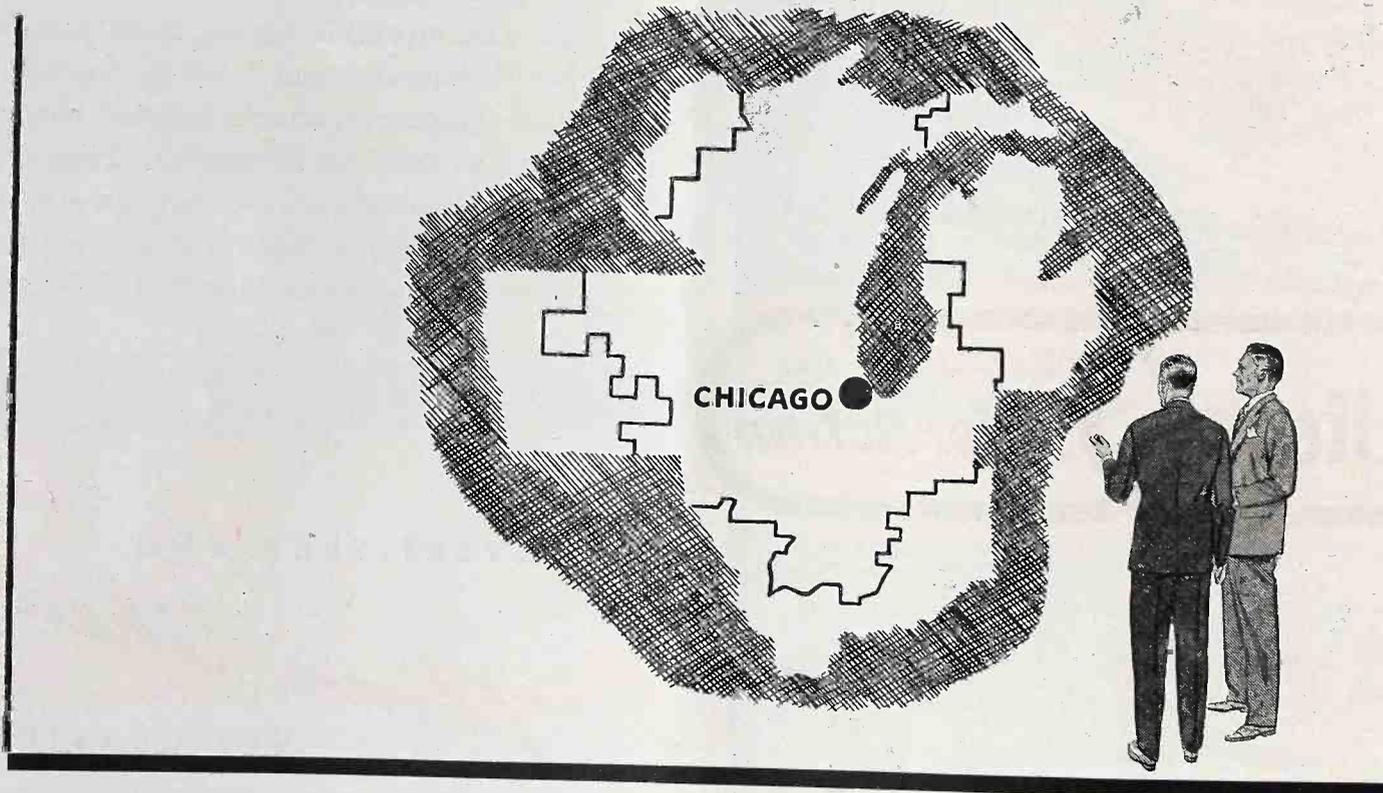
Think Ahead

USE COLLIER'S

The most convincing sales story in the world can fall flat if it's told to the wrong audience. In happy contrast, the advertiser who uses Collier's is displaying his merchandise to a modern, responsive audience. He is talking to families who are anxious for new and better things, adults and teen-agers who speak the language of progress right along with him. Collier's readers are typical of the thinking millions who set the buying trends for the whole national market. Their week-after-week loyalty to the "magazine of progress" inspires Collier's editors to maintain its high standards in fiction and features . . . and just as faithfully they look to Collier's advertising pages for the things they want to buy.

**The percent of industry
you have set as your objective . . .
at the advertising cost
per unit you have budgeted . . .
is waiting for you in the**

GREAT CHICAGO MARKET



Available for your study and use are the findings of a comprehensive survey of the ownership of and preference for electrical appliances among consumers in the great Chicago market. Tied in with the results of a companion study made among retailers, these facts provide the base on which you can build sound selling and advertising programs, which can help you take advantage of today's conditions and get set for the time when competition gets tough.

Long famous for its consumption of electrical appliances, the Chicago market invites your special attention now. Easily served by factory or warehouse, readily covered by salesmen, it is a compact unit in which you can achieve the percent of industry you want . . . and do it at the advertising cost per unit you have budgeted.

Here is the market in which you can gear advertising into selling and watch it work through the market-wide coverage and influence of the Chicago Tribune.

One out of every three families in 756 cities and towns of 1,000 or more population in the Chicago territory reads the Tribune on weekdays. On Sundays it is practically every other family. You can use color or black and white, run of paper or special section, with the unit size and insertion frequency you find best fitted to your program. Rates per 100,000 circulation are among the lowest in America.

● To get the facts of this key market, big enough in itself to buy your entire annual output or a major part of it, address C. S. Benham, Manager, National Advertising, Chicago Tribune, Tribune Tower, Chicago 11, Illinois.

CHICAGO TRIBUNE

The World's Greatest Newspaper

May average net paid total circulation:
Daily, over 1,055,000; Sunday, over 1,450,000

Another Triumph

- A TRIUMPH IN RECORD REPRODUCTION
- A TRIUMPH IN NATURAL COLOR TONE
- A TRIUMPH IN COMPETITIVE VALUE

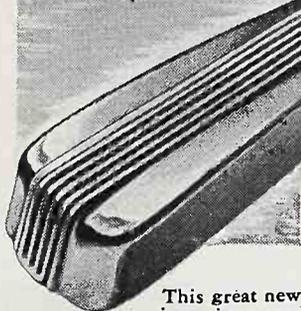


HERE IT IS—the great #326 G-E radio-phonograph that can be demonstrated more dramatically than any combination in history! Both records and radio sound as though real human beings were just behind the grille playing or singing their hearts out! The amazing G-E Electronic Reproducer spells good-bye to the old fashioned needle—and “natural color tone” glorifies both radio programs and recorded music.



Best-Seen Radio Advertising in radio history (Starch Report), appearing in four colors in such leading magazines as Life, Look, Collier's, and the Saturday Evening Post pre-sells your customers on this triumphant combination.

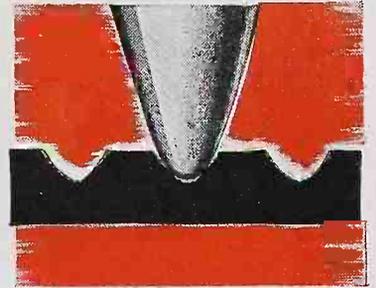
Sensational New G-E Electronic Reproducer



This great new invention recreates music on an electronic wave—reveals new beauties in even the most familiar records.



Retractable Stylus can be dropped on the record—even scraped across the record grooves—and no harm done because it withdraws *instantly*.



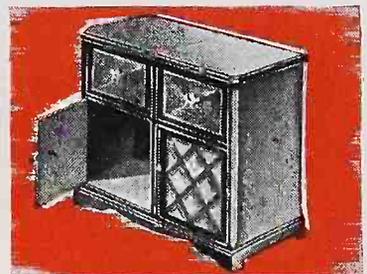
Permanent Sapphire Stylus rides the walls of the record groove, instead of digging into the bottom. Finer tone—virtually eliminates wear and tear.

SEE YOUR G-E DISTRIBUTOR —QUICK!

Model #326 G-E radio-phonographs demonstrate so dramatically and are such outstanding value that they will sell 10 times faster than they can be produced. There's no time to lose. Place your order for this triumphant combination TODAY! See your G-E Radio Distributor or write Electronics Department, General Electric Company, Bridgeport, Connecticut.



Cat-Quick Record Changer plays 10 twelve inch or 12 ten inch records. Its all-new design makes it quiet—sturdy—and unusually dependable.



More Record Storage Space than you used to sell in radio-phonographs costing twice as much. Generous record compartment holds 118 records.

THE FIRST AND GREATEST NAME IN ELECTRONICS

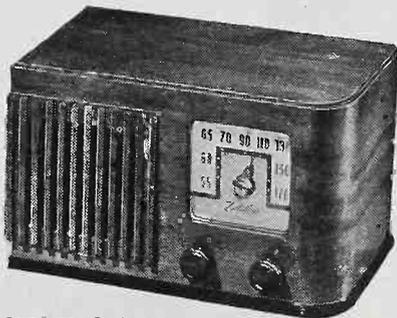
GENERAL ELECTRIC

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

First in a great new line of Delco RADIOS

Here they are—the first models in Delco Radio's advanced new line. In them you see—and you'll hear—the best of all that's new in radio. Exciting new styling in a variety of cabinet models and materials—outstanding new performance, born of advanced engineering and design . . . these and other new features characterize this complete home line.

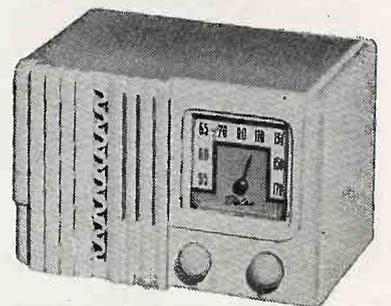
Watch for other new models still to come. They, too, will reflect Delco Radio's vast engineering experience as the long-time manufacturer of original-equipment auto radios for Chevrolet, Pontiac, Oldsmobile, Buick and Cadillac . . . the wartime manufacturer of vital military radios and electronic equipment for the armed forces. Yes, you'll get the best of all that's new with Delco!



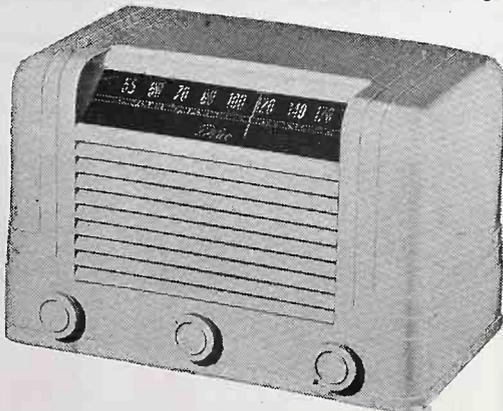
MODEL R-1232—Wood, Walnut Finish. 5 Tubes (Including Rectifier). A.C.-D.C.



MODEL R-1238—Wood, Walnut Finish. 6 Tubes (Including Rectifier). A.C.-D.C. Automatic Tuning and Tone Control.



MODEL R-1230—Plastic, White Finish. 5 Tubes (Including Rectifier). A.C.-D.C. Also available in Plastic, Mahogany Finish, Model R-1231.



MODEL R-1234—Plastic, Ivory Finish. 6 Tubes (Including Rectifier). A.C.-D.C. Tone Control. Also available in Plastic, Mahogany Finish, Model R-1235.



MODEL R-1236—Plastic, Ivory Finish. 6 Tubes (Including Rectifier). A.C.-D.C. Automatic Tuning and Tone Control.



ENGINEERING VISION

Delco Radio
DIVISION OF
GENERAL MOTORS

MANUFACTURING PRECISION

DELCO RADIO — A UNITED MOTORS LINE

Delco home and auto radios are distributed nationally by United Motors Service distributors.



A FRANK STATEMENT

ABOUT YOUR FUTURE—

YOUR REPUTATION is at stake these days—*every bit as much as ours is.*

It's no easy job to stick to our guns here at Stewart-Warner and refuse to put out inferior merchandise, to substitute quantity for quality. *And it's no easy job for you to resist the temptation to take on potential "orphan" brands.*

But you know that there is no future in being a "one-time" seller; you realize that your greatest single asset is *your customers' satisfaction.*

Remember, *it will take you much longer to build back your good reputation in your neighborhood than it is going to take us to get to you all the Stewart-Warner radio sets you can sell in your territory!*

That's why we ask you to be patient just a little while longer. People who trade with you expect nationally known, brand merchandise in which they have faith and confidence. Don't let them down now—or yourself either—just as the production log-jam is being freed.

Stewart-Warner radio sets *are* on the production march . . .

Fortunately your customers have had a great deal of experience with shortages of all kinds and understand their causes. They are remarkably patient and wise

in waiting for *what they want.* They may be a bit restless temporarily at slow delivery . . . but they will never forgive you, their trusted dealer, for selling them an "orphan," merely because you can deliver it *now.*

Remember, out of 886 radio brands introduced since World War I, 742 were discontinued by 1940. Think before you stock. Consider your long-term investment in customer satisfaction and quality merchandise. Don't, at this late date, take a chance with a prospective "orphan" brand. You can look forward with confidence to high volume and top profits with Stewart-Warner *in the 3rd and 4th quarters of this year!*



J. A. Hiter
Senior Vice-President

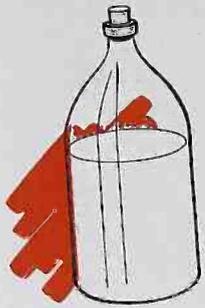
Stewart-Warner

Corporation

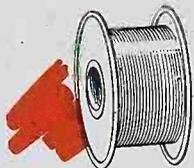
CHICAGO 14, ILLINOIS



MAKING TUBES IS EASY... If YOU KNOW HOW!



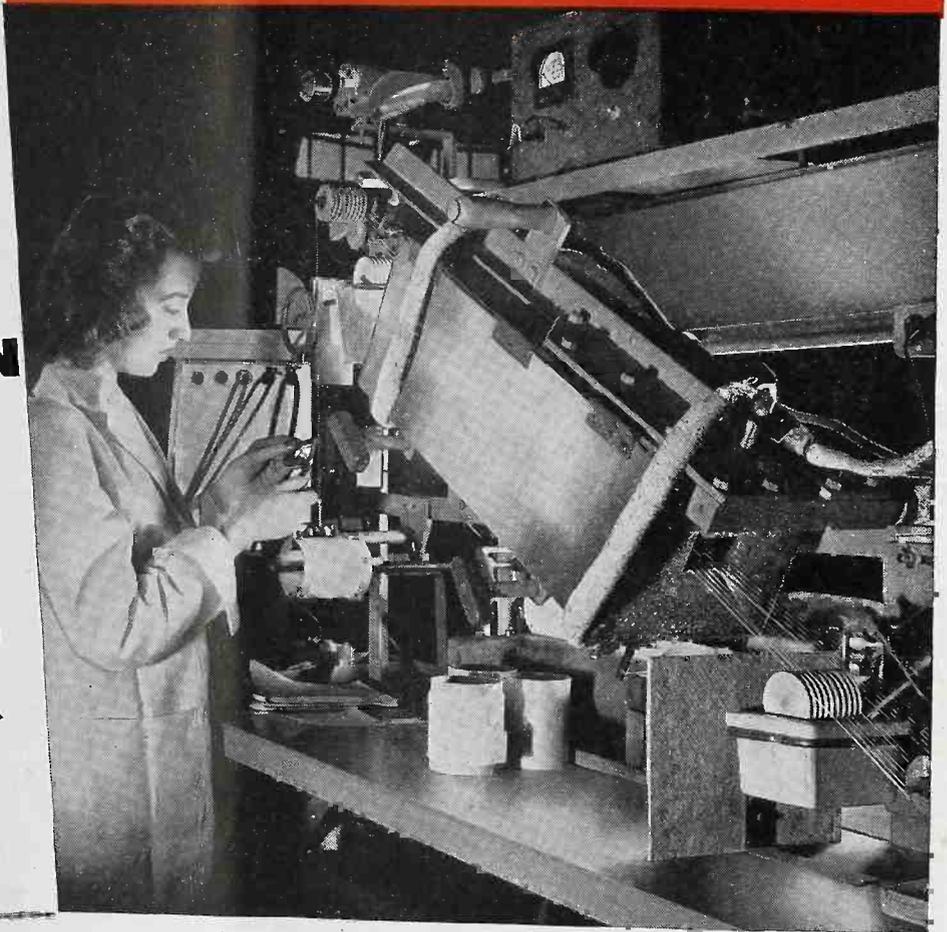
**HEATER
COATING**



**BARE
TUNGSTEN
WIRE**



**COATED
HEATER
WIRE**



HYTRON KNOW-HOW MAKES EASY THE APPARENTLY EASY

MERELY to apply an insulating coating to tungsten heater wire—that should be easy. To say the illustrated heater-wire coating machine simplifies the job appears a paradox. Why, the machine looks like a product of Rube Goldberg's fertile mind!

Imagine, however, the complexity of producing a thin but perfect insulating coating—a dielectric with a resistance of tens of megohms—yet capable of operating at over 1500° Kelvin! Chemical purity of the coating must be rigidly controlled. Application must be in thin multiple layers to achieve uniform adhesion and density. Thickness must be exact for correct stacking of the folded heater when inserted into the cathode sleeve. Just the right degree of hardness must be

maintained to provide stiffness without brittleness.

A complex precision machine actually does simplify the job. Fundamentally its compact mechanism unspools and spools the wire. Guided by threading pulleys, the wire passes eighteen times through coating cups and drying oven via a cross-over figure-8 path. Speed and oven temperature are finely regulated. An ingenious electromagnetic device smoothly maintains proper wire tension. Completely coated wire is wound by a spooling head in a basket-weave pattern.

The know-how of this Hytron coating operation is hidden away within the cathode sleeve. Trouble-free tube performance, however, gives you concrete proof of the know-how Hytron constantly strives to expand.

SPECIALISTS IN RADIO RECEIVING TUBES SINCE 1921



HYTRON

RADIO AND ELECTRONICS CORP.

MAIN OFFICE: SALEM, MASSACHUSETTS



DON'T MISS Bendix Radio AT THE SUMMER MARKET!



Bendix Radio
 PERMANENT DISPLAY
 SPACE 545-D • FIFTH FLOOR
 JULY 8 to 20
 AMERICAN FURNITURE MART
 CHICAGO

SEE THE **FIRST** SHOWING OF
Bendix Radio FM RADIO-PHONOGRAPHS
 AND OTHER FAMOUS *Bendix Radio Firsts!*



BENDIX RADIO DIVISION, BENDIX AVIATION CORPORATION
 BALTIMORE 4, MARYLAND



Your best customers know and



People *pay attention*

prefer Post-advertised lines



When a manufacturer asks you to "watch for our ads in the Post," he's calling your attention to the *best* kind of local support.



For advertisements in the Post reach your *best* customers—the *leaders*, who are first to buy the new and better things.



And advertisements in the Post get attention. For people *like* to read ads in the Post—far more than in *any other magazine*.



when they see it in the **POST**



Keep Your Name in Front with N. U. BUSINESS-BUILDERS

One of the largest and finest assortments of dealer helps and sales promotional material ever offered to radio service dealers is now available from National Union Distributors. Here are business-builders for practically every need of the radio service engineer. All are smartly designed in the most modern styles. Many are offered with personalized imprint of your name and address. Let N. U. help you advertise *your* business, find new customers and increase your sales.

Ask Your N. U. Distributor Today

National Union Radio Corp.

Newark 2, New Jersey

Transmitting, Cathode Ray, Receiving, Special Purpose Tubes • Condensers • Volume Controls • Photo Electric Cells • Panel Lamps • Flashlight Bulbs

NOW AVAILABLE

BUSINESS-BUILDERS

- Window Decals
- Book Matches
- Dummy Cartons
- Stationery
- Job Tickets
- Embosograf Signs
- Newspaper Ad Mats
- Telephone Ad Mats
- Cartoon Cards

- Trouble Finder Folders
- Battery Cross-Indexes

TECHNICAL HELPS

- Electronic Engineers Reference Manuals
- Service Engineering Bulletins
- Uniballast Manuals
- Visual Aid Vacuum Tube Charts

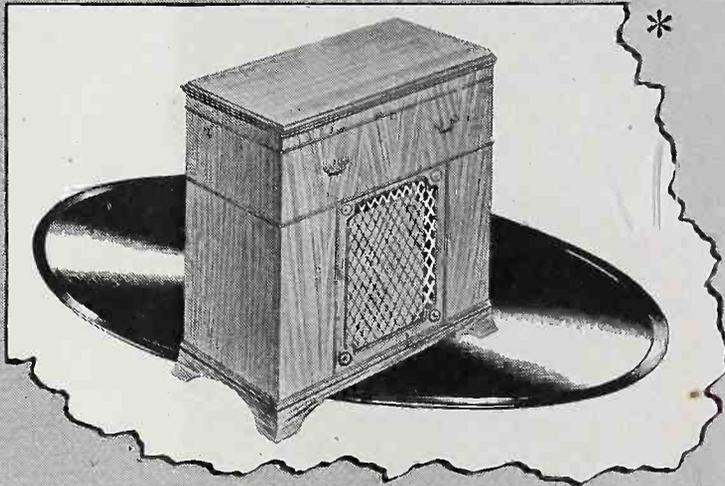
COMING

- Window Displays
- Outdoor Signs
- Indoor Signs
- Imprinted Scotch Tape
- 4 Purpose Tube Decals
- Shop Coats

this...



+ this...



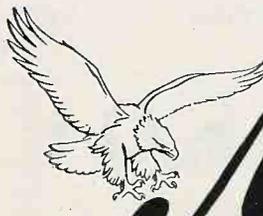
X

22,000,000 READERS PER ISSUE

=

Proof that MAJESTIC MEANS BUSINESS AND LOTS OF IT!

**Model now being featured in LIFE advertising is Majestic Radio-Phonograph Model 8S473 with automatic record changer.*

 **Majestic**
MIGHTY MONARCH OF THE AIR

Here's proof that you can see — proof that Majestic Means Business . . . and lots of it! The power and prestige of LIFE Magazine . . . the effectiveness of unusual ads linking Majestic Records and Majestic Radio-Phonographs—all this repeated again and again, month after month, to Life's 22,000,000 readers per issue!

Yes, here's proof that you can see. And it's proof that you will *feel*—in ever-increasing demand for Majestic Records and Majestic Radio-Phonographs.

MAJESTIC RADIO & TELEVISION CORPORATION, ELGIN, ILLINOIS



more efficient
... in miniature

With the aid of a little hand microphone, the ship's officer, speaking in a normal voice, can be heard by any vessel in the fleet. Contrast this to the ineffectual bellowings through the huge megaphone of yesterday. The trend of science has been to develop greater efficiency in miniature. It was true of the megaphone, it is true of the electron tube.

TUNG-SOL Miniatures offer many advantages, especially in high-frequency currents. They are more impervious to shock and vibrations. The glass bases have better dielectric properties. They offer

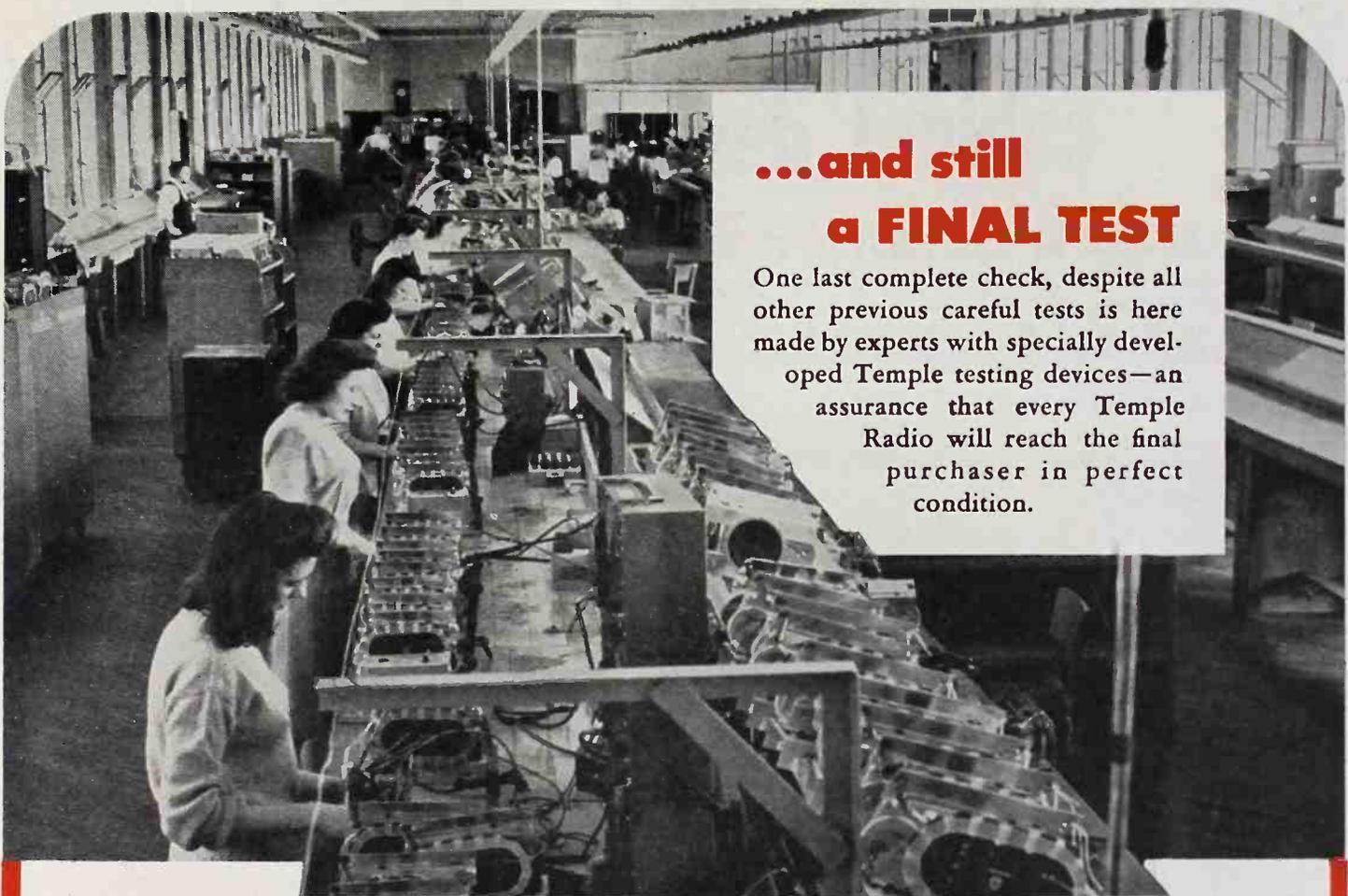
lower lead inductance, lower inter-element capacitance and higher mutual inductance.

New radio sets and other electronic equipment with Miniature Tubes are appearing on the market. Dealers, therefore, must have miniatures as well as large type tubes available. TUNG-SOL Jobbers and Dealers are in a position to furnish miniatures, G-Gt's-metal and large glass tubes for servicing every type of equipment.



TUNG-SOL
vibration-tested
ELECTRONIC TUBES

TUNG-SOL LAMP WORKS, INC., NEWARK 4, NEW JERSEY
Sales Offices: Atlanta • Chicago • Dallas • Denver • Detroit • Los Angeles • New York
Also Manufacturers of Miniature Incandescent Lamps, All-Glass Sealed Beam Headlight Lamps and Current Intermittors



**...and still
a FINAL TEST**

One last complete check, despite all other previous careful tests is here made by experts with specially developed Temple testing devices—an assurance that every Temple Radio will reach the final purchaser in perfect condition.

**No wonder
Temple
Radios
"Stand up"**

● There's no magic about it. In fact 25% of the time it actually takes to *make* a Temple Radio is devoted to exhaustive, painstaking tests and inspections—to insure *lasting* peak performance. Nothing is left to chance. Even the smallest sets are tested with the identical equipment ordinarily used for the most expensive radios. The same measure of care holds true of Temple cabinets. No wonder Temple Radios "stand up."

TEMPLE MODEL E-511
Radio-Phonograph Com-
bination. In walnut or
mahogany veneers.

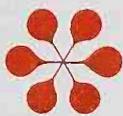


TEMPLE TONE RADIO MFG. CORP., New London, Conn.

Executive Offices — 220 East 42nd St., New York, N. Y.

"FM that also means Finest Made"

at last... the first real postwar cabinet design



BACKED BY THE FIRST **NEW** SALES IDEA!

Would you wrap rubies in burlap? Could you make a hit with a '46 motor in a Model "T" body? Then why sell modern, postwar radio engineering principles in anything but the most modern, postwar cabinet on the market today? And that is what Electromatic offers you in the Coluratone Combination.



FUTURAMIC DESIGN BY ARTEK PASCOE!

When you think of 18th Century Drawing Rooms, you think of Chippendale. But when you think of 1946 and the future, the name is Artek Pascoe — in furniture design. Don't take our word for it! Ask the decorators who "know". Naturally, when we set out to build a real postwar radio cabinet, we went to the little house on 49th Street in New York City. And here you see the result... the Futuramic Cabinet, especially designed and manufactured for ELECTROMATIC by Artek Pascoe.

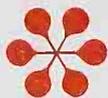
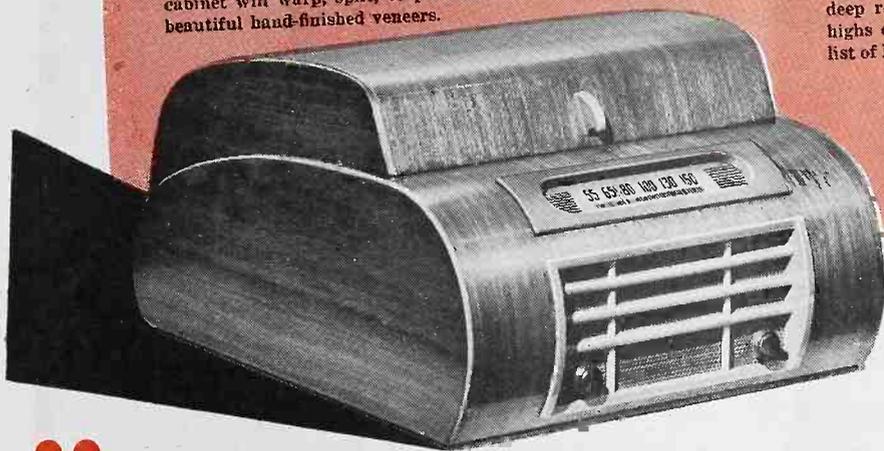


NO PEEL... NO WARP... PERMANENT-BOND VENEERS!

The hard core wood and beautiful walnut veneers used in the Electromatic Cabinets are bonded together by high frequency induction heating, the most advanced process. Anyone with a home near the seashore, or a spot for a radio cabinet near an open window, will be mighty glad to hear that neither dampness, rain, nor the whole bloomin' vase of flowers spilled on the cabinet will warp, split, or peel the beautiful hand-finished veneers.

ELECTROMATIC-COLURATONE!

Who but Electromatic — the company that has specialized in building table model radios and phonographs — could pack so many high-priced features into one medium-priced set? The COLURATONE AUDIO-AMPLIFIER SYSTEM, an exclusive Electromatic development, permits the reproduction of tones that are lost in ordinary sets. With COLURATONE you hear true tone — the deep resounding basses of the kettle drums and the clean sharp highs of the flute — without fuzz or distortion! Look below at the list of honest-to-goodness selling points your salesmen can talk up.



You might think you have enough of a promotion in the Artek Pascoe name... the national and newspaper advertising... the counter circulars and self-sales tags... the brilliant technical features. But we've added a "something else" that will be a sure-fire selling idea!

*THE ELECTROMATIC PIANO TEST!

Even if you have only basic selling knowledge about electronic equipment, you surely realize that it is most difficult to reproduce the tones of the piano because of its wide range. We have no fear of this reproduction on the ELECTROMATIC COLURATONE. When it goes on display on your floor, you will receive a recording of Greig's Piano Concerto, as played by a world-famous artist. The record has been prepared with convincing commentary by Andre Baruch, the well known radio announcer, on the quality of the ELECTROMATIC COLURATONE COMBINATION. Be sure to use it with every demonstration — nothing can be more convincing than this self-salesman!

FEATURES:

- FUTURAMIC DESIGN BY ARTEK PASCOE • PERMANENT-BOND VENEERS... NON-PEELING... NON-WARPING • COLURATONE AUDIO-AMPLIFIER SYSTEM FOR CONSOLE TONE QUALITY • TRAVELITE INDICATOR INCREASES STATION SELECTOR EFFICIENCY • RECORD CHANGER ACCOMMODATES TEN 12-INCH OR TWELVE 10-INCH RECORDS

Write today for the full details on this outstanding automatic combination radio-phonograph. Table model can be easily and quickly converted to chair-side model with detachable legs furnished separately. Deliveries start July first on a first come — first serve basis.

ELECTROMATIC — TOPS IN TABLE TOP COMBINATIONS AND CONSOLETTES

ELECTROMATIC

88 University Pl., New York, N. Y.

Factories in Yonkers and New York City

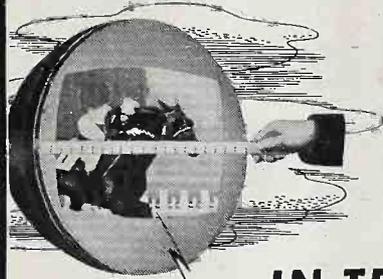
MEMO . . .

**WATCH
DUMONT
ADVERTISING**

in national magazines and newspapers. It is building television receiver business for you, especially in high quality instruments.

It is Du Mont's policy to supply every authorized dealer with a profitable volume. For this reason, we must restrict Du Mont dealers to a very limited number in 1946.

The trade's widespread interest in Du Mont Telesets is greatly appreciated. We expect to retain it. 1947 holds tremendous promise for television.



**IN TELEVISION . . . IT'S TUBES
...and only Du Mont features
20-inch Television Tubes**

- The Cathode-ray Television Tube is the heart of every television receiver. And, the larger the Television Tube, the larger the incoming image—the clearer and brighter the picture.
- Only Du Mont Telesets* boast the giant 20-inch Television Tubes. Only Du Mont Telesets give you the largest, most satisfying DIRECT-VIEW pictures. • Here is another assurance of continuing leadership...it's Du Mont for the **FINEST** in Television.

DUMONT

Precision Electronics and Television

*Trade-mark Reg. Copyright 1946, Allen B. Du. Mont Laboratories, Inc.



Westminster

Complete home entertainment unit, classically styled in rich natural mahogany or walnut. 20-inch Television Tube with disappearing screen, advanced FM, AM and Short Wave radio, plus automatic phonograph.

ALLEN B. DU MONT LABORATORIES, INC. • TELEVISION SALES AND STATION WABD, 515 MADISON AVENUE, NEW YORK 22, N. Y.
DU MONT'S JOHN WANAMAKER STUDIOS, WANAMAKER PLACE, NEW YORK 3, N. Y. • GENERAL OFFICES AND PLANT, 2 MAIN AVENUE, PASSAIC, N. J.

IT'S DUMONT...FIRST WITH THE FINEST IN TELEVISION



June

Lear advertisements reached millions of readers of national magazines. Here's another in the steady campaign that runs from coast to coast and tells about the new Lear Home Radios.

With Lear's enviable reputation in aircraft radio—plus the performance of these handsome new sets themselves—public acceptance is growing by leaps and bounds.

This is one of the reasons dealers find the Lear Franchise so desirable. To get all the other reasons and know all the advantages, write for full information to LEAR, Incorporated, Home Radio Sales and Merchandising Division, 110 Ionia Avenue, N. W., Grand Rapids 2, Michigan.

The Lear compact console radio-phonograph combination—available in either hand-rubbed mahogany veneer or modern design blond maple.

Lear table model, single band, A.C. DC, hand-rubbed mahogany cabinet— Navy plastic case Mahogany plastic case

The Airways Set the Standard

For more than sixteen years Lear has made aircraft radios—radios that have to be made with fine precision and utmost skill.

This is the kind of manufacture Lear knows. And it is the background behind the new Lear Radios you can buy for your home.

Lear Home Radios are planned with an eye to the future and with foresight into coming trends. They're built with the advanced design and meticulous craftsmanship Lear knows so well.

You can see some of the new Lear Radios at your Lear dealers' now. Others are on the way. And when you see them and hear them, we know you'll be glad you waited for a Lear Radio. LEAR, Incorporated, Home Radio Sales and Merchandising Division, 110 Ionia Ave., N.W., Grand Rapids 2, Michigan.

© 1946 Lear, Incorporated

LEAR *The Name Men Fly By*

LEAR RADIO

WHY?

ELECTRO TONE



● For brilliant concert tone . . . whether picking up the gentle whisper of a lullaby . . . or pouring forth the mellow strains of a symphony ● For handsomely styled cabinets of rare workmanship and superb construction throughout ● For rich, singing colors that come *alive* ● It's **ELECTRO-TONE** . . . the quality line complete from Manual and Automatic Changer Portables to Table Radio-Phonograph Combinations ● the line that *sells* and builds prestige for your store ●

Model 212
\$47.65
 OPA APPROVED

- 4 Tube Amplified Player
- 2.0 Watt Output
- Balanced PM Speaker
- Featherweight Crystal Pickup
- Tone Control



Model 444
\$69.95
 OPA APPROVED

- 2 Post Seeburg Automatic Record Changer
- Matched PM Speaker
- Plays Ten 12" Records or Twelve 10" Records
- 4 Tube Amplifier



Model 711
\$79.95
 Subj. to OPA approval

BRAND NEW
 RADIO-PHONOGRAPH
 COMBINATION

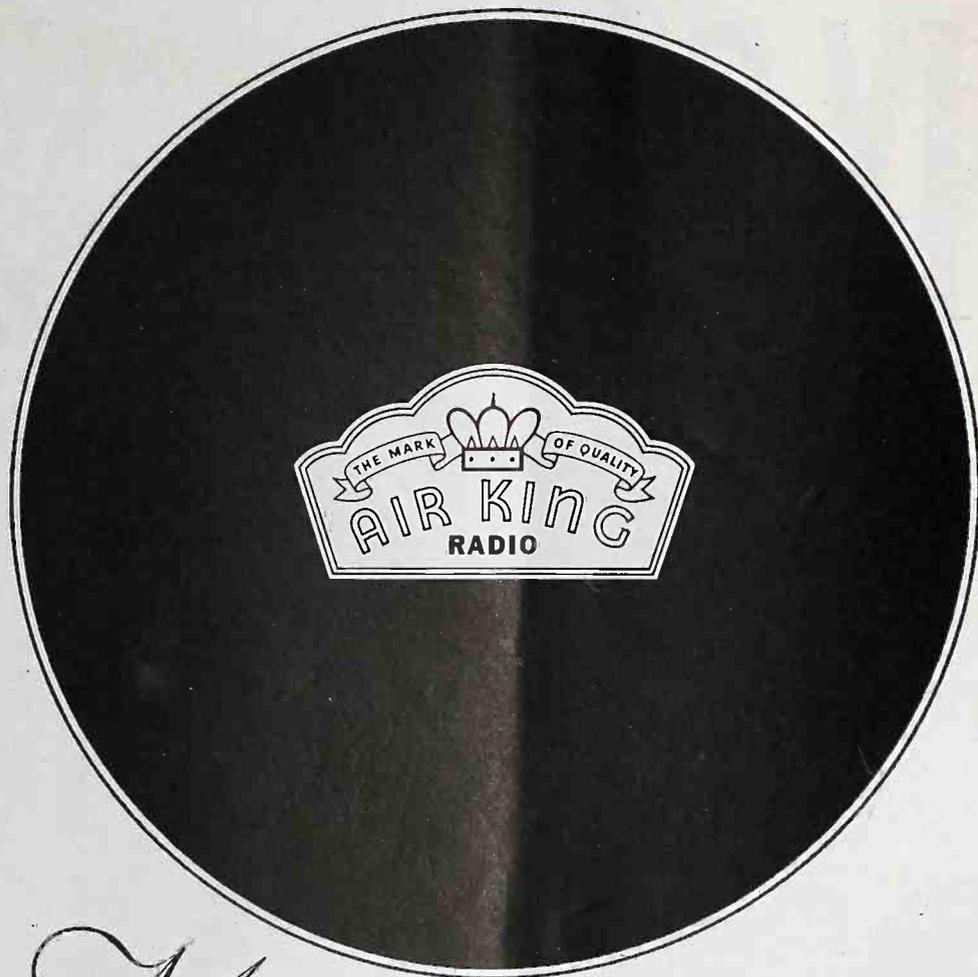
- 5 Tube Amplifier
- 6" PM Speaker
- High Selectivity
- 2.2 Maximum Undistorted Output Wattage
- Automatic Record Changer
- Plays Ten 12" or Twelve 10" Records



Nationally Distributed by **MONARCH SALES CO. 13 E. 18th St., New York 3, N. Y.**

Immediate Deliveries!

ELECTRO  TONE CORPORATION 221 HUDSON STREET, HOBOKEN, N. J.



Our Mark

Beginning in 1920 and growing with the growth of Radio itself, Air King has seen its sets go into service on every continent and on all the seven seas. Not all these sets have borne the Air King mark. Many have been made for other successful merchandisers of radio and have been sold under many respected brands, but all have had the benefit of Air King standards, Air King experience and Air King production efficiency.

During the war these high standards were raised still higher, more experience was gained and the efficiency and scale of production greatly increased. Soon new AM, FM and Television receivers bearing the Air King mark will be ready for you. These sets will have the advantage of Air King wartime experience and of Air King economy—an economy made possible by a daily schedule of over five thousand sets in its plants equipped for efficient modern production. Under its own mark, or any other, Air King will always be the industry's greatest value.



**AIR KING
RADIO**

Brooklyn

Division of **HYTRON RADIO & ELECTRONICS Corporation**



The Royalty of Radio Since 1920

ARVIN Top Flight RADIOS

Mass MARKET ATTRACTION!

A floor combination with the fine quality and the low price to sell the mass market.

Powerful, SELECTIVE RADIO!

Six tubes including rectifier. Superheterodyne with many fine radio features for the money.

Automatic RECORD CHANGER!

A really dependable changer—performs smoothly and beautifully. Plays twelve 10" or ten 12" records.

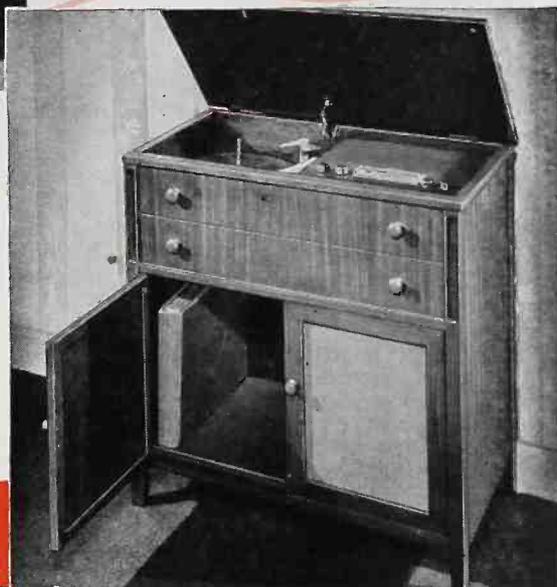


Splendid TONE FOR RADIO OR RECORDS!

Acoustically balanced for better reproduction from large, heavy-duty PM speaker.

Beautiful MAHOGANY VENEER CABINET!

Trim and dainty, it fits beautifully into any living room. Plenty of record storage space.



HERE'S *Mass Market* SALES APPEAL!

The big mass of your radio prospects have modest family budgets. They want dependable, top flight quality in radios — at prices they can afford. With the Arvin big-demand line, you can show more people what they want — sell more radios and make more money. For example . . . this floor combination in the expanding Arvin line—Model 665—has the quality and the price to sell the mass market. Your radio sales set-up will never be complete until you have ARVINS!

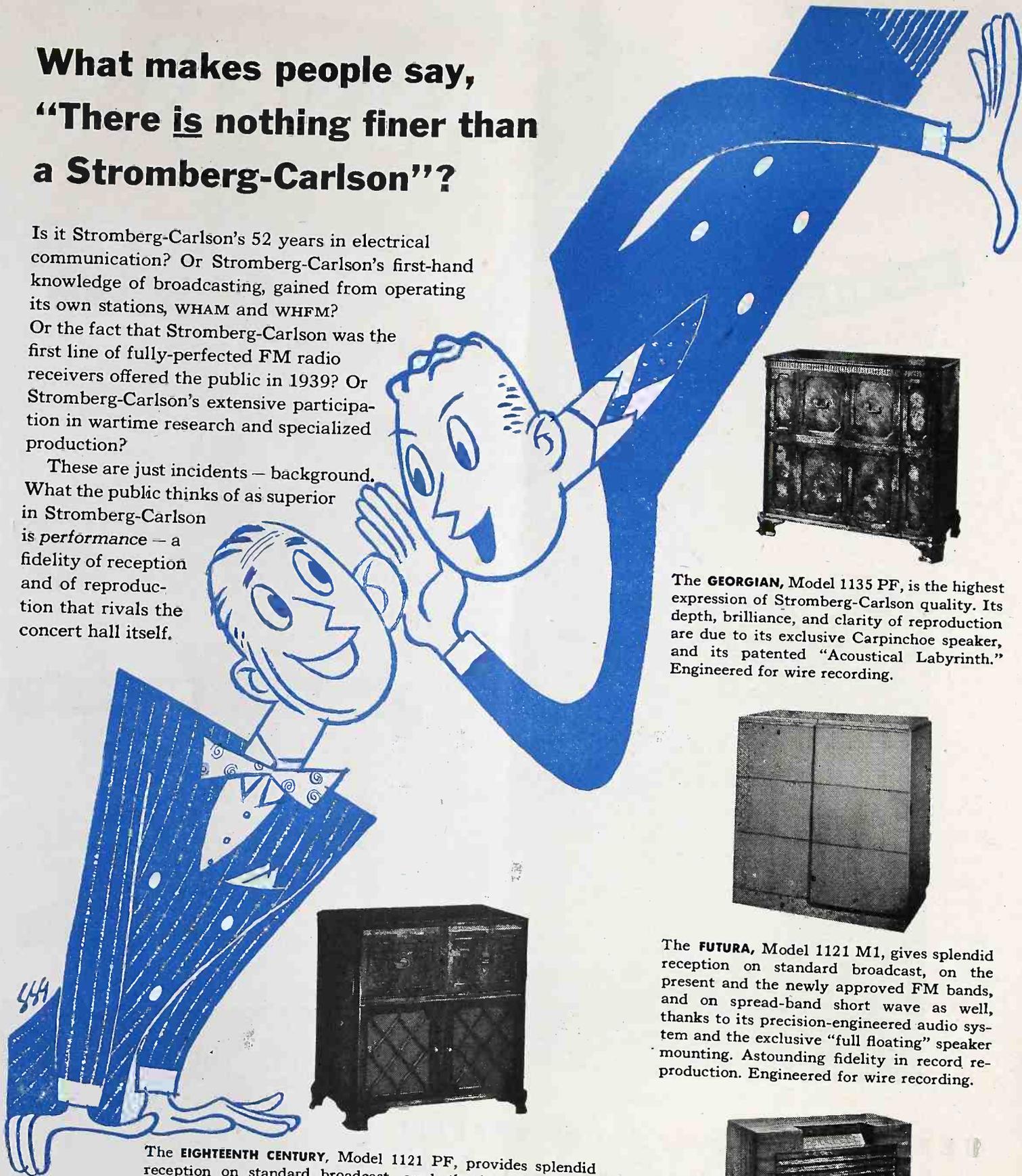
ARVIN is the name on many fine products from NOBLITT-SPARKS INDUSTRIES, INC. • COLUMBUS, INDIANA

What makes people say, "There is nothing finer than a Stromberg-Carlson"?

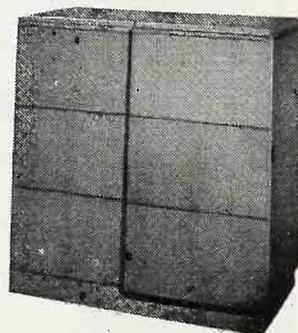
Is it Stromberg-Carlson's 52 years in electrical communication? Or Stromberg-Carlson's first-hand knowledge of broadcasting, gained from operating its own stations, WHAM and WHFM?

Or the fact that Stromberg-Carlson was the first line of fully-perfected FM radio receivers offered the public in 1939? Or Stromberg-Carlson's extensive participation in wartime research and specialized production?

These are just incidents — background. What the public thinks of as superior in Stromberg-Carlson is *performance* — a fidelity of reception and of reproduction that rivals the concert hall itself.



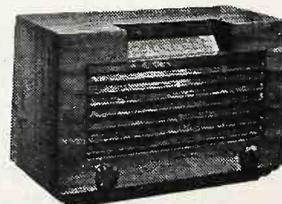
The **GEORGIAN**, Model 1135 PF, is the highest expression of Stromberg-Carlson quality. Its depth, brilliance, and clarity of reproduction are due to its exclusive Carpinchoe speaker, and its patented "Acoustical Labyrinth." Engineered for wire recording.



The **FUTURA**, Model 1121 M1, gives splendid reception on standard broadcast, on the present and the newly approved FM bands, and on spread-band short wave as well, thanks to its precision-engineered audio system and the exclusive "full floating" speaker mounting. Astounding fidelity in record reproduction. Engineered for wire recording.



The **EIGHTEENTH CENTURY**, Model 1121 PF, provides splendid reception on standard broadcast, on both the present and newly approved FM bands, and on spread-band short wave, as well as exquisite reproduction from records. Exclusive "full-floating" speaker mounting. Engineered for wire recording.



The **NOCTURNE**, Model 1101 HW, is a smartly designed, excellent table radio with 6 tubes, including rectifier. It is noted for its unusually fine reception and extreme selectivity on standard broadcast. A 3-gang condenser gives it "big radio" performance. And a powerful Alnico 5 permanent-magnet dynamic speaker and correct acoustical design assure ample volume and excellent tone.

STROMBERG-CARLSON

ROCHESTER 3, NEW YORK

RADIOS, RADIO-PHONOGRAPHS, TELEVISION, SOUND EQUIPMENT AND INDUSTRIAL SYSTEMS, TELEPHONES, SWITCHBOARDS, AND INTERCOMMUNICATION SYSTEMS

RADIO *& Television* RETAILING

Including Radio and Television Today

O. H. CALDWELL, Editor ★ M. CLEMENTS, Publisher ★ 480 LEXINGTON AVENUE, NEW YORK 17, N. Y.

FOUR STORES IN ONE!

Radio, Electrical Appliances, Records, and Service

The independent retailer who sells *radio, electrical appliances, records and service* offers the greatest and most valuable outlet for the distributor and manufacturer because he offers the best and most complete buying headquarters for the consumer.

And in operating this four-way set-up the independent retailer is accomplishing a number of things—all of them designed to increase his business. For instance, he attracts more customers, he sells more to each customer. He eliminates the necessity for "here-and-there" buying by his patrons. He does not have to "split" sales with his competitors.

The dealers represented by RADIO & Television RETAILING's 27,000 circulation, who are recognized to be the leaders in their various communities throughout the country, have not only been keenly aware of the advantages of the four-way store, but have gone into action, and many of them are now ready to reap the benefits promised in offering all of the four related merchandise lines to their regular clientele and to the new customers attracted to their "under-one-roof" stores.

Each of the four "departments" of the independent retailer's modern operation is divided into many profitable segments. In radio he will sell the "whole works"—AM, FM, combinations, portables, record players, record changers, television. He will sell large and small appliances—the complete array of the new things for modern home life. He will sell records, phonograph needles, cabinets, accessories, and even sheet music. He will handle other allied and non-allied lines, where conditions promise additional profits. He will render the best and fastest service.

The "four-in-one" independent retailer thus appears to be the man destined to control most of the nation's business in radio, appliances, records and service. He will go places—and will be well paid for his foresighted effort.

RADIO, Electrical Appliances,

BOOM TIME TABLES ADVANCED in the electrical field as economists gauge anew the pent-up demand. Radios will be plentiful by year-end, major electrical appliances by the end of 1947, they say. In contrast, backlog for farm and office equipment is expected to last three years, and building construction more than a decade.

WHAT MANUFACTURERS NEED according to RMA's Bond Geddes: 10% price increase in parts; 25% in cabinets; 40% in transformers. Set prices need to be upped 15% for makers to break even; 20% to realize profit. Since V-J Day, said Mr. Geddes, every tube marketed has been sold at a loss to the manufacturer.

LATEST MONTHLY FIGURES ON FACTORY SHIPMENTS of radios and appliances rose to new postwar highs, according to CPA. Number of units reported for April are: radios—approximately one million; vacuum cleaners—174,000; washing machines—177,000; mechanical refrigerators—143,000; sewing machines—28,000; electric ranges—23,000; gas ranges—153,000; and gas water heaters—110,000.

RADIO PRODUCTION EXPECTED TO CLIMB rapidly from here on, but major appliance output may not hit its full stride until early Fall. With renewed activity all along the line, experts believe that even when the materials situations eases, a temporary labor shortage may develop.

THE FAMOUS CRY—"TIMBER" may become a familiar one even in the radio manufacturing industry. Philco, faced with the problem of obtaining sufficient supplies of radio cabinet wood, has purchased 22,000 acres of standing timber in the South, together with adjacent logging and sawmill facilities.

NEDA SCREENS MEMBERSHIP applications. The National Electronic Distributors Assn., now has recently added about 75 new members. During the period it accepted these the group rejected the applications of about a hundred others.

INCREASED INSTALMENT FINANCING on both radios and appliances is expected within the next few months by CIT, which has more than trebled the number of branch outlets from its wartime low of 100.

GOODS BOUGHT ON A FAMILY BASIS, such as radios and electrical appliances, will enjoy a higher level of sales during the next few years than merchandise purchased for individual use. Reason is, that with the high number of current marriages and the moving into new homes of couples now doubled-up, the number of families will increase much faster than the population itself.

MUSIC HATH CHARMS which should be properly used in selling radio-combinations and phonos. Smart retailers in demonstrating such equipment try to size up the customer—playing selections they think will be acceptable to the shopper, thus putting him in a buying mood.

NEEDING TRANSFORMERS VERY BADLY (as who doesn't?) a manufacturer finally located a source of supply which agreed to give him all he needed provided he purchased a thousand shares of their stock at \$10 a share.

CONSUMER BUYING HABITS FAVOR the radio and appliance dealer as compared with gasoline stations. In a survey conducted by a leading newspaper chain, motorists declared they want to buy at service stations only those products associated with automobiles.

RADIO PARTS BUSINESS GOING UP and up and up! H. W. Clough, vice-president Belden Mfg. Co., predicts a 150 million dollar figure (at the consumer level) for 1946; 200 million for 1947.



FOUR STORES IN ONE! That's the program the smart boys are going in for in a big way. They're selling radios, electrical appliances, records and service—all under one roof. The payoff will be in increased profits and a more complete buying headquarters for the customer.

LARGE POTENTIAL MARKET for year-round home heating and cooling by electricity through the medium of the heat pump appears to await development in the Southeast, says J. M. Barry, Alabama Power Company official. Claims 30 per cent of the million new homes to be built in the south within next ten years should be prospects for electric heating as well as cooling.

AUTOMATIC WASHER PRICED to compete with conventional models being planned for the market by one of the country's most famous first-line manufacturers.

ELECTRIC FAN STOCKS MAY come into dealer stores in fair quantities soon now that a number of large makers have succeeded in attaining fairly high production rates.

ANALYZE YOUR PRIORITY LISTS as you sell radios and electrical appliances. Some dealers have over-expanded on the strength of tremendous waiting lists, and now find that only a small percentage of customers want the merchandise as it becomes available. Some have bought elsewhere; others have changed minds.

ELECTRONIC COFFEE ROASTER is latest addition to ranks of commercial applications of electronics to industry. Silex Co., Hartford, Conn., makes the machines, and plans to distribute them to retail stores, restaurants, and hotels.

Records, and Television, **TODAY**

REPAIR SERVICE PRICE INCREASES permitted by OPA where employers have upped wages. Those employing not more than eight men are not required to obtain approval for service price boosts, but they must file information with OPA under their respective classifications.

YALE & TOWNE Mfg. Co's set-up for its electric home appliance division well under way. An automatic electric iron, the first appliance to be offered, will be shipped to test territories in early Fall. Sales are through franchised jobbers only. Appliance manufacturing is centered in the Buffalo plant.

EUREKA WILLIAMS CORP. has acquired the National Stamping and Electrical Works, Chicago, makers of "White Cross" home and commercial electrical appliances. This new set-up will give the firm a line of small appliances to sell with its oil burners, vacuum cleaners, waxers and the cordless iron. A new food waste disposer is in the works also.

RADIO'S MILLIONS—Latest figure from U. S. Census Bureau is that 90.4% of U. S. occupied dwellings have radios, as per a big sampling conducted in 1945. Set ownership ranges from 76.6% in farm areas to 94.4% in urban homes. Total radio homes, according to this estimate, adds up to almost 34,000,000, out of a possible 37,600,000.

CONSIDER YOURSELF AN OPINION MOLDER, a prominent sociologist advises the radio and electrical appliance industry. His public opinion polls reveal that those engaged in making and selling these products vie with the preacher and the teacher in changing the ideas of the public.



ATTIC TO BASEMENT HOUSECLEANING BY dealers and jobbers follows one solar plexus punch after another they've been receiving in the shape of cut discounts, upped operating costs, etc. Now they're trimming unnecessary expenses to the bone and are kicking out cat-and-dog lines, which many were forced to stock because they couldn't get anything else.

ELECTRIC WINDOW, DOOR SCREEN, harmless to humans, being marketed by the Detjen Corp., New York City.

PRICE-CUTTING AD RUN by New York chain offers 6-tube, AC-DC set for \$24.75. Receiver's OPA ceiling, \$31.75.

DISHWASHER AND DISPOSAL UNIT being readied for market by manufacturer of kitchen sinks, etc., never before in the electrical appliance making business.

AN 11% PRICE INCREASE FOR ELECTRIC RANGES over the level of ceiling prices in January, 1942, was granted by OPA. Accompanying this was a 13% increase for coal, wood, gas and oil ranges.



CONSUMERS FORGET "DREAM MODELS". One of the good things to come out of the ill-wind of stalemated production is that fact that Mr. and Mrs. Consumer have forgotten all about those wartime-promised "dream models". They're tickled pink to accept radios and appliances of familiar design and performance.

ANOTHER NEW FRONTIER for the specialty dealer is the germicidal lamp. Alert dealers see in this product a device which will do for the air we breathe what the electric refrigerator does for the food we eat.

"THREE TIMES AS MANY DEALERS as can be normally supported", asserts a prominent radio/appliance jobber in Atlanta, Ga. He thinks distributors should dole out franchises with the greatest care. "We try to keep out the 'honeymooners'—we try to select the hard-knuckle boys", he declares.

RADIO, CLOCK, ELECTRIC OUTLET unit, in harmonizing colors, for installation directly into kitchen wall, a new package product announced by American Communications Corp., New York City. Retail for about \$40.

ADMIRAL OFFERS NEW RECORD changer. Replacement unit is spring-mounted on four bolts; has all features of the firm's "Childproof" model.

NEW BRIGHT FINISHES for electrical appliances are planned as a result of electrolytic processes just developed. Aluminum can now be chromium-plated or finished in any color. Other metals may be silver-plated by an electro-polishing process which reduces cost substantially.

FAMILIES WITH HIGHER INCOMES still appear to be the best customers. The latest survey of family expenditures, made by the Bureau of Labor Statistics, shows three-fourths of the families in cities over 2,500 making \$2,000 a year or more. These families managed to keep out of debt, but the remaining one-fourth with smaller incomes fell below the "break-even" point.

Great advertising support for



22,328,664 READERS
this month alone
in National Magazines!

What a campaign! Smashing four-color advertisements in *Life*, *Saturday Evening Post*, *Collier's*. An outstanding series selling your customers RCA Victor's incomparable new line of radios and radio-phonographs—all with the exclusive "Golden Throat"! Superb engineering—unsurpassed tone—unequaled advertising support—and a famous name—build more customers for the RCA Victor lines... the line it will profit you to feature!



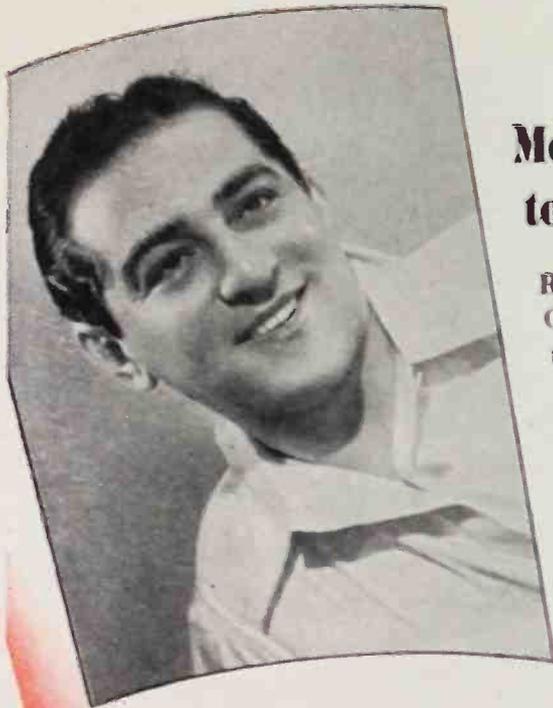
Only RCA Victor has the

“Golden Throat”

Only a combination of RCA engineering genius and Victor's 47-year leadership in the field of musical reproduction has been able to produce the exact co-ordination of electronic amplification, loud-speaker and cabinet which is the famous "Golden Throat."

In an impartial "Curtain Test," an unbiased audience compared the tone of RCA Victors with competitive instruments, agreed on the superiority of the "Golden Throat" over all the other acoustical systems tested. Your customers, too, will prefer the "Golden Throat"!

this great name - RCA VICTOR!



More Millions of Listeners . . . to the NEW RCA Victor Radio Show!

Robert Merrill—handsome young Metropolitan Opera baritone—new idol of the bobby-soxers, their mothers and their grandmothers—heads up a half-hour of "The Music America Loves Best." Dr. Frank Black and his famous orchestra support him to help make more and more friends for RCA Victor.

Every Sunday over NBC coast-to-coast—listeners within shopping distance of your store are urged to hear the new RCA Victor radios and radio-phonographs—all with the "Golden Throat."



RCA VICTOR
RADIO CORPORATION OF AMERICA

ONLY RCA VICTOR
MAKES THE
VICTROLA®

©Victrola, Inc., U.S. Pat. 2,122,007



Visit—the RCA Victor exhibit at the NAMM Convention (Booths 15 and 16 and Room 14)

In this radio-phonograph and other RCA Victor instruments on display—you will hear the unmatched tone of the "Golden Throat"! Visit us at the convention and judge RCA Victor's tonal supremacy for yourself.

This attractive console—59V1—has these outstanding selling features, and more:

- Handsome Chippendale style cabinet, beautiful walnut or mahogany veneer.
- Automatic Volume Control.
- 6 Electric Push Buttons provide instantaneous tuning.

- Permanent Point Pickup makes possible low-volume "background" music without attendant pickup noise . . . eliminates needle changes and prolongs life of records.
- Plays twelve 10" or ten 12" records automatically.

All this—PLUS—the unequalled tone of the exclusive RCA Victor "Golden Throat"!

Come to see us—Booths 15 and 16 and Room 14. Hear the RCA Victor 59V1 and other superb "Golden Throat" instruments. Surprises in store for you, too, in new ideas for merchandising RCA Victor records!



As we celebrate another Independence Day on July 4th, American homemakers are independent in more ways than one. They're ready to "talk back" to radio-appliance salesmen—honeymoon's over!



TODAY'S CUSTOMERS

Flash from the Fireside: Thirty-Eight Million Homes Need Retailers' Attention

• After all that has been said about the postwar customer and what he's going to buy, we should be able to list some useful tips on what he's thinking just now about those purchases.

Not all of the details can be found in the national statistics. Customers vary too much with areas, incomes, types of stores, and seasons. That is, we cannot say that today's customer is a blonde housewife, aged 34, who will come into the store on Wednesday at 10:31 a.m., buy a radio for \$32.50 cash, a refrigerator for \$189.65 on

time, and take off at 11 a.m. with two phonograph records.

There are, however, a few general characteristics of today's customers which retailers should keep in mind. These qualities are the results of a war that is still remembered, plus a year of peacetime shopping.

Peppy and Progressive

Your immediate customers will be younger, for one thing, and in a more optimistic frame of mind. Of course, you'll have your share

of the sour-pusses who growl and snap, but, generally speaking, there will be more of the new householders in the lower age brackets. They have a bright way of looking at things, and they have an eye for what is called the very latest in home equipment.

These folks are not wide-eyed saps who will buy anything with a chrome trim. They are aggressive people who stoutly believe that an improved kind of merchandise should be available. They are inclined to be expansive. Say what you will, there remains in the aver-

age American family, a little of the "winner" feeling, particularly if Mister had actively engaged the enemy in World War II.

Many of them have been waiting for merchandise for a long time. The first edge of their disappointment, however, has worn off. Most of them have had time to have their own personal encounters with some phase of industrial reconversion, and they understand the situation too well to be looking at the local retailer with blame in their eyes.

Sales Challenge

Buyers today are very much aware of the fact that improvements in radios are rapid and impressive. The period of waiting for new receivers has simply accented this belief. The majority of people have seen some evidence that radio did remarkable things in war production. They know well enough that not all of these feats of electronic design can have any immediate, practical influence on how a new home radio looks and behaves.

But when the customer talks to a radio retailer in the middle of 1946, he knows that this dealer is a man identified with a fast-moving industry. He has had a chance to read a lot of very optimistic radio set advertising, for one thing. He will be a little disappointed if you are not able to point out some brand new features.

Today's customers have money, but the outer bills have already been peeled off the bank roll. They are beginning to leave the lush and extravagant days behind and a note of caution is beginning to creep in. There has been some experience with high prices and a chance to ask themselves, "What do we have to show for it?" The folks are now in the mood for investing money in merchandise for their homes, but they are ranking the "good value" idea higher and higher in their buying consciousness.

You will not find that the average customer has any high degree of loyalty toward your store, unless you have faithfully been doing maintenance work for him during

the days of shortages. He has already been approached by the dealer down the street. There are a great many *new* radio appliance stores on Main Street these days, and they have not been idle.

Even the most inexperienced of the just-opened retailers have made some kind of a bid for local business, whether they had the merchandise on hand or not. A lot of them are ex-GI's and the opening of their new business deserved, and got, considerable local attention. Today's customer is all set to be serenaded by a whole chorus of merchandise men.

We have already said that the 1946 shoppers intend to outfit their households in tip-top shape. A se-



quel to this fact is the one that these folks will be spending more time in their homes, with more leisure and with a greater variety in home entertainment. This will be particularly true as Autumn approaches. In other words, today's customer has a special interest in labor-saving appliances, several radio sets, records, recorders, record-players, etc.

Such, then, is the composite picture of the person who walks into your store today. Optimistic, but learning to be cautious. Courted by other dealers. "Rich," but inclined to be less extravagant.

Younger, and full of new ideas about new home equipment. Definitely interested in a variety of home entertainment. Looking for brand new features in radios.

The next question is, what's to be done about it? How can a retailer do business with these 1946 consumers, early-Autumn edition?

Possibly the most important step is, to make immediate contact with the prospects, via some aggressive and resourceful store promotion. You can't make any headway with the folks you don't meet.

You'll have to put extra concentration on the merchandise that's available. It's time to get down to business, and if you have been able to get some lines, they should be played for all they're worth as a method for offering the prospects something tangible at a critical time in your contact with them.

Having made an acquaintance with the customer, you'd better be ready with a sparkling and up-to-the-second store, when he comes in. The business atmosphere of the postwar world is such that not much of the buying will be done at the sloppy and half-baked addresses.

Doing the Whole Job

And it seems that if you want to stay on winning terms with the prospect for more than a half hour, you'd better have a first-rate service department. In this department you will need plenty of downright know-how and some good equipment. When the really fierce competition gets going, what you are able to offer in the way of intelligent maintenance will often decide the issue in your favor.

The nature of the prospect these days indicates that you should do a diversified type of business. Quality radios and cheaper ones, and certainly a good variety of combinations and record players. They'll probably expect you to have a complete array of major and traffic appliances and they'll be looking for records.

In a word, the earlier months of this year have produced a prospect who's a little different, but very pleasant and profitable to know.

Strictly a worth-while contact.

BETTER RADIO SALES

Tuning In On the Profits of Higher-Priced Receivers—The Way They Do It In the Musical Atmosphere of the Handsomely Remodeled Store on This Los Angeles Corner

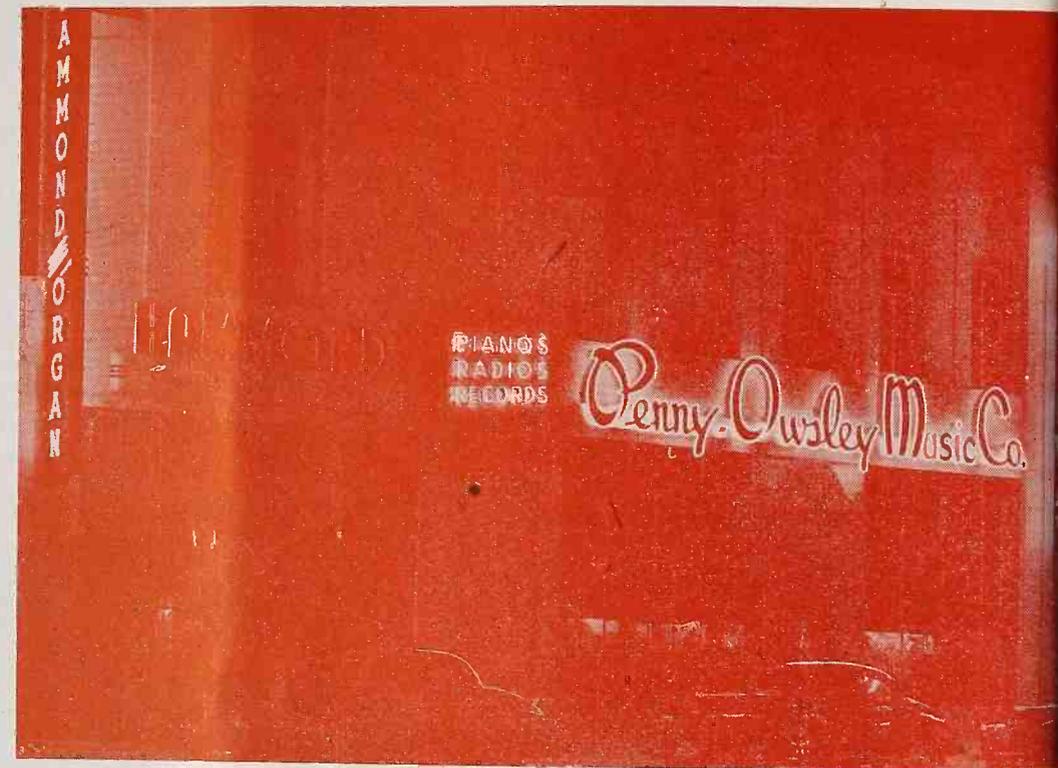
• The managers at the Penny-Owsley Co. in Los Angeles were determined that their store would be 100% ready to sell quality radios when receivers became available in quantities.

They figured that more than "dreams" were required to get themselves set and ready to go on the merchandising line. They went to work.

Penny-Owsley is not a store that competes fiercely on a price basis, and it was not a question of outlining a string of sensational promotions. These merchants simply stuck by the theory that the business of selling higher-priced sets is also something of a science, although it requires a more quiet and careful planning for the future. The idea was not to be spectacular, yet to be efficient and up-to-the-minute.

Long-Range Improvements

After a three-year expansion and building program, during which the large building that houses the firm was remodeled, the Penny-Owsley Music Company has become one of the most outstanding and beautiful retail stores in



Night view of the store shows all the important names aglow in a dignified advertising display.

the city. The plans were timed perfectly and the postwar era arrived at approximately the exact time when the firm's executives had predicted it would. The company had the courage to invest real money in the type of facilities that will be needed for effective retail radio sales as soon as the merchandise began its flow from the factories.

Contacts Maintained

Specializing in the best quality lines, Penny-Owsley has been carrying on a consistent direct-mail and newspaper advertising campaign for over a year, building up its name and creating a waiting list of future customers as well as keeping the old and regular customers informed as to the progress being made in obtaining new merchandise.

In connection with the main idea behind the advertising campaign, the organization used specially made posters for display in the show windows which kept the public posted on the approximate time it could expect delivery on certain lines of radios. With movable date-cards that fitted into a

slot the information contained on the poster could be changed when the latest information arrived from the factories and wholesalers.

The effectiveness of these window posters became apparent almost at once. The store was remembered by many people as a sort of "sales news" center or a "bulletin service" on a subject which interested them keenly. The proprietors were surprised by the large number of potential buyers who came into the store as a result of the posters. They left their names and addresses and asked to be notified as soon as the radios actually started to arrive.

In this project, Penny-Owsley was helped by the fact that the store emphasized only the better-type receivers. The type of prospect attracted to the place was not, as a rule, the kind of customer who would hesitate to establish a connection with a single store because he figured that some other store in town might get the radios faster and cheaper.

The present Penny-Owsley Music Co. is the outgrowth of the Hammond organ store formerly owned and operated by that company and managed by Paul H. Owsley. Emory

IN CALIFORNIA



The managers chose a store design that always looks new and trim—with plenty of window space.

Penny, who was sales manager for Hammond, frequently paid visits to the Los Angeles territory and was convinced, through his local market observations, that there was room in the city for another high-class

store that would combine the selling of not only organs but radios and pianos as well.

In June of 1944, he and Owsley acquired ownership of the Hammond store, leasehold improvements, inventory, and the Hammond franchise. Plans were immediately put into effect to enable them to handle the postwar business they were certain would come to an organization prepared for it. Additional space was acquired in an adjoining building so that the present store contains 20,000 square feet of floor space. The company does not plan to handle any small goods, but will specialize in three departments only: radios, pianos and organs.

In radio merchandising, it was decided to retain the musical atmosphere of the business, and to omit many of the antics of the dealer who likes a big volume in cheaper sets. It was a difficult decision to make; in some ways, because when an outfit decides to sell radios, there is always an urge to jump into it whole-hog, and give the competition a run for its

money. Particularly when it became apparent that the cheaper-type sets would be the first ones available.

Because the radio department will be so large and important it will be under the direct management of Emory Penny, whose history in the radio field dates back to when he was advertising manager for the Bremer-Tully Mfg. Co. The radio lines he has already selected are consistently noted for quality, and in most cases are factory connections backed up by a factory sales policy that conforms to the Penny-Owsley ideas.

In an operation of this kind, the "class" customers are the ones who are likely to have highly individual ideas on radio cabinets and designs and custom installations. This is one of the things a "quality" dealer must be fully prepared for, because this type of customer also likes complete service at a single source without a lot of shopping and bother.

Confidence in "Custom" Business

Penny-Owsley again did not hesitate to make another substantial investment to make certain of this business. If a store specializes in fewer and better customers, it is wise to take steps to prevent losing one. The only sensible course of action is to follow the policy all the way through.

Accordingly, latest additions to the ever-growing staff of the organization is a crew of top-notch carpenters and cabinet makers who will take care of the firm's policy of installing built-in radio equipment to those customers who desire them. The firm is already engaged extensively in such installations, and is equipped to handle any size job, using standard makes of equipment. Penny-Owsley is prepared for the "custom" radio trade.

WHEN CAN I GET A NEW RADIO?

WE ARE IN CONSTANT TOUCH WITH OUR FACTORIES THE DATES SHOWN ARE THE LATEST INFORMATION AVAILABLE

SCOTT	
MAGNAVOX	
R. C. A.	
WACKARD-BELL	
ADMIRAL	
PHILCO	
GENERAL ELECTRIC	

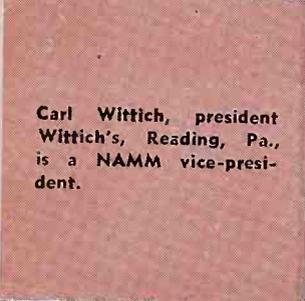
IF YOU WISH TO BE NOTICED WHEN NEW RADIOS ARRIVE, REGISTER YOUR NAME WITH OUR RADIO DEPT.

Jumbo posters like the one at the left netted the store a big, valuable prospect list.



E. R. McDuff, president Grinnell Bros., Detroit, heads NAMM; serves on executive committee.

Chicago Host



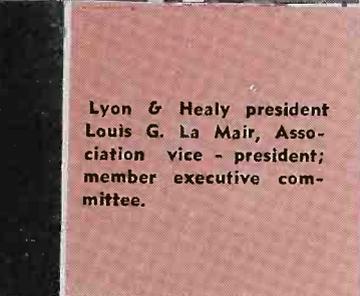
Carl Wittich, president Wittich's, Reading, Pa., is a NAMM vice-president.



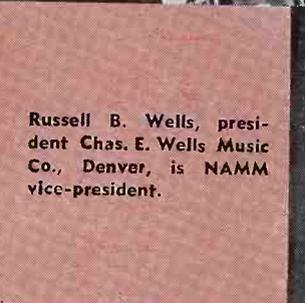
Lyon & Healy president Louis G. La Mair, Association vice-president; member executive committee.



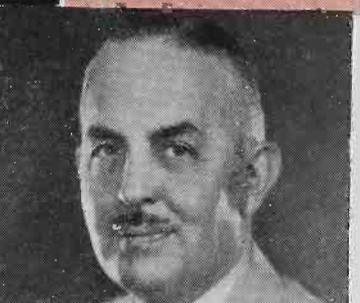
Russell B. Wells, president Chas. E. Wells Music Co., Denver, is NAMM vice-president.



NAMM vice-president Paul E. Murphy is treasurer of M. Steinert & Sons, Boston.



Treasurer of NAMM is William R. Steinway, president and secretary, Steinway & Sons, N. Y.



George L. Byerly, president Byerly Bros. Music Co., Peoria, Ill. Member NAMM executive committee.



William A. Mills, executive secretary and general manager of the organization.



Chicago will be the scene of another great trade convention, July 15 to 18, when the National Association of Music Merchants, Inc., holds its get-together in the Palmer House.

With the theme, "The Music Industry Looks Ahead," the organization officials feel that this year's convention will be the most important in the industry's history. It will also mark the first meeting of the membership since NAMM broadened program.

Exhibit space sold like hot-cakes and there will be a wide variety of products on view for the thousands of visiting merchants, manufactur-

executive secretary and general manager.

The executive committee is composed of E. R. McDuff, L. G. La Mair, George L. Byerly and Parker M. Harris.



Committee Chairmen

Advertising and Press Committee

Evan M. Klock
Lyon & Healy, Inc.

Membership Campaign Committee

George L. Byerly
Byerly Bros. Music Co.

Legislative Committee

Earl Campbell
Campbell Music Company

School Cooperation Committee

Ray S. Erlandson
San Antonio Music Company

Sales Training Committee

George H. Beasley
Beasley Music Company

Music In Industry Committee

Melville Clark
Clark Music Company

Community Music Committee

Charles M. McCarthy
Associated Stores

Music in the Church Committee

H. C. Wildermuth
Blaine, Wildermuth, Inc.

Public Relations Committee

S. H. Galperin
Galperin Music Company

Trade Practice Committee

Norbert J. Beihoff
Beihoff Music Company

Store Service Committee

Earl B. Braman
Braman Music Company

Merchandising Help Committee

Walter J. Massey
Massey Piano Company

Resolutions Committee

Otto B. Heaton
Heaton's Music Store

Nominating Committee

L. G. LaMair
Lyon & Healy, Inc.

Trade Show Committee

Hugh Randall
Bradford's

ers and distributors from all over the country who will attend.

The officers of the association are: E. R. McDuff, president; Carl Wittich, L. G. La Mair, Russell B. Wells and Paul E. Murphy, vice-president; William R. Steinway, treasurer, and William A. Mills,

The highlights of the convention will be the "keynote" luncheon on Monday, the opening day; merchandising clinics, Tuesday and Thursday, 9 a.m. to 10.30 a.m.; a sales training forum on Wednesday, 9 a.m. to 12 noon, and an industry banquet on Thursday evening.



NAMM executive committee member Parker M. Harris is president of Philip Werlein, Ltd., New Orleans.



to Music Merchants

"Working Convention" Provides Maximum Time to Shop the Market. Makers will Show Varied Lines of Radios, Phonos, Discs, Accessories, Instruments

LIST OF EXHIBITORS

- Acme Accordion Co., Inc., 421 Canal St., New York 13, N. Y.
Admiral Corp., 3800 Cortland St., Chicago 47, Ill.
Aeolian American Corp., East Rochester, N. Y.
Affiliated Musicians Service of America, 63 East Grand Ave., Chicago 11, Ill.
Aluminum Co. of America, 520 N. Michigan Ave., Chicago, Ill.
American Piano Corp., 270 Madison Ave., New York 19, N. Y.
American Rawhide Mfg. Co., 1103 W. North Branch St., Chicago 22, Ill.
American Society of Piano Tuner-Technicians, 6747 N. Sioux Ave., Chicago 30, Ill.
Ansco Music Publishing Co., 1600 Broadway, New York, N. Y.
Ansley Radio Corp., 41 St. Joes Ave., Trenton 9, N. J.
Apollo Records, Inc., 615 Tenth Ave., New York 19, N. Y.
ARA, Inc., 5655 Wilshire Blvd., Los Angeles 36, Calif.
Audio Development Company, 2833 13th Ave., So. Minneapolis 7, Minn.
Avedis Zildjian Co., 39 Fayette St., North Quincy, Mass.
Vincent Bach Corp., 621 E. 216th St., Bronx 67, N. Y.
Baldwin Piano Co., 1801 Gilbert Ave., Cincinnati, Ohio
J. F. Bard, 414 S. Franklin St., Chicago 7, Ill.
Herb C. Barger Mfg. Co., 621 W. Colfax Ave., Denver, Colo.
Barth-Feinberg, Inc., 17-19 Union Square West, New York 3, N. Y.
Earle J. Beach and Son, 227-31 Mulberry St., Newark 8, N. J.
Bibleton Co., 354-4th Ave., New York, N. Y.
Black & White Recording Co., Ohio Advertising Agency, 1010 Euclid Ave., Cleveland 15, Ohio
Boetsch Bros., 223 East 144th St., New York, N. Y.
Bonot Co., Manhattan-Pacific Bldg., Stamford, Conn.
Boosey & Hawkes, Ltd., 668 Fifth Ave., New York 19, N. Y.
Arnold Brillhart, Box 321, Great Neck, N. Y.
Brunswick Radio Div., Radio & Television, Inc., 244 Madison Ave., New York 16, N. Y.
Buegelsson & Jacobson, 3 Union Square, New York 3, N. Y.
Buescher Band Instrument Co., 225 E. Jackson Blvd., Elkhart, Ind.
Burkaw Electric Co., 105 E. 29th St., New York, N. Y.
Burkhalter Music Center, 658 State St., Madison 3, Wis.
Capehart Div., Farnsworth Tel. & Radio Corp., Fort Wayne, Ind.
Capitol Records, Inc., 1483 N. Vine St., Hollywood 28, Calif.
John N. Carpenter & Co., 545 N. Cicero Ave., Chicago 44, Ill.
Chart Music Publishing House, Inc., 506 S. Wabash Ave., Chicago 5, Ill.
W. Chiassarini & Co., 1593 Broadway, New York, N. Y.
Chicago Music Sales, 1836 S. Halsted, Chicago 8, Ill.
Chicago Musical Instrument Co., 30 E. Adams St., Chicago, Ill.
Cole Corp. (M. M. Cole Publishing Co.), 823 S. Wabash Ave., Chicago, Ill.
Columbia Recording Corp., 1473 Barnum Ave., Bridgeport 8, Conn.
C. G. Conn, Ltd. & Associates, Elkhart, Ind.
Conover-Cable Piano Co., 228 S. Wabash, Chicago 4, Ill.
Continental Music Co., 630 S. Wabash Ave., Chicago 5, Ill.
Cosmo Records, Inc., 745 Fifth Ave., New York, N. Y.
J. C. Deagan, Inc., 1770 Berteau Ave., Chicago 13, Ill.
Decca Distributing Corp., 22 W. Hubbard St., Chicago 10, Ill.
DeLuxe Record Distrib. Co., Linden, N. J.
Duotone Co., Inc., 799 Broadway, New York, N. Y.
Electronic Corp. of America, 170-53rd St., Brooklyn 32, N. Y.
Electrovox Co., Inc., 224 S. Michigan Ave., Chicago 4, Ill.
Estey Organ Corp., Brattleboro, Vt.
Everett Piano Co., South Haven, Mich.
Excelsior Accordions, Inc., 333-6th Ave., New York 14, N. Y.
Exclusive Records, Sunset at Vine, Hollywood, Calif.
Farnsworth Television & Radio Corp., 3700 W. Pontiac St., Ft. Wayne 1, Ind.
Favorite Mfg. Co., 105 E. 12th St., New York, N. Y.
Carl Fischer, Inc., 62 Cooper Sq., New York 3, N. Y.
Freed Radio Corp., 200 Hudson St., New York 13, N. Y.
Jesse French & Sons Div. (H. & A. Selmer, Inc.), Selmer Bldg., Elkhart, Ind.
Frumkin Sales Co., 2418 Milwaukee Ave., Chicago 47, Ill.
Gamble Hinged Music Co., 218 S. Wabash Ave., Chicago, Ill.
Geib, Inc., 1751-57 W. Central Park Ave., Chicago, Ill.
Gem Phono Mfg., 33 W. 46th St., New York 19, N. Y.
Musaphonic Division, General Electric Co., 840 S. Canal St., Chicago 80, Ill.
General Music Corp., 1105 W. Seventh St., Los Angeles 14, Calif.
The Fred Gretsch Mfg. Co., 60 Broadway, Brooklyn 11, N. Y.
Gretsch and Brenner, Inc., 42 East 20th St., New York 3, N. Y.
Grossman Music Co., 210 Prospect Ave., Cleveland, Ohio
Haddorff Piano Co., 630 S. Wabash Ave., Chicago 5, Ill.
Halifax Distributing Co., 428 So. Salina St., Syracuse 2, N. Y.
Hammond Instrument Co., 2915 N. Western Ave., Chicago 18, Ill.
Hardman, Peck & Co., 542 W. 52nd St., New York 19, N. Y.
The Harmony Co., 3633 N. Racine Ave., Chicago 9, Ill.
Hershman Musical Instr. Co., 242-250 Fourth Ave., New York 3, N. Y.
Frank Holton & Co., Elkhorn, Wis.
Humes & Berff Mfrs. Inc., 525 W. 76th St., Chicago 20, Ill.
International Merit Products Corp., 254 W. 54th St., New York 19, N. Y.
Ivers & Pond Piano Co., 530 Main St., Cambridge, Mass.
Janssen Piano Co., Inc., 243 W. 23rd St., New York 10, N. Y.
Jefferson-Travis Corp., 245 E. 23rd St., New York 10, N. Y.
G. C. Jenkins Co., Box 168, Decatur, Ill.
Kay Musical Instr. Co., 1640 W. Walnut St., Chicago 12, Ill.
Keynote Recording, Inc., 522 Fifth Ave., New York, N. Y.
W. W. Kimball Co., 306 S. Wabash Ave., Chicago, Ill.
Kohler & Campbell, Inc., 127 West 43rd St., New York 18, N. Y.
Krauker Bros., Cypress Ave. & 136th St., New York, N. Y.
Leedy Drum Co., 225 E. Jackson Blvd., Elkhart, Ind.
Lester Piano Mfg. Co., Inc., 1533 Chestnut St., Philadelphia, Pa.
Wm. Lewis & Son, 207 S. Wabash Ave., Chicago 4, Ill.
Ludwig & Ludwig, Inc., 1101 E. Beardsley Ave., Elkhart, Ind.
John Luellen & Co., 17034 Page Ave., Hazel Crest, Ill.
Maas Organ Co., 3015 Casitas Ave., Los Angeles 26, Calif.
The Magnavox Co., Bueter Rd., Fort Wayne, Ind.
Maguire Industries, Inc. (Meissner Mfg. Div.), 936 N. Michigan Ave., Chicago 11, Ill.
Manor Record Co., 162 Prince St., Newark, N. J.
The Martin Band Instr. Co. & Peddler Co., Elkhart, Ind.
Maxwell Myers, Inc., 628 S. St. Mary's, San Antonio, Texas
Melody Record Supply, Inc., 314 West 52nd St., New York, N. Y.
Mercury Radio & Television Corp., 839 S. Wabash Ave., Chicago, Ill.
Micro Musical Products Corp., 10 W. 19th St., New York 11, N. Y.
Microtone Co., 114 Manhattan St., Stamford, Conn.
Midwest Music Co., 1002 S. Michigan Blvd., Chicago, Ill.
Mills Music, Inc., 1619 Broadway, New York 19, N. Y.
Minshall-Estey Organ, Inc., 46 Birge St., Brattleboro, Vt.
Music Educators Nat'l Conf., 84 S. Jackson Blvd., Chicago, Ill.
Musicraft Corp., 40 W. 46th St., New York 19, N. Y.
Musitron Co., 223 W. Erie St., Chicago 10, Ill.
National Acoustic Prod., 120 N. Green St., Chicago 7, Ill.
NAMM, 28 E. Jackson Blvd., Chicago 4, Ill.
D. E. Noble, 6365 S. Yale, Chicago, Ill.
Oahu Publishing Co., 2108 Payne Ave., Cleveland 4, Ohio
Pan-American Band Instr. & Case Co., C. G. Conn, Ltd., Elkhart, Ind.
The Pedler Co., 430 Baldwin St., Elkhart, Ind.
Peerless Album Co., Inc., 352-4th Ave., New York 10, N. Y.
Penzel, Mueller & Co., Inc., 36-11 33rd St., Long Island City 1, N. Y.
Permat, Inc., 1027 W. State St., Rockford, Ill.
Permo, Inc., 6415 Ravenswood Ave., Chicago 26, Ill.
Pfanstiel Chemical Co., Metallurgical Div., 104 Lakeview Ave., Waukegan, Ill.
Pioneer Musical Instr. Co., 1208 Glenlake Ave., Chicago 40, Ill.
Portem Distributing, Inc., 33 W. 46th St., New York 19, N. Y.
Pratt, Read & Co., Ivoryton, Conn.
Presto Recording Corp., 242 W. 55th St., New York, N. Y.
Radio & Television Retailing, 480 Lexington Ave., New York 17, N. Y.
RCA Victor Div., Radio Corp. of America, Camden, N. J.
Rome Industries, 3120 Monroe St., Toledo 6, Ohio
St. Louis Music Supply Co., 4400 Delmar Blvd., St. Louis, Mo.
Scherl & Roth, Inc., 2345 Prospect Ave., Cleveland 15, Ohio
Scott Radio Lab., Inc., 4541 Ravenswood Ave., Chicago 40, Ill.
H. & A. Selmar, Inc., Elkhart, Ind.
D. E. Shuler, Paragon, Ind.
Slingerland Drum Co., 1325 Belden Ave., Chicago 14, Ill.
Wm. J. Smith Music Sales Co., Inc., 254 W. 31st St., New York 1, N. Y.
Sohmar & Co., Inc., 31 W. 57th St., New York, N. Y.
Sonora Radio Co., 77 W. Washington St., Chicago 2, Ill.
Southern Music Co., 830 E. Houston St., San Antonio, Texas
The Starr Piano Co., Inc., 201 E. First St., Richmond, Ind.
Steinway & Sons, 109 W. 57th St., New York, N. Y.
Story & Clark Piano Co., 64 E. Jackson Blvd., Chicago 4, Ill.
Stromberg-Carlson Co., 100 Carlson Rd., Rochester 3, N. Y.
Targ & Dinner, Inc., 425 S. Wabash Ave., Chicago 5, Ill.
Telephone Radio Corp., 609 W. 51st St., New York 19, N. Y.
Henry Teller & Son, 5490 Dorchester Ave., Chicago 14, Ill.
Tempo Musical Products Co., 111 E. 14th St., New York 3, N. Y.
Tonk Bros. Co., 623 S. Wabash Ave., Chicago, Ill.
Tonk Mfg. Co., 1912 E. Magnolia Ave., Chicago 14, Ill.
Disc Magazine, Triad Magazines, Inc., 67 W. 44th St., New York 18, N. Y.
United Loose Leaf Corp., 233 Spring St., New York 13, N. Y.
Valco Mfg. Co., 4700 W. Walton, Chicago 31, Ill.
The Vega Co., 155 Columbus Ave., Boston 18, Mass.
Waters Conley Co., Rochester, Minn.
David Wexler & Co., 1243 S. Wabash Ave., Chicago 5, Ill.
WFL Drum Co., 1728 N. Damen Ave., Chicago 47, Ill.
White-Gerlat Co., 1600 Junction Rd., Racine, Wisc.
The H. N. White Co., 5226 Superior Ave., Cleveland, Ohio
Wilcox-Gay Corp., Charlotte, Mich.
The Willis Music Co., 124 E. Fourth St., Cincinnati 2, Ohio
Winter & Co., 863 East 141st St., New York 54, N. Y.
The Woodwind Co., 461-8th Ave., New York 1, N. Y.
Zenith Radio Corp., 6001 W. Dickens Ave., Chicago 39, Ill.

RADIO STORE

Here's How a Brisk Business in Missouri Used Its Fifty Years of Merchandising Experience to Tailor a Store According to the Latest in Selling Trends

• You place a strong sales emphasis on radio merchandise that measures up to the standards of music lovers.

You fix up your store to include "salon" salesmanship and give it extra dignity and class.

You combine these policies with an alert accent on good stocks of phonograph records.

Then you're ready for the kind of profitable business that Eshelman is doing in St. Joseph, Mo.

Although the Eshelman Music House at 117 S. Sixth St. is one of the oldest music-radio-appliance outfits in the state, there is no intention at this address to rest on laurels. The cry of "forward with quality sales" is louder here than in most stores.

Ready for Action

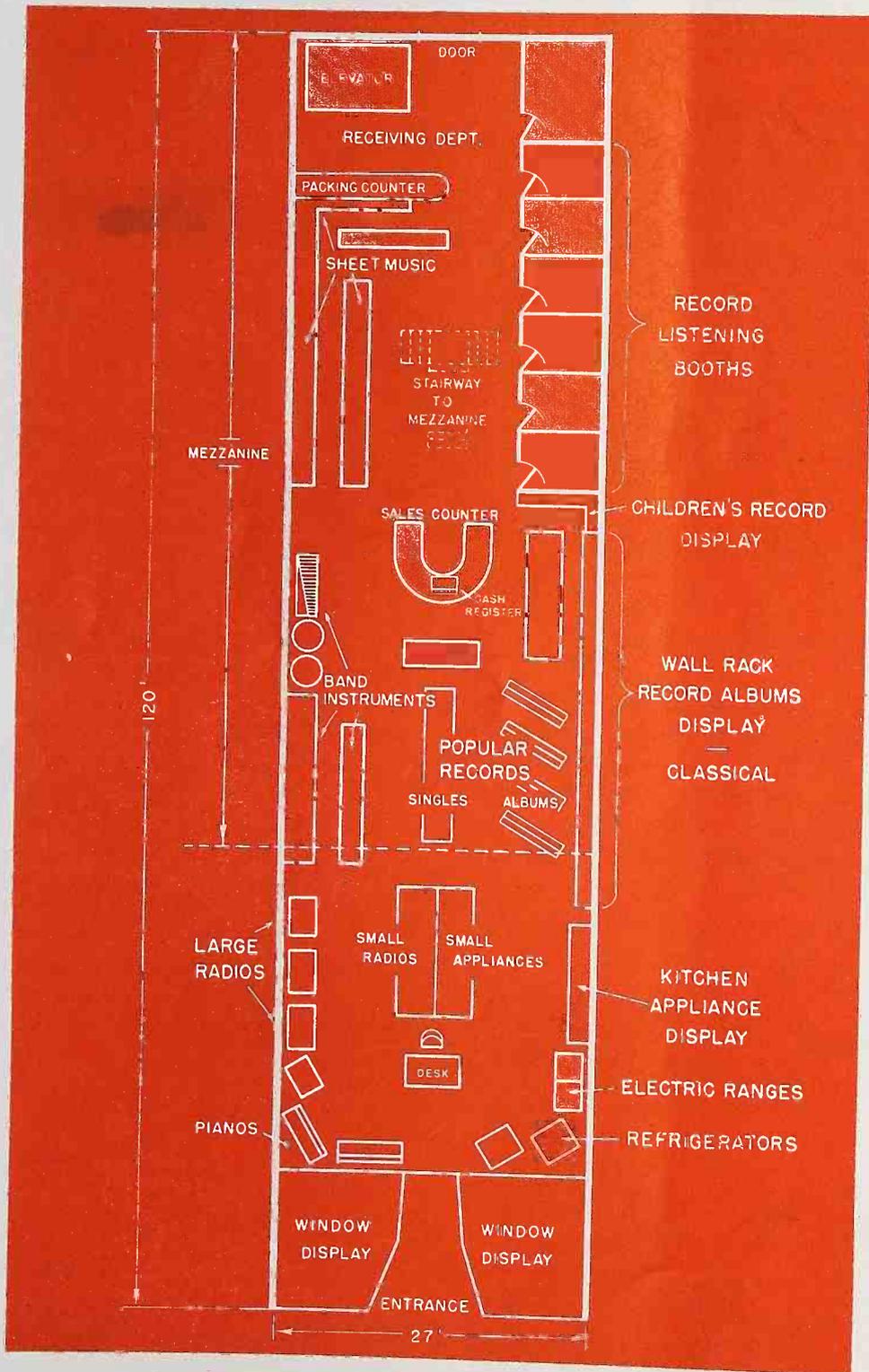
The first months of 1946 found the firm with new and up-to-the-second sales rooms, a shiny new "electric kitchen" section, and an enlarged sales and service staff of 30 members who are ready for anything and everything that represents good merchandising sense in the postwar period.

In radio, the business is being tailored to work side-by-side with the lively merchandising of phonograph records. The emphasis will be on new combinations in the \$150 to \$200 price class, and the store, with a solid faith in the size of the platter-playing public, knows where it can place a gang of these new units. They say that from the looks of what comes into the service department, from 60 to 75% of all radios in use in this area should be replaced.

Combos Tied to Records

The accent on the new combos naturally seems the best bet to Eshelman when he looks at his books and finds that the volume in records is about four times what it was two years ago. And 40% of the dollar volume in the disc section comes from classical numbers, so that a quality emphasis is more than a dream.

Movies like "A Song to Remember" are cited here as a major factor in a notable trend toward



Floor plan of the Eshelman store is a study in diversification. This shows arrangement of merchandise on the main floor after the remodeling job. In the basement are the music studios and the new electric kitchen. Upstairs with the pianos is the main stock of console and combination radios.

WIDENS ITS SALES

more serious musical preferences. Eshelman says that previously a \$25 stock of Chopin music did the trick; now, a \$400 shelf of the records is better suited to sales needs.

Some time ago the store hit the St. Joe papers with a striking publicity splash, when Walter Eshelman, president, commemorated 50 years of association with the music business of the city. He had first been associated with the local Washburn Music Co., but had opened his own business in 1917. Local reporters called it "a typical Horatio Alger story" while the brisk Mr. Eshelman entertained them with such remarks as "I have contended that if you teach a boy to blow a horn, he'll never blow a safe." The whole matter made good reading, and the store alertly linked it with new plans for each of the departments.

The Music House meanwhile was featuring an appliance window, spotlighting a new refrigerator and a washer, with a card suggesting "Ask About Our Priority Delivery Plan—This Is Your Best Assurance of an Early Delivery."

Latest in Appliances

This card has the effect of leading prospects to the new appliance showrooms in the basement, adjacent to the studios used by the music teachers. These showrooms are the trim and freshly-painted spot where the complete new electric kitchen is being installed, and represent the center of the firm's aggressive plans for appliance merchandising.

A new salon room, located on the second floor along with the dignified rows of pianos, is being filled

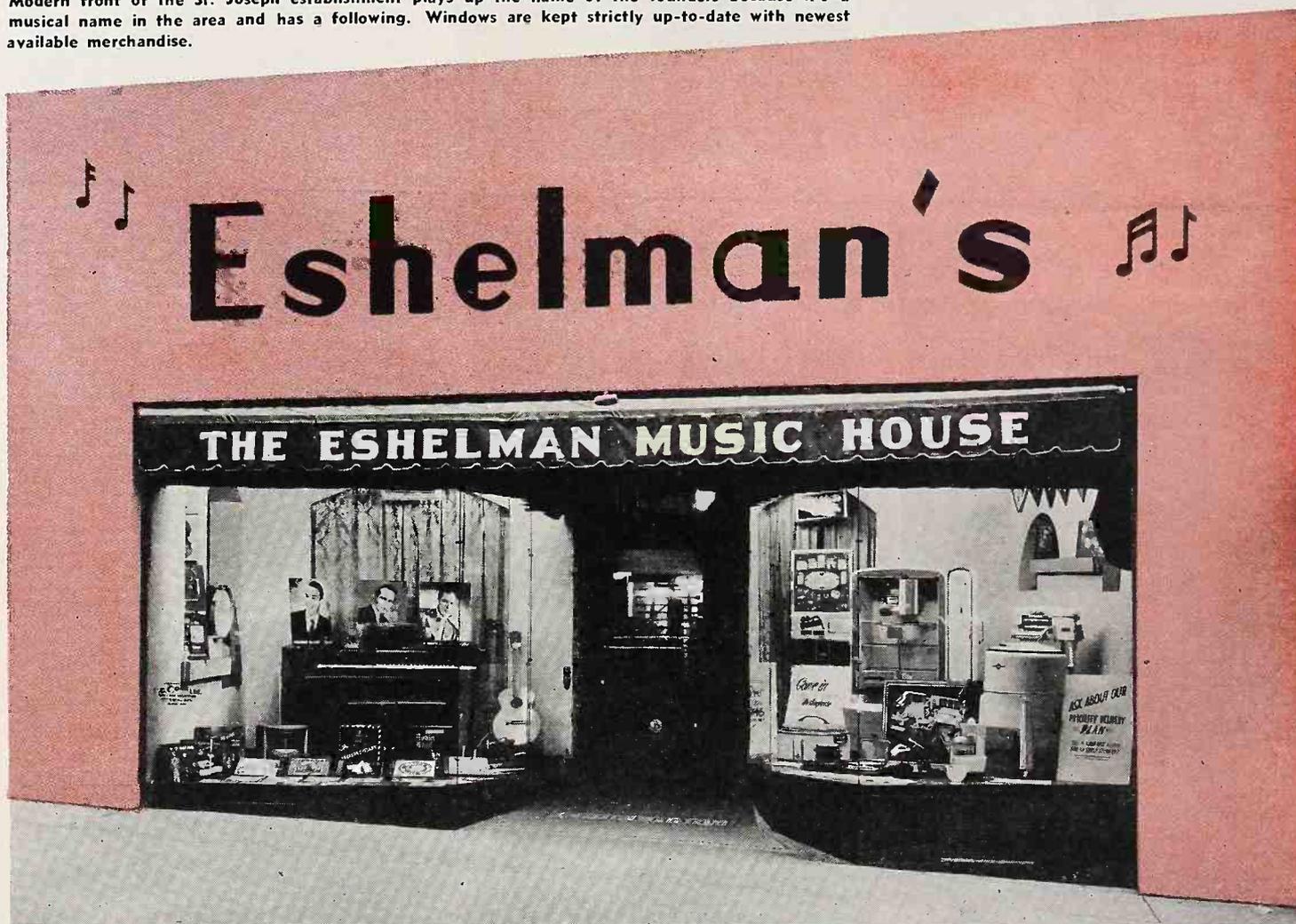
with new radios and combinations. It has been designed as a quiet but cheerful spot where more "serious" demonstrations can go forward efficiently. The store will interest itself in the quality trade and let the rest of it go. It is interesting to hear Mr. Eshelman describe this part of the store policy.

"What do you do about the rank bargain-hunters who come into the store?" he was asked. "You naturally get some of them."

"We just don't give them so much 'house'," was the fast-witted reply of the genial head of the Eshelman Music House.

Elwood C. Miller is vice-president of the firm, and Harold N. Eshelman is secretary-treasurer of the organization. Mrs. Jas. Nash is manager of the record section, and in charge of the big radio service department is Dayton Kelly.

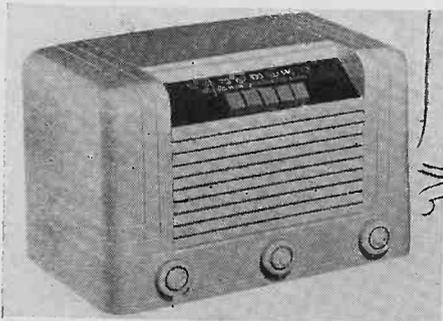
Modern front of the St. Joseph establishment plays up the name of the founders because it's a musical name in the area and has a following. Windows are kept strictly up-to-date with newest available merchandise.



New Receivers on

Delco RADIO

Model R-1236 table set with push buttons (one of 5 new ac-dc models beginning Delco's line of home sets)—a 6-tube unit tuning 500 to 1700 kc. Au-



omatic tone control. Measures 12" wide, 7 $\frac{3}{4}$ " high, 7 $\frac{1}{4}$ " deep. Plastic cabinet with ivory finish. Delco Radio Division, General Motors Corp., Kokomo, Ind.—RADIO & Television RETAILING

Howard COMBO

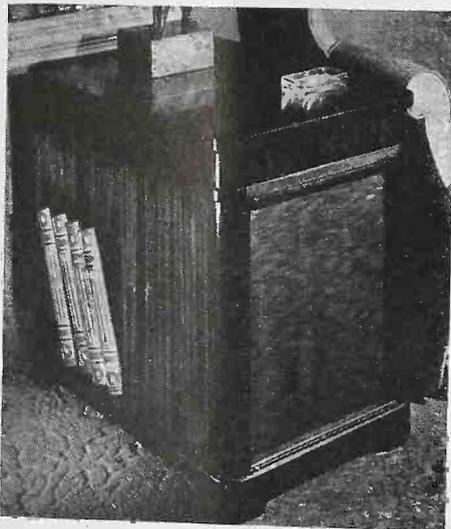
Model 909-M, the "Modern", a 9-tube superhet radio phonograph, push-pull output with bass boost amplification, one stage of R-F amplification. "Acous-



ticolor" tone control, 9" slide-rule dial, oval dynamic speaker, 9" by 6". Automatic record changer, light-weight tone arm, permanent needle. Slide-away drawers for changer and control dial. Blonde finish cabinet. Howard Radio Co., 1735 Belmont Ave., Chicago 13, Ill.—RADIO & Television RETAILING

Freed-Eisemann COMBO

Model 35, the "Chairside" FM-AM radio phonograph, 20 tubes. Broadcast range, 530 to 1700 kc; two short wave bands, 12 to 18 mc and another 6 to 10 mc; FM band, 88 to 108 mc. "Dual Panphonic" speaker, 10 w output. Automatic record changer for 10" or



12" discs. Cabinet finish in mahogany, walnut or bleached primavera, 26" high 30" wide, 17" deep. Freed Radio Corp., 200 Hudson St., New York, N. Y.—RADIO & Television RETAILING

Garod COMBO

Model 6DPS, the "Sheraton" style automatic radio phonograph. Two bands, 6 tubes, ac superhet with auditorium speaker. Controls for volume, tone and tuning, and band controls for broadcast, short wave and phono, behind right hand drawer. Broadcast range,



540 to 1650 kc; short wave, 5.7 to 18.5 mc. "Hide-A-Way" record changer behind left hand drawer, playing ten 12" records or twelve 10" discs. "Tonalizer" circuit. 6DPS-5, 6DPS-6, and 6DPS-7 have two-tone walnut, mahogany and bleached mahogany cabinets, respectively. Garold Radio Corp., 70 Washington St., Brooklyn 1, New York—RADIO & Television RETAILING

Bendix FLIGHTPHONE

Model PATR-10, a VHF transmitter and medium frequency range and broadcast receiver, for personal airplane operators. Receiver circuit has two bands, 200 to 400 kc for airway stations and towers; 550 to 1500 kc for broadcast stations. Delayed automatic volume control, built-in range filter.

Transmitter circuit gives remote con-



trolled operation on five crystal-controlled frequencies; working range up to 75 miles. Built-in tuning meter.

Dimensions behind decorative panel 6 $\frac{3}{4}$ " deep, 6 $\frac{5}{8}$ " wide, 5 $\frac{1}{8}$ " high. Weight (including vibrator power supply, shockmounts, and range filter), 7 lbs. Bendix Radio Division, Bendix Aviation Corp., Baltimore 4, Maryland—RADIO & Television RETAILING

Arista RADIO

Model L-182, ac-dc, six-tube table model with 5" PM speaker. Mahogany



the Way to Retailers

finish cabinet in waterfall design. Arista Associates, 446 Dean St., Brooklyn, N. Y.—RADIO & Television RETAILING

Zenith COMBO

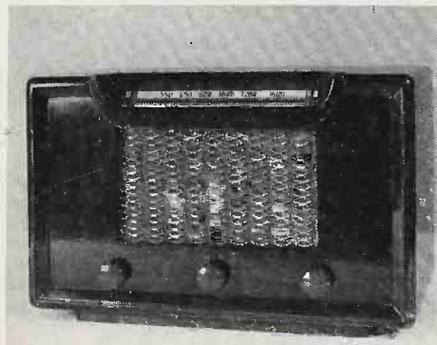
Model 9H079, an FM-AM radio phonograph, FM on both the 45 and 100 mc bands. Tubes include 7 for radio, one triple-purpose phone tube, one power rectifier. Three-gang condenser, tuned



rf amplification, 10" "Concert Grand" speaker, "Wavemagnet" and built-in FM antenna. Cobra tone arm, intermix record changer on a roll-out phono unit. Cabinet comes in solid mahogany and walnut woods with veneer panels, or in new bisque finish. Zenith Radio Corp., 6001 W. Dickens Ave., Chicago 39, Ill.—RADIO & Television RETAILING

Lewyt RADIO

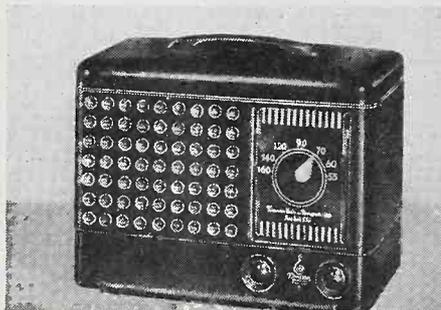
Model 605-AD, an ac-dc superhet, tuning 535 to 1700 kc. Six tubes. Cab-



inet of hand-rubbed mahogany. Lewyt Corp., 60 Broadway, Brooklyn 11, N. Y.—RADIO & Television RETAILING

Emerson RADIO

Model 509, a 5-tube ac-dc table unit, with enclosed "Super Loop", 5" PM speaker. Modern walnut patterned plas-



tic cabinet, with integral grille. Measures 5½" by 9½" by 7". \$20. Emerson Radio & Phonograph Corp., 111 Eighth Ave., New York 11, N. Y.—RADIO & Television RETAILING

DuMont TELESET

"Westminster" model radio phonograph with television providing direct-view "20-20" picture 18" wide. All bands included for FM, standard and short wave. Disappearing screen for

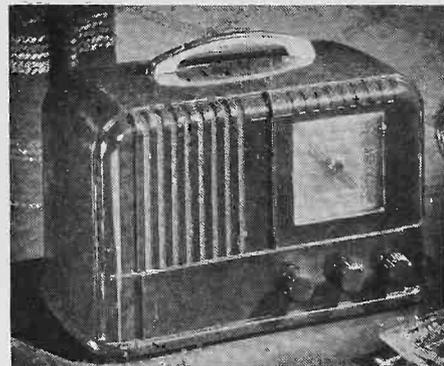


television tube. Incorporates "Inductuner" feature; 43 tubes; proscenium-framed "home teletheater" viewing area. Automatic record changer playing mixed 10" and 12" discs. Space for album storage. Conservative classic-design cabinet in grained mahogany or walnut. App. \$2,400. Allen B. DuMont Labs., Inc., 515 Madison Ave., New York, N. Y.—RADIO & Television RETAILING

Radio prices quoted on these pages are subject in some cases to the OPA regulation MPR 599, Order 18, which begins by allowing manufacturers an 8% increase. Price changes for distributors and dealers depend on the price bracket of the radio. Explanation of the new price adjustment appears on page 165 of this issue.

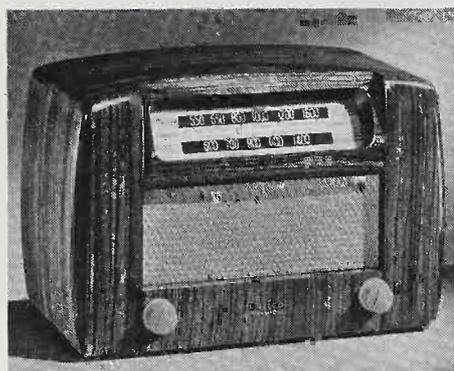
Arvin RADIO

Model 664, a 6-tube, ac-dc table model, with full RF stage, including 3-gang condenser and audio frequency



correction. Built-in loop, 5" speaker. Ivory or walnut plastic cabinet, 12½" by 7½" by 7". Noblitt-Sparks Industries, Inc., Columbus, Ind.—RADIO & Television RETAILING

Philco RADIO



Model 251, an ac-dc table model with 5 tubes, electro-dynamic speaker. Decorative hardwood cabinet. Philco Corp., Tioga & C Streets, Philadelphia, Pa.—RADIO & Television RETAILING

(Continued on page 45)

STEADY Service Builds

Arkansas Dealer Gave His Radio Hospital a Reputation for a Friendly Kind of On-the-Spot Work and the Firm Grew

● At a wartime radio service peak, the Connerly Radio Hospital, Little Rock, Arkansas, was turning out from 25 to 40 sets per day in addition to making hundreds of tube substitutions, and was dubbed, unofficially, "the largest radio repair shop in Arkansas."

Wartime business constituted a far cry from the modest repair beginning which Arthur R. Connerly made in Lake Village, Arkansas, his home town, in 1934, shortly after he had finished radio school.

Home towners had little faith in the radio repair talents of the youthful-looking Connerly, simply because he "looked green," so the repair novice resolved to ply his ability elsewhere.

His shop in Little Rock didn't precisely achieve immediate meteoric success, but through steady plugging at the end of six months, assets of the shops were: One 1939 Dodge used for a delivery service, a shop equipped with only the bare essentials of tools, and an apprentice worker.

To accumulate even these unpretentious resources, the enterprising radio man was forced to employ his ability for fluent salesmanship on the department and furniture stores in Little Rock in attempts to get a "farm-out" of their radio servicing.

Necessary to "Sell"

He had always believed that a little extra study of salesmanship was a thing which a technician needed, and he did not neglect it. This had occurred to him many times in his contacts with set owners. When it came to selling his services to other radio outfits, it was often a case of one technician talking things over with another radio man, and things went well.

The value of this campaign was that he soon had the service business of eight stores for whom he exclusively serviced radios. Income

from this source was \$125 monthly, and it helped him weather the early days of his business.

It was the lean, hungry era of radio repair when service was furnished at a dollar per set plus the cost of parts; \$1.50 and parts for home servicing.

Art Connerly really began to tune in on radio repair profits in 1941, and it required the assistance of three extra service technicians to handle the steady stream of sets that poured through the shop. When the three assistants received the inevitable summons from Uncle Sam, Connerly maintained the shop alone for awhile, and by working sixty hours a week, still extended two-day service. Honesty, moderate prices and good service continued to figure prominently in the Con-

nerly approach to receiver owners.

Another noteworthy aspect of the shop operations during the war was the service rendered shut-ins and owners of bigger sets—Connerly's Radio Hospital was the only repair shop in town to supply these radio owners with on-the-spot service. It represented a financial sacrifice on the owner's part, because there was constantly an abundance of repair-work at the shop to occupy his time.

News Gets Around

He found that his reputation for this type of extra service was the kind of news that travels around a community with encouraging speed. When a radio man is ready and willing with a "plus" effort, and is not too coldly and exclusively con-

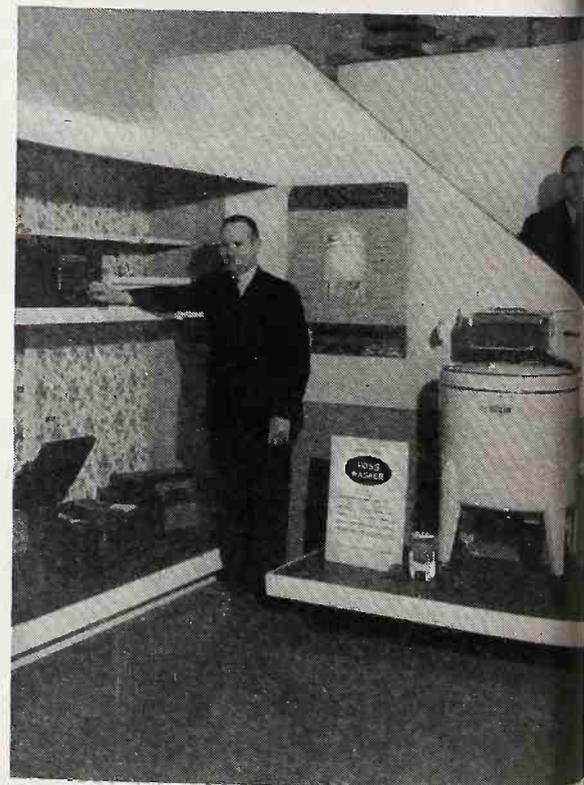
THE POLICY OF A RADIOMAN

A lot of "steady plugging" never hurt a serviceman.

It helps to extend extra courtesies now and then.

A shop "code" means nothing unless you stick with it.

The public cannot be fooled by a technical 'pretender'.



Art Connerly, left, and assistant J. C. Wood.

Business



A section of the radio repair lab at the Radio Hospital, where a trio of three carefully selected technicians are now in charge. At left is Charles Hodge, GI trainee, and Charles R. Sutton is at the bench. Repair jobs from eight other outlets (department and furniture stores) ended up here.

cerned with making money to extend extra courtesy to those who deserve it, he soon has a great many friends.

Jobs on the Cuff

But to Art Connerly, a radio service institution has utilitarian obligations and he intends to fulfill them. He contributed many hours during the war to keeping USO clubs' phono-amplifiers, radios and record players in good working order. Day or night calls from service organizations were answered pronto, and were charged only for parts needed in the work.

On these jobs Connerly was careful not to cut any corners in the quality of his work. They got the same attention as the best-paid job on his schedule, and he made a point of staying with the assignments until they were completed to the best of his ability.

A distinctive trade mark, which carries out the "hospital" theme, is one of the ideas used by Connerly in attracting notice to his service. His delivery vehicles are not trucks, but "ambulances." A red cross marks them. A cut has been made of a photograph showing Mr. Connerly beside one of the "ambulances" and these are inserted in newspaper advertising and telephone book ads and also used on the street directory cards which the firm distributes. Connerly has drawn extra attention to his shop by the strategy of exploiting the "hospital" idea.

"Hospital" Theme Helps

He is well aware of the fact that this "medical" theme is not a new one in the radio maintenance business and that it has been used in other parts of the country in applications that are more elaborate.

But he finds that his use of it does the trick in his community, and that it seems to fit into the local radio service picture.

"It is a more complex business than it used to be," said Connerly, in a general comment on radio servicing in his area. "Formerly, only one of twenty of the sets brought in here for servicing had been tinkered with by the owner, or by an inexperienced serviceman. Today, six out of every ten receivers show the results of the nonprofessional touch. Sometimes the sets are hopelessly wrecked. It takes a patient and able technician to handle these jobs."

Connerly recently embarked on a radio and appliance wholesaling career, but continues his interest in the service shop. No matter what kind of organization he has, he declares that good service will continue to be emphasized.

Makers Announce

GE RADIO CLOCK



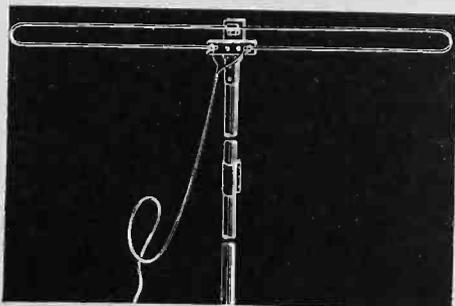
Combined radio and alarm clock, with pre-selector device for turning on radio music at selected morning hour. Radio "wake-up" resonator may also be set. Four-tube ac receiver, loaf-of-bread size. Plastic cabinet, weighs 5 lbs. \$27.35. General Electric Co., Receiver Division, Bridgeport, Conn.—RADIO & Television RETAILING

Brush RECORDER

Magnetic home recorder-reproducer, has its own speaker, amplifier and microphone; equipped with jacks for hook-up to radio, PA, or other electronic audio systems. Makes recordings on magnetic tape—in reels of 1/2 hour recording time—coated paper 1/4" wide on reels similar to 8 mm movie film reels. Reels can be erased and re-used; simple to install and edit. Rated frequency response is 100 cps to 5,000 cps. Rewind speed, approx. 30-1. Can be placed on top of home radio, for recording radio broadcasts. Brush Development Co., 3311 Perkins Ave., Cleveland 14, Ohio—RADIO & Television RETAILING

TACO FM ANTENNA

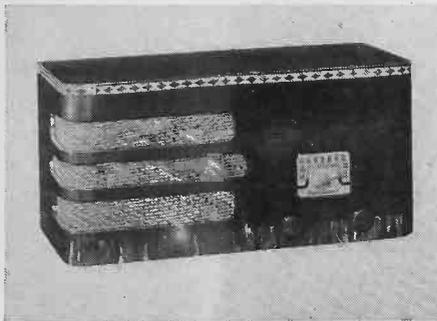
Model 621 FM folded-dipole antenna, for areas of low signal strength. Directional both front and rear. Standing wave ratio of less than 2.5 over entire FM band. May be used for AM reception with TACO Type 625 transformer. Includes 60-ft. of 300-ohm transmission line; 5-ft. wood mast; two



mounting straps. Weighs 6 1/2 lbs. Technical Appliance Corp., 41-06 DeLong, Flushing, L. I., N. Y.—RADIO & Television RETAILING

Meck FARM RADIO

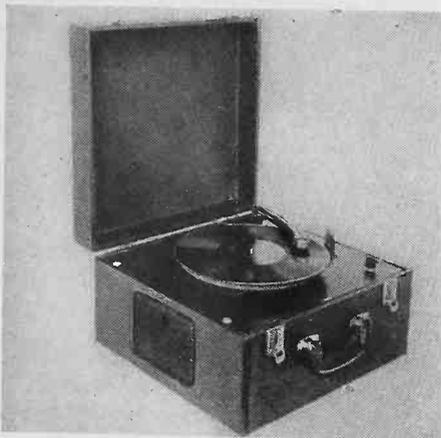
"Trailblazer" table model, powered by Eveready battery pack, with 5 miniature tubes drawing 1.4 v. Super-



het with 5" speaker. "A" battery rated for 750 continuous hours of playing. \$36.95. John Meck Industries, Plymouth, Ind.—RADIO & Television RETAILING

Futuronic RECORD PLAYER

Model P-10, portable ac record player playing 10" and 12" records with lid closed. High gain crystal pick-up, 78 RPM motor with 9" turntable. Acous-



tically designed cabinet, 8" high, 15" wide, 12 1/2" deep. Weighs 13 lbs. \$29.45. Futuronic Engineering Co., 168 Washington St., New York 7, N. Y.—RADIO & Television RETAILING

Camco AUTO ANTENNAS

Line of 5 models of auto radio antennas, ranging from 22" extending to 56" size, up to 30" extending to 100", for fender, top cowl, or side cowl. Admiralty brass tubing, top section of spring temper stainless steel. Guaranteed rust-proof plating; rattle-proof construction. Engineered against dust and moisture. Static discharge tip. Tubes have side sweep phosphor bronze contact. Vinylite jacketed tinned shielded moisture proof loom. Aircraft type single contact fittings. Insulators and fittings of bakelite and brass chromed design. Camburn, Inc., 32-40 57th St., Woodside, N. Y.—RADIO & Television RETAILING

Bowers RADIO



Model T-51, a 5-tube ac-dc superhet with beam power output and Alnico dynamic speaker. Non-directional loop antenna with added connection for outside antenna. Molded plastic cabinet, radial dial. Available in ivory, sea green, fire red, and brown. Bowers Battery & Spark Plug Co., Reading, Pa.—RADIO & Television RETAILING

Spirling AUTO ANTENNAS

"Perma-Tension" line of telescoping auto radio antennas, 11 different models for all car requirements—cowl, fender, under-hood, concealed, etc. Stainless steel rods, Admiralty brass, bakelite insulators. Vinyl-plasticized cables, shielded and braided. Triple chromium plated; all models equipped with discharge ball. Tapered brass tubing to cut moisture and dust. Special design for telescoping, via "Berma-Tension" feature on all models. Spirling Products Co., Inc., 64 Grand St., New York 13, N. Y.—RADIO & Television RETAILING

Dictograph INTERCOM

"Two-Way Talkie" battery-operated intercommunicator for homes, farms and small businesses, to provide communication between 2, 3, or 4 points. Each unit acts as combination microphone and speaker; units will operate up to 500 ft. apart. Uses replaceable flashlight-size batteries. Two instruments complete, \$17.50. (May be enlarged to



3 or 4-station outfit, by addition of 4-way switch, \$5.) Dictograph Products, Inc., 580 Fifth Ave., New York 19, N. Y.—RADIO & Television RETAILING

(Continued on page 48)

EMERSON* 4-POINT QUALITY SCOOPS THE MARKET

* *Better* 1-STYLE 2-TONE 3-PERFORMANCE 4-VALUE



*3 Times the Power
of Prewar Radio*

*Portable Perfection in the
"INDISPENSABLE LINE" ...*

Public demand for Emerson "4-POINT QUALITY" — in Portables, Compacts, Phonoradios and Pocket Receivers—is a trend that is adding daily to the value of the Emerson Radio Dealer Franchise — your solid assurance of increasing prosperity with the "INDISPENSABLE LINE" as production continues to mount.

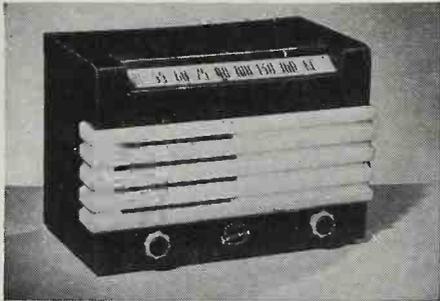
THE NEW 1946
Emerson
Radio



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

Newest Models

Minerva RADIO



Model 702 CR, a 6-tube ac-dc table model tuning 540 to 1640 kc. Built-in loop antenna, "acousti-grille" baffle, 5" PM Alnico magnet speaker. Two-color Catlin cabinet in various combinations. \$39.50 (Model 702 W is identical except for cabinet of hand-rubbed solid walnut, \$38.68) Minerva Corp. of America, 238 William St., New York 7, N. Y.—RADIO & Television RETAILING

Sterling PHONOGRAPH

"Nightingale" model ac portable phonograph with automatic record changer playing ten 12" records or twelve 10" discs. Three-tube unit, 6" speaker, two-post changer with automatic stop and record reject. Output of 4 w—can be



used for small auditorium. Plastic handle, brass plated hardware, case of 3/8" plywood with heavy covering of alligator leatherette, 21" by 16 1/2" by 9 3/4". \$69.95. Sepco Co., 614 Tenth Ave., New York, N. Y.—RADIO & Television RETAILING

E-L POWER SUPPLY

Model 2606 vibrator power supply for various applications in farm, marine, police, amateur radio, etc., as well as in PA systems and test equipment. Delivers up to 300 volts dc at 100 ma and

power output up to 30 w, from a 6-volt dc supply. Light-weight and sturdy construction. Electronic Laboratories, Inc., 122 W. New York St., Indianapolis 4, Ind.—RADIO & Television RETAILING

Phonotron PHONOGRAPH

Model 346, a 3-tube unit playing 10" and 12" records. Tone and volume con-



trol, 5" Alnico speaker. \$37.95. Don McGohan Co., 2037 Belle Plaine Ave., Chicago 18, Ill.—RADIO & Television RETAILING

Pierson COMMUNICATIONS RECEIVER

Model KP-81, an 18-tube communications radio with separate speaker unit. Tunes 550 kc to 40 mc; automatic noise silencer, turret band change. Two pre-selector stages, four gang tuning and band spread condensers. Ten-inch electro-dynamic speaker. Hi-Q sockets in high frequency circuits, series parallel crystal filter. Improved i-f amplifier design, calibrated band spread. Built-in crystal calibrator, cabinet filter and antenna coil protector. Furniture steel cabinet, baked crackle finish, 20" long, 15 5/8" deep, 11 1/2" high. Speaker unit is same height, 14" long, 9 1/2" deep. Pierson Electronic Corp., 533 E. Fifth St., Los Angeles 13, Calif.—RADIO & Television RETAILING

National RADIO

Model NC-2-40D, for general communications service and for amateurs. Full vision calibrated dial with 6 general coverage and 4 bandsread scales. Single tuning and band switching control. Flexible crystal filter, series valve noise limiter, and auxiliary numerical logging dial. Signal strength meter, phonograph or high level microphone pick-up jack. Automatic volume control circuit, beat frequency oscillator for CW reception, tone control, phones jack, 115-230 volt ac change-over switch. Speaker mounted in separate matching cabinet. Grey wrinkle finish. Table

model receiver measures 19 1/4" by 10 5/8" by 15 1/2"; weighs 60 lbs. The National Co., Malden, Mass.—RADIO & Television RETAILING

Telicon RADIO



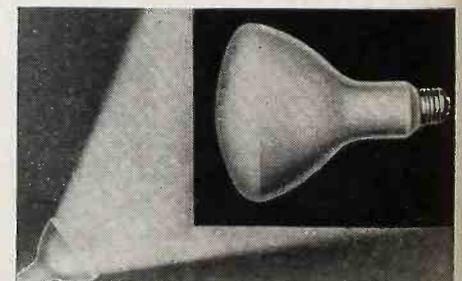
Model 12-R table model, a 7-tube ac-dc superhet with 8" speaker. Push-pull beam power output, variable tone control, phono pick-up jack. Built-in loop antenna, full vision slide rule dial, matched walnut and mahogany panels. Telicon Corp., 851 Madison Ave., New York 21, N. Y.—RADIO & Television RETAILING

ICA AUTO ANTENNA

Model 4586, auto radio antenna, disappearing design, for cowl and fender mount—3" of exposed antenna telescopes to 50". Admiralty brass construction, triple chrome plated, static discharge tip. Insulation of bakelite and chrome-plated brass, self-adjusting to convex areas. Cable protected by shielded loom and Vinylite insulation. Insuline Corp. of America, Insuline Building, Long Island City, N. Y.—RADIO & Television RETAILING

Wabash FLOODLITE

"Reflector Floodlite", with pure-silver reflector lining hermetically sealed inside, for floodlighting, store interior and display lighting. Diameter is 5" at



widest point, 6 1/2" overall length; smooth surface to discourage dust. Fits any standard socket, swivel or ceiling recessed. Comes in 100, 150, 200, and 300 w sizes. Rated average burning life, 1,000 hours. Wabash Corp., Brooklyn 31, New York.—RADIO & Television RETAILING

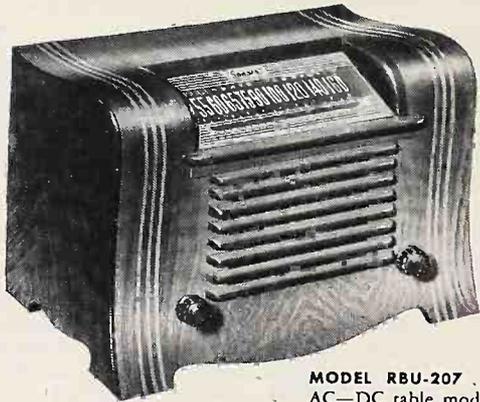
(Continued on page 50)

MODEL RBU-176 . . . 5-tube AC—DC Plastic superhet table model. Gleaming ivory plastic cabinet, the latest syllable in modern design!



watch Sonora go places!

"Clear as a Bell" Tone... Plus!



MODEL RBU-207 . . . 5-tube AC—DC table model. Walnut cabinet, smart inlaid striping. Slide-rule dial at top, tilted for greater visibility. Automatic volume control. Beauty—plus!



Plus? Yes, plus striking cabinet design that makes SONORA radios as good to look at as they are to hear. SONORA's distinctive *bent wood* cabinets—now produced at lower cost through war-learned techniques—combine the smart styling and flowing lines of plastic with the superior tone quality and richness of wood. Yes, SONORA's bent wood cabinets . . . tops for eye-appeal . . . are styled to sell!

But the most important single factor in selling a radio is tone—superior tone. And that's where SONORA's outstanding tone that's "Clear As A Bell" means more sales, bigger profits for you. SONORA not only builds more sales and prestige, but increases store traffic too, through powerful national advertising that challenges your customers to compare before they buy . . . to hear SONORA's "Clear As A Bell" tone, to see SONORA's unique beauty. When they see and hear SONORA—they all want SONORA.

HOME ENTERTAINMENT AT ITS BEST

MODEL RCU-208 . . . 6-tube AC—DC superhet table model, in distinctively styled walnut cabinet. Newly perfected patented chassis circuit gives astounding big set reception that sounds like a console!

What Is the Future of Radio Prices After OPA?

Question asked by Sonora Dealer Ben R. Scott, Lachman Brothers, San Francisco.

Answer by Joe Gerl, President of Sonora.

After OPA controls are removed, the lower-priced radios will fall in price; the higher bracket radios will increase slightly. New, low-priced models will be introduced for promotional purposes, while trade discounts will be raised on the higher-priced models to cover dealer and distributor promotional activity in the lower-priced field.

Joe Gerl

Sonora

Clear as a Bell 

SONORA RADIO & TELEVISION CORP.
325 North Hoyne Avenue • Chicago 12, Illinois

RADIOS • FM COMBINATIONS • TELEVISION SETS • RECORDS • PHONOGRAPHS • RECORDERS

Variety of New Lines

Stromberg COMBO

"Hepplewhite" model 1121-PGM (mahogany) or 1121-PGW (walnut) radio phonograph, with 9 tubes, 12" speaker. Two FM bands, standard broadcast, and short wave band with spread-band tun-



ing. Push buttons for 8 stations; Floating Suspension dial. Automatic record changer plays ten 12" or twelve 10" discs. Featherweight crystal type pick-up. Automatic volume control. Doors on concealed-type hinges. Connection for wire recording. Measures 35" high, 17 $\frac{3}{4}$ " deep, 35" wide. Stromberg-Carlson Co., Rochester 3, N. Y.—RADIO & Television RETAILING

Maico HEARING AID

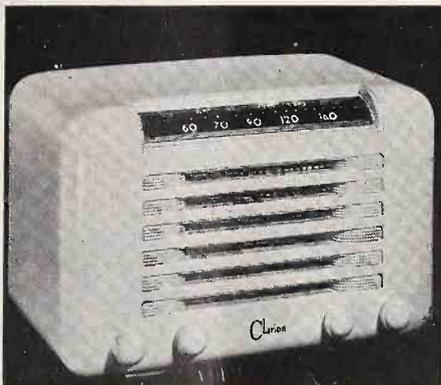
"Hear-Rings" generally designed as jewelled earrings, with midget receiver concealed in one, the other a matching



copy. Transparent plastic device carries sound frequencies to ear. Must be individually fitted. The Maico Co., 25 N. Third St., Minneapolis 1, Minn.—RADIO & Television RETAILING

Clarion RADIO

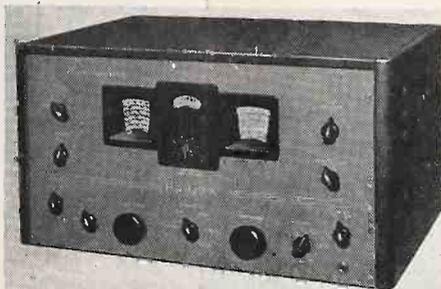
Model C103, the "Aristocrat" a 6-tube ac superhet, with 3-gang condenser,



tuned R-F stage, 6 $\frac{1}{2}$ " electro-dynamic speaker. Seven tuned circuits, "Super-Interceptor" loop antenna. Tunes 540 to 1725 kc. Three-dimensional dial, curved slide-rule type. Classic design plastic cabinet, in ivory or walnut. Measures 8 $\frac{3}{8}$ " high, 12 $\frac{7}{8}$ " wide, 7 $\frac{5}{8}$ " deep. Warwick Mfg. Corp., 4640 W. Harrison St., Chicago, Ill.—RADIO & Television RETAILING

Hammarlund COMMUNICATIONS RECEIVER

Model HQ-129-X, six-band communications receiver, with calibrations for four new bands if available later. Audio output of 3 w, 6-position crystal



filter, antenna compensator. Automatic volume control—operates on RF and first two i-f stages. Series type noise limiter. Cabinet in 2-tone grey, 13 $\frac{15}{32}$ " deep, 20 $\frac{3}{32}$ " wide, 11 $\frac{1}{32}$ " high; speaker cabinet to match. The Hammarlund Mfg. Co., 460 W. 34th St., New York 1, N. Y.—RADIO & Television RETAILING

Panoramic ADAPTOR

"Panadaptor", for use with any communications receiver with intermediate frequency of 450-470 kc, provides "panoramic reception" by showing visually a band of 100 kc on either side of a tuned frequency. Its screen "replaces" tuning dial, by giving full picture of all signals of all types within the 200 kc scope. For use of shortwave listeners; amateurs, airport radio men, experimenters, researchers, etc. Locates weak and transient signals, short calls, frequency shifts. Useful for monitoring AM or FM, studying signal character-

istics, frequency measurements, sidebands, modulation, etc. Four controls—for compensation of receiver characteristics, gain, band width coverage



and center frequency. Operates on 115 v, 50-60 cycle; uses 10 tubes. Panoramic Radio Corp., 242 W. 55th St., New York 19, N. Y.—RADIO & Television RETAILING

Brunswick COMBO

Model D-6876, the "Plymouth", a 19-tube ac radio phonograph with AM, two FM and short wave bands. Automatic volume expansion, 30 w output, separate bass and treble controls. Panatrop record changer with permanent sapphire crystal cartridge, automatic



stop. Radio and speaker behind right drawer and door; record storage behind left door; record changer under left half top—right half top permanent. Authentic custom designed Early American cabinet style in genuine knotty pine finish, hand-glazing and hand-rubbed. Measures 37" wide, 35" high, 17 $\frac{1}{2}$ " deep. Brunswick Radio Division, Radio & Television, Inc., 244 Madison Ave., New York, N. Y.—RADIO & Television RETAILING

American CENTRALIZED RADIO SYSTEM

New small-home centralized radio system providing automatic intercommunication and four-station radio recep-

(Continued on page 52)

NATIONWIDE

THE SWING'S TO TELE-TONE!

THERE'S nothing localized or sectionalized about TELE-TONE's sweeping popularity. From Maine to California, Oregon to Florida, the enthusiastic praises come — from dealers and radio buyers alike — for TELE-TONE's superlative beauty, top flight performance. So much so that today, nothing finer can be said of any table model radio than: "It's a TELE-TONE." Which is worth remembering — for now as well as later.

Tele-tone

"In Tune With The World"

TELE-TONE RADIO CORPORATION, 609 West 51st St., New York 19
Producers of Small Radios and Small Radio-Phonographs Exclusively

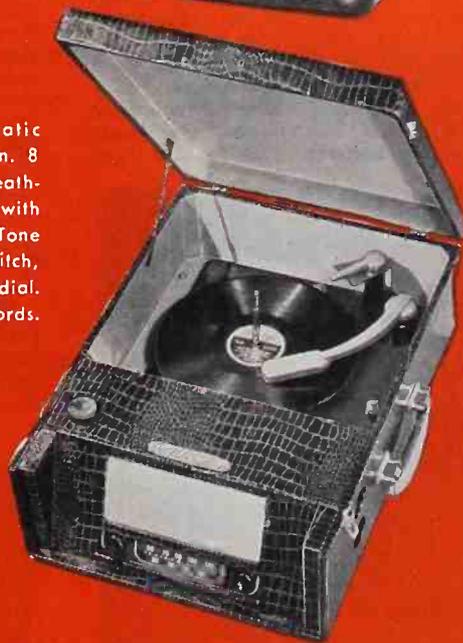


MODEL 109—Compact (AC-DC) TUTONE PLASTIC. 5" Alnico No. 5 speaker. Slide rule, full-vision dial, etc.



MODEL 131—Compact (AC-DC) Superb all-wood cabinet of striped veneers. 5" Alnico No. 5 speaker. Slide rule full-vision dial, etc.

MODEL 133 — Automatic Radio-phono combination. 8 tubes (AC) All wood, leatherette covered. Powerful with beautiful tone quality. Tone control, radio-phono switch, slide rule, full-vision dial. Plays 10" and 12" records.



WE'LL SEE YOU IN CHICAGO—PALMER HOUSE—JULY 11 to 18

Lines for Dealers

tion in every room. On-off buttons in rooms control tuning equipment in closet, basement or attic. Four separate tuning units furnish the four pre-selected stations. Designed for moderate volume and economy in operation. Volume control at all remote stations. Sold as packaged product. American Communications Corp., 306 Broadway, New York, N. Y.—RADIO & Television RETAILING

Meissner COMBO

"Chippendale" model is another of the 6 cabinet styles for Meissner FM-AM radio phonograph. Figured swirl



mahogany, carved moldings. Authentic hardware, hand-patted finish. Meissner Mfg. Division, Maguire Industries, Inc., Mt. Carmel, Ill.—RADIO & Television RETAILING

Raytheon PHOTO-FLASH

Portable electronic photo-flash equipment taking up to 10,000 exposures with one flash lamp. Uses two Raytheon CK-1013 cold cathode high voltage rectifier tubes, small battery, auto radio vibrator, and Xenon gas-filled flash bulb. Cable connects electronic flash unit to camera and bulb. Light



given by Xenon flash comparable to daylight—an advantage in color photography. Approximate size and weight of professional camera. Raytheon Mfg. Co., Waltham, Mass.—RADIO & Television RETAILING

Airtec RADIO

Model 830, ac-dc superhet, with 5 tubes, 5" PM speaker. Tunes 550 to 1700 kc. Two stage iron core I-F transformers, glide rule dial. Walnut veneer



cabinet, 11 $\frac{3}{4}$ " by 7" by 6", with contrasting wood grille. \$25.95. Pro-Electronics Corp., 44 DeKalb Ave., Brooklyn 1, N. Y.—RADIO & Television RETAILING

Easy-Built RADIO KIT

Construction kit No. 2 (more advanced than No. 1), consisting of socket, coil, variable tuning condenser, tube, earphone, baseboard and cabinet with dial plate. Simplified layout diagram, with pictures of parts, showing position. Assembled set operates on ac or dc, actually receives stations. Connections made by clips. No special tools required. Da-Mycro Products Co., 72-76 Cortlandt St., New York 6, N. Y.—RADIO & Television RETAILING

Hallicrafters RADIO

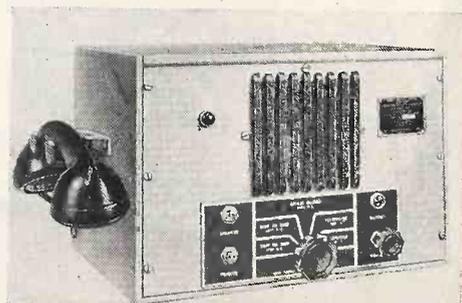
Model S-38 table model, 6-tube superhet for average listeners as well as hams, with continuous coverage in four frequency ranges from 540 kc to 30 mc. Controls for standard reception marked



in red. Automatic noise limiter, beat oscillator for code reception. Well ventilated sheet metal cabinet designed for easy access without removing chassis. The Hallicrafters Co., 2611 Indiana Ave., Chicago 16, Ill.—RADIO & Television RETAILING

Islip RADIO TELEPHONE

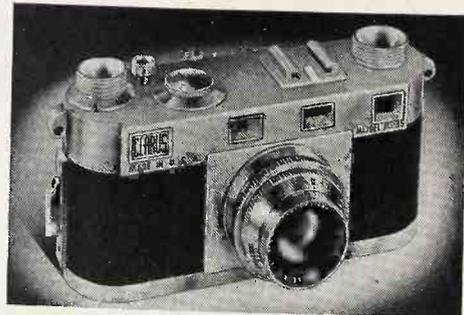
Model MRT-10, compact marine radio telephone, for small and medium-sized cruisers and fishing boats. Output of 10 w, crystal-controlled for both receiver and transmitter. Individual tuning adjustments for each channel in both re-



ceiving and transmitting. Power supply may be 6 or 12 v dc; 32 v on special order. Heavy steel construction in cabinet and chassis, anti-moisture and anti-corrosion. Islip Radio Mfg. Corp., Islip, L. I., N. Y.—RADIO & Television RETAILING

Clarus CAMERA

Miniature camera with "Syncro-loc" focusing, new curtain type focal plane shutter using intermittent action. Pre-



cision machined fittings. Clarus Camera Mfg. Co., 1554 Nicollet Ave., Minneapolis 4, Minn.—RADIO & Television RETAILING

FOR NEWEST IN
ELECTRICAL APPLIANCES
SEE PP. 114 TO 124.

**STOP
LOOK**

LISTEN

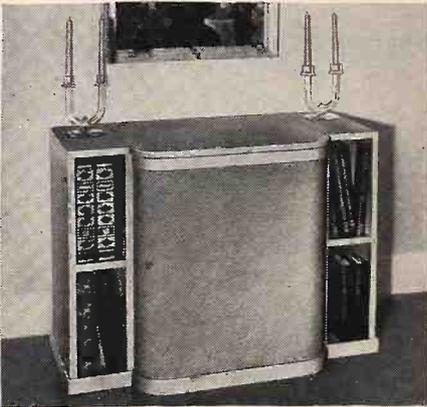
STOP in at rooms 860, 861, the Palmer

House, during the Music Trade Show and Convention.

LOOK at the new Ansley radio-phonograph combinations
and electronic pianos. Note well their fine cabinet
artistry; their exquisite and authentic styling so

sincerely and enthusiastically praised by home
decorators throughout the country.

LISTEN to their superb tone—the first
and foremost consideration in the expert
design and construction of all Ansley Instruments.



ANSLEY
TRADEMARK

"RADIO-PHONOGRAPHS OF SUPERB TONE"

ANSLEY RADIO CORPORATION • TRENTON, NEW JERSEY

RADIO *& Television* RETAILING

THE PREFERRED RADIO MAGAZINE FOR 21 YEARS

leads 20 to 1
over Second Radio Magazine

Another survey to electrical appliance and radio dealers by a manufacturer of phonographs shows RADIO & Television RETAILING to be way out in front by some truly amazing margins: 20 to 1 over the next radio magazine; 6 to 1 over the combined first place votes for the next four radio magazines; 3 to 1 over the second (electrical) magazine. Results available on request. The line-up:

TRADE PUBLICATIONS PREFERRED BY RADIO AND APPLIANCE DEALERS

Publication	Percentage Rank of First 7 Publications
RADIO & Television RETAILING	65.0
An electrical publication	20.0
A radio publication	3.2
A radio service publication	2.4
A radio publication	2.4
An electrical publication	3.2
A radio service publication	2.4

Survey after survey, now in postwar as during the past twenty-one years, shows RADIO & Television RETAILING to be FIRST in the radio trade. It is no coincidence, further, that every one of the above publications have audited, verified circulation, either through ABC or CCA. Dealers, like manufacturers, are choosing publications on the basis of merit and actual helpfulness. And because dealers have always thought RADIO & Television RETAILING FIRST, manufacturers have used it FIRST — more advertising is published here than in any other radio trade magazine.

Caldwell-Clements, Inc. 480 Lexington Ave., New York 17, N. Y.

Publishers also of ELECTRONIC INDUSTRIES

ON EXHIBIT!

Farnsworth's Newest Models

INCLUDING

- **New—TELEVISION**
- **New—FM Phonograph-Radio**
- **New—Chairside Phonograph-Radio**
- **New—Table Model Radio**

AT

**National Association of
Music Merchants
Convention and Trade Show**

July 15th, 16th, 17th, 18th
Room 801, Palmer House, Chicago

AND

JULY FURNITURE MARKET

July 8th through July 20th
Space 535B
(Permanent location)
American Furniture Mart, Chicago

We look forward to seeing every Farnsworth dealer who attends these shows. Dealers will be just as enthusiastic about the new models as they are about the Farnsworth Automatic Record Changer and those models already received. Farnsworth Television & Radio Corporation, Fort Wayne 1, Indiana.

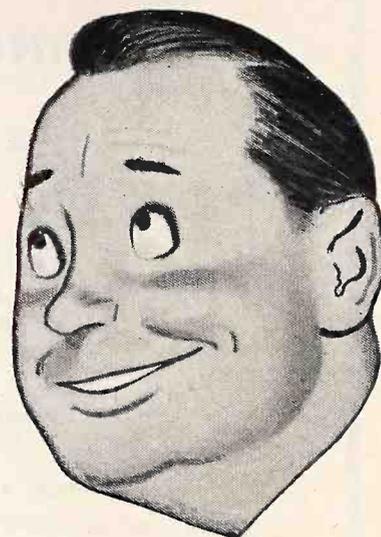
FARNSWORTH

TELEVISION • RADIO
PHONOGRAPH-RADIO

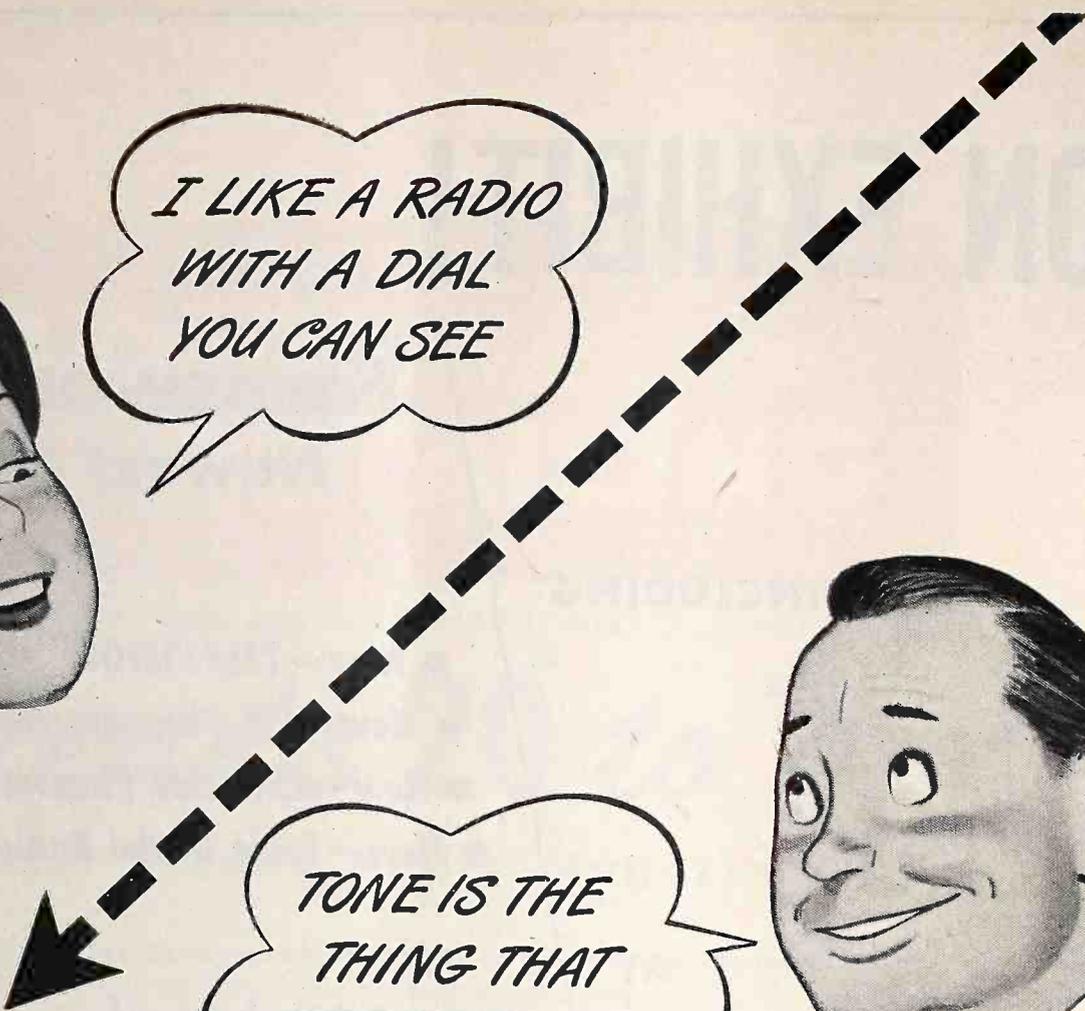
Farnsworth Radio and Television Receivers and Transmitters • Aircraft Radio Equipment • Farnsworth Television Tubes • Halstead Mobile Communications and Traffic Control Systems for Rail and Highway • The Farnsworth Phonograph-Radio • The Capehart • The Panamuse by Capehart



I LIKE A RADIO
WITH A DIAL
YOU CAN SEE



tone is the
thing that
interests me



Sonora
Clear as a Bell

It's a Split Decision!

They say that a wedding makes two people one
But as far as their tastes go, it just can't be done.

So *Sonora* makes doubly sure of their sales,
By wooing the fair sex as well as the males.

To do this adroitly and with vision to spare,
Needs no spark of genius or even long hair.

It requires no adding or multiplication,
But simply a choice of the right publication.

The American Magazine double-exposes
Your ads to both sexes, it's under both noses.

Double exposure, the outstanding buy,
Makes certain both sexes will give you the 

The
American
Magazine

**DOUBLE-EXPOSES
ELECTRICAL ADS
TO BOTH SEXES**

THE CROWELL-COLLIER PUBLISHING COMPANY, 250 PARK AVENUE, NEW YORK 17, N. Y.
PUBLISHERS OF THE AMERICAN MAGAZINE, COLLIER'S, WOMAN'S HOME COMPANION

RECORDS

Section of **RADIO & Television RETAILING**

Overtones and Undertones

DISC PRODUCTION SKYROCKETING—with monthly outputs in the millions, is the report from the leading makers. Are you selling your share?

THE SQUEEZE IS ON! *With the return to full blast production and easy flow of materials, record makers are being born daily, not to mention many a small fry operator who is casting an eye toward "increased distribution." BUT the day is fast approaching when the bitter frost of "saturation" will be felt, and only those with the biggest backing will survive. Watch your buying, now, Mr. Retailer, and in the future.*

WATCH FOR NEW PHONO LINE from one of the large recording companies. It is readying models now for early 1947, and may even announce them in 1946.

BAND LEADER FREDDY MARTIN becomes retailer! It is reported he will open a chain of radio-phonograph-record shops in the near future.



WITH MANY HEADLINERS LEAVING the air for summer season, the call for recorded music by the public's favorites will increase. Suggestion: When your radio-listening community's popular artists depart till Fall, why not plug their recordings at your store! Motto: **SELL MORE! SELL MORE! SELL MORE!**

BETWEEN WAR'S END AND NOW, limited disc production throttled a lot of new talent. Now that the brakes are off, watch for new names appearing on the labels, many of them from the airways.

EXPANSION OF SYMPHONY ORCHESTRAS in this country was not retarded during the wartime years, but increased, and the number of classical ensembles con-

tinues to grow daily. Signpost to more sales of longhair music on discs!

MOVIE-SHORT WILL SUPPORT distribution of a recording company's newest album. Via this novel wrinkle in disc promotion, the firm will show its 16 mm. short subject to music dealers throughout the country to introduce its newest waxing.



DESPITE THE TRANSIT STRIKE in California's L.A., several thousand people turned out to buy records which were personally autographed by their favorite stars at the opening of a new retail establishment. The Pulling Power of Names!

"NOW WE CAN SLEEP" cry the insomniacs! Referred to as the Recorded Sleep Inducer, an album has been issued that really does the trick, according to testimonials. A "guarantee" is issued with each set, good if registered by the purchaser with the manufacturer.

PHOTO PLUS SIGNATURE facsimile appears on a re-designed cover for one firm's records. A nice touch in appealing to autograph collectors among the platter purchasers! Next best thing to a "personal appearance"?

VARIETY OF TASTES among potential record purchasers should be a key to your advertising of discs. No longer a step-child, records are now on their own and can be made to bring you plenty of do-re-me! There is a market for every type of music recorded. Let your public know what you carry!

THE "HORSEMEN OF PLENTY" ride the record boom! Needles and disc accessories are "musts" for your best merchandising methods right now. Don't overlook this avenue to expanded sales.



Wait till you see the RCA VICTOR Exhibit!

When you visit us at the NAMM convention, you'll say, "RCA Victor's done it again!"—and you'll be right! At the last convention, we introduced important, new self-service aids for record dealers. Now, we are bringing out more brand-new ideas . . . just as revolutionary . . .

just as cleverly helpful to your business! Big surprises are waiting for you, too, in the colorful display of RCA Victor radios and Victrola Radio-Phonographs. Many new and exciting models.

So, head straight for Booths 15 and 16 and Drawing Room 14!

THE WORLD'S GREATEST ARTISTS ARE ON

RCA VICTOR RECORDS



**Who Buys
Phonograph
Records—
Rich Man,
Poor Man,
Young or Old?
RTR Survey
Shows Where
to Slant Your
Promotion**



Your **BEST** Customers

• Who are your best customers for phonograph records? Which sex are they? How rich, and how old?

Of course, you know who your best present customers are. But are there some excellent **prospective** customers in your trading area whom you perhaps have not thought about?

To provide answers to these and other questions, RADIO & Television RETAILING conducted a survey among the outstanding record dealers in the country. Their composite answers show who constitute the market for phonograph records.

You may apply these answers to your own business. They may help you decide whether or not you are losing out on some potential type or class of customers.

The survey establishes that pho-

nograph records are sold to people in every income bracket. People in the lowest income groups are just as likely to be purchasers as those in the highest.

As might be expected, the great middle class comprises the bulk (54%) of the record customers in these stores. The high-class customers are balanced by exactly the same percentage of people in the low class—23% for each.

Young People Lead

"Young people" are the best market for records, according to the answers of the dealers. This is borne out by surveys elsewhere in the field of entertainment. Young people have also been shown to be the best customers for movies and for books.

The dealers were asked to compare the percentage of records bought by "young people" with that bought by the "man of the house" and the "woman of the house." The total of these three answers in each store added to 100%.

Half the Market

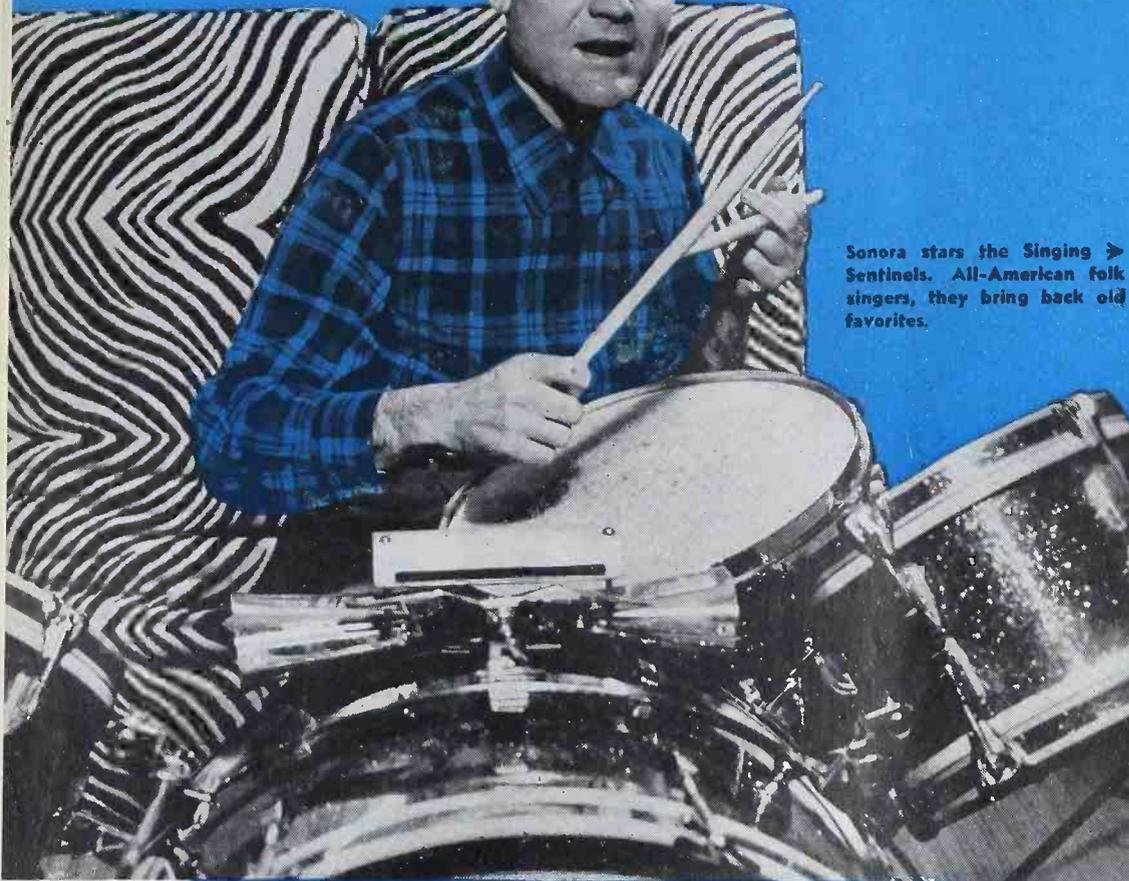
If these answers are combined to show an "average" store, young people are seen to number about one-half (48%) of the customers for records. This leaves household heads splitting the other half.

The woman of the house buys records in somewhat greater numbers than the man of the house. Her percentage is 31%, against 21% for him.

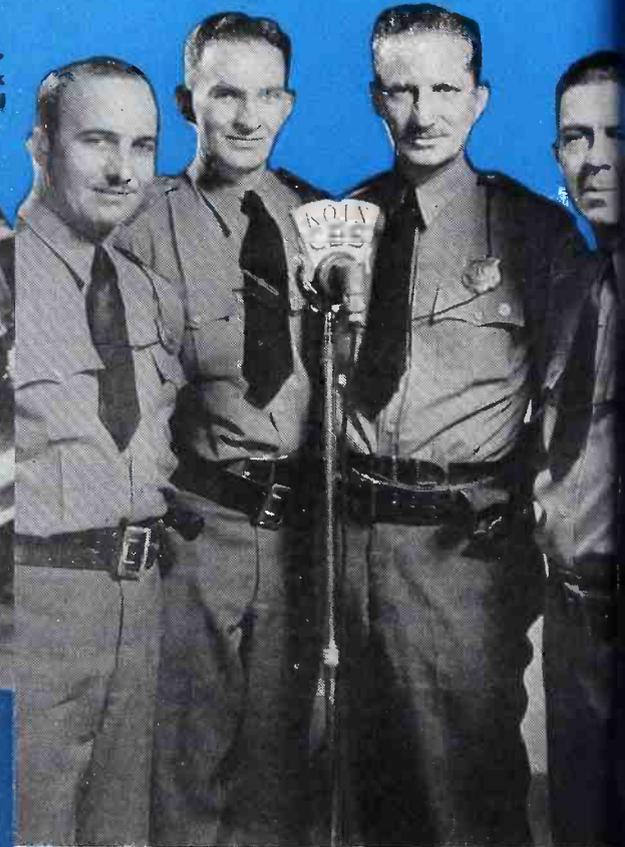
These figures are merely the average.
(Continued on page 84)

Victor's Spike Jones will be the star of "Music Depreciation Week"—July 12 to 18th.

Disc-Makers'



Sonora stars the Singing Sentinels. All-American folk singers, they bring back old favorites.



Colorful Variety, New Names, Stepped-Up Production Increase Record Sales!

● As part of its drive to help dealers sell more classics on discs, Columbia has announced that July will be Andre Kostelanetz month. Special emphasis has been placed on this artist's record production to assure dealers adequate supply. Colored sales folders listing all available Kostelanetz sets; booth hangers; and newspaper ad mats are available.

Sharing honors on Columbia's July Masterworks list are artists Bidu Sayao, Lotte Lehmann, Eugene Ormandy and the Philadelphia Orchestra, Artur Rodzinski conducting the Philharmonic-Symphony, Gregor Piatigorsky, and Nelson Eddy. First shipments out of Bridgeport began June 15th.

Musicraft records singer-composer Mel Torme (top center) and his Mel Tones.

Whirl!



▲ Columbia's Andre Kostelanetz is highlighted in its "Andre Kostelanetz Month".

▲ A portion of ARA's Phil Harris display ▲ at Music City, Hollywood.

◀ Capitol's top-ranking thrush Jo Stafford recording "Cindy".



July advertising material for dealers from Columbia consists of a Kostelanetz window display, hanger and four 3-color merchandiser cards; Masterworks hang-

er, popular hanger, and blow-up of Bidu Sayao *Life* ad. In addition, special Kostelanetz Month buttons for sales personnel are a feature.

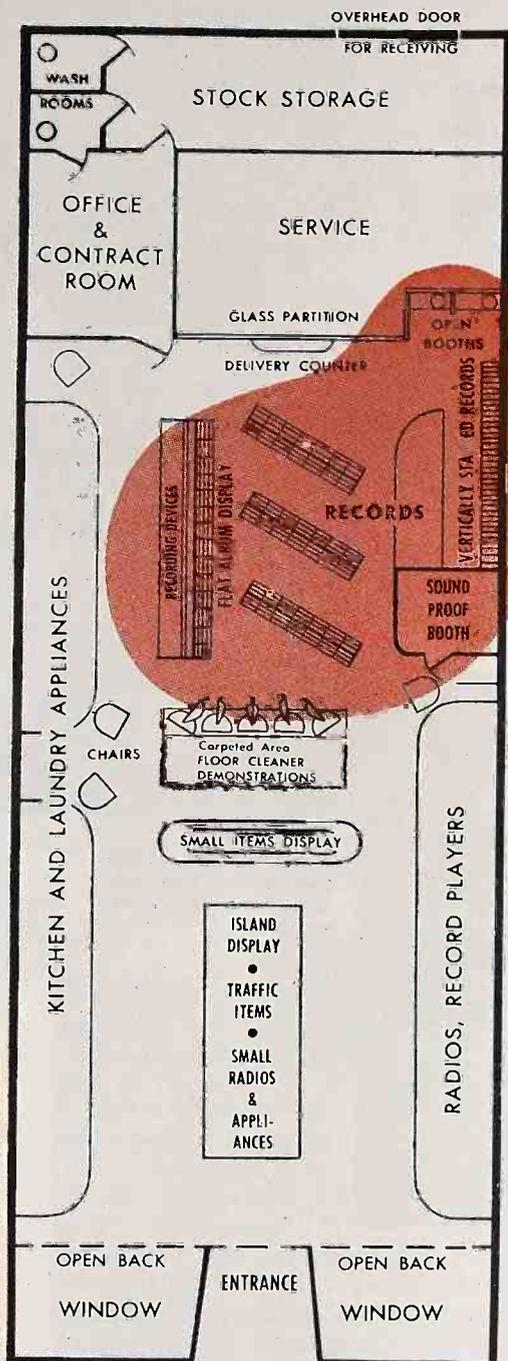
Columbia's pop releases for July will include Dinah Shore, Gene Krupa, Xavier Cugat, Cab Calloway and Floyd Tillman.

Victor is promoting Spike Jones recordings in a "Musical Depreciation Week", July 12 through July 18, during which time this artist and his orchestra will be featured at New York's Strand Theatre. Special promotion material is available from distributors. This will include a 2' x 4' window valance, 10" x 20" window streamers, and special wall hangers. 15" x 20" colored blow-ups of Spike and glossy photos of the band are also ready.

In connection with this promotion Victor is releasing 6 new City Slicker sides, available July 1st, to

(Continued on page 80)

◀ Decca's recording of the original cast of "Annie Get Your Gun" features star Ethel Merman. Album is due for July release.



Notice how this record department is placed where traffic is heavy.

• As sales and stocks of phonograph records, albums and needles continue to climb, many dealers are confronted with the problem of layout. And when each dealer solves his problem, no two solutions seem alike.

True, many dealers think about 25% is the right amount of space to allot to the disc department. But some think it justifies more.

These dealers perhaps entered the war as high-ticket, specialty operators. They spurned small merchandise.

But when they broke sales records with phonograph records, they "got religion." And now they feel that discs deserve a third or more of their floor space.

A very few dealers still want to

allot small space for records. They think discs are a "nuisance" business, and fail to see the possibilities for profit.

There is no greater agreement on where to place the disc section. True, most dealers readily concede that "demand" goods should be placed in the rear and "impulse" goods in the front of the store.

But, they inquire, which type are records, anyway? Popular numbers are demand items, surely. And just as surely, albums and novelty records are impulse items.

Various Locations

One dealer placed his department so that records are visible

Though ideas vary, most leading record dealers agree you should follow these rules for your disc department:

Allot 25% or more of your space to it. Place it toward rear to avoid "shallow shoppers."

Place it near radio section when possible. Reserve at least one listening booth for classical discs.

Use open display fixtures to encourage self-service.

Planning a DISC Department

As Record Sections Grow Dealers Face New Problems—in Layout, Location and Types of Display Fixtures

from the sidewalk both day and night, and claimed it doubled his sales. Another doubled *his* just the opposite way. With limited space on the main floor, he moved his record department into the basement!

One dealer took a whole adjacent store just for discs, and knocked the wall through to make an archway between. Another has relegated his records to a narrow passageway at the rear, and has placed his listening booths under a staircase nearby.

Some dealers argue hotly that records should be next to radio-phonograph combinations. Music lovers buy both, they claim, so that display of one helps the sale of the other.

Conversely, other dealers claim just as passionately that they sell more records to the same music lovers by putting the department off by itself. Disc customers want to go where they can browse.

Demonstration sells discs just as much as radios and electrical appliances, according to one school of thought. Therefore, you need listening booths and sumptuous surroundings.

Yet the other school has many star pupils. They stoutly aver a store can get by with self-service racks and shelves, and open listening facilities at a record counter.

Classical Booths

This is partly because in crowded stores the swing-swooners clutter up the deluxe booths which the long-haired dreamers wish to occupy. Not a few stores have helped solve this problem by placing on one or more listening booths a tastefully lettered sign reading, "For Classical Records Only."

Nowhere do ideas about phono-

(Continued on page 103)

THE

BOOTH 25

"STAR" BOOTH OF THE SHOW

Take a good look at these names . . . stop a moment to think what they mean! They're big names . . . hot record-selling names . . . terrific box-office names! And they're *exclusive* Columbia artists. Add 'em up. You'll see why more and more of your customers are buying Columbia Records.

MASTERWORKS ARTISTS ★ Salvatore Baccaloni ★ Budapest String Quartet ★ Carol Bruce ★ Adolf Busch ★ Carnegie Pops Concerts, Inc. ★ Robert Casadesus ★ Cleveland Orchestra ★ Nadine Conner ★ Emery Darcy ★ Don Cossack Chorus ★ Nelson Eddy ★ Eileen Farrell ★ Zino Francescatti ★ Morton Gould ★ Herbert Janssen ★ Raoul Jobin ★ Maryla Jones ★ Milton Katims ★ Andre Kostelanetz ★ Charles Kullman ★ Efrem Kurtz ★ Lotte Lehmann ★ Oscar Levant ★ Metropolitan Opera (use of Orchestra and Chorus) ★ Darius Milhaud ★ Nathan Milstein ★ Dennis Morgan ★ Irra Petina ★ Egon Petri ★ Philadelphia Orchestra ★ The

Philharmonic Orchestra of New York ★ Gregor Piatigorsky ★ Ezio Pinza ★ Pittsburgh Orchestra (Fritz Reiner) ★ Lily Pons ★ Rayen Quitral ★ Torsten Ralf ★ Paul Robeson ★ Robin Hood Dell Concerts ★ Gyorgy Sandor ★ Bidu Sayao ★ Alexander Schneider & Ralph Kirkpatrick ★ Rudolf Serkin ★ Martial Singher ★ Isaac Stern ★ Rise Stevens ★ Igor Stravinsky ★ Joseph Szigeti ★ Jennie Tourel ★ Helen Traubel ★ Vronsky & Babin ★ Bruno Walter ★ Robert Weede ★ Westminster Choir

POPULAR ARTISTS ★ Pearl Bailey ★ Count Basie ★ Victor Borge ★ Les Brown ★ Cab Calloway ★ Frankie Carls ★ The Charioteers ★ Xavier Cugat ★ Eddy Duchin ★ Golden Gate Quartet ★ Benny Goodman ★ Woody Herman ★ Harry James ★ Beatrice Kay ★ Danny Kaye ★ Gene Kelly ★ Gene Krupa ★ Kay Kyser ★ Elliot Lawrence ★ Fred Lowery ★ Robert Maxwell ★ The Modernaires ★ Ray Noble ★ Edward "Kid" Ory ★ Dinah Shore ★ Frank Sinatra ★ Kate Smith ★ Claude Thornhill ★ Tommy Tucker ★ Marek Weber ★ **COUNTRY DANCE • FOLK SONGS • BLUES** ★ Roy Acuff ★ Bob Atcher ★ Gene Autry ★ Buster Bennett Trio ★ Bailes Brothers (John and Walter) ★ Johnny Bond ★ Willie Broonzy ★ Spade Cooley ★ Bill Crosby ★ Ted Daffan ★ Al Dexter ★ Curly Fox and Texas Ruby ★ Floyd Jenkins ★ Memphis Minnie ★ Bill Monroe ★ Old Hickory Singers (Claude Sharpe) ★ Peach Pickers (Curley Williams) ★ Bill Perryman ★ Harty Taylor and Karl Davis ★ Three Brown Buddies ★ Floyd Tillman ★ Wiley Walker and Gene Sullivan ★ Bob Wills

Better stop in and visit the "STAR" BOOTH! It'll be a mighty pleasant place to relax and enjoy yourself, and soak up some real profit-making ideas.

COLUMBIA RECORDS



MUSITRON



ZRC-2 Four-tube automatic Record Changer with 6 1/2" p.m. Speaker. Sturdy constructed case, covered with simulated alligator leather.

THE COMPLETE LINE OF

PORTABLE PHONOGRAPHS



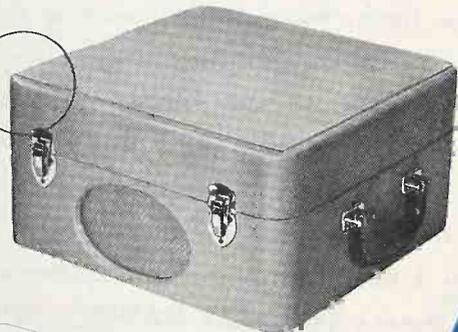
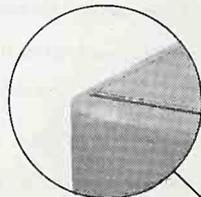
MODEL "PX". 4 tube highly perfected 6 1/2 Watt Push-Pull A. C. Amplifier with 6" p.m. Speaker. Controls outside of case permit tuning with lid closed. Size: 16 x 14 3/4 x 10 1/4".



Insure customer "buy-appeal" with these smartly designed and true-tone fidelity MUSITRON pace-setters. They're hard to resist because each important element: amplifier, motor, speaker, pick-up controls and case, is scientifically created and perfectly balanced. Highest quality workmanship, materials and finish blended into every MUSITRON.

MODEL PT-10—4-tube, 10 Watt Push-Pull A. C. Amplifier 8", 20 oz. p.m. detachable speaker. Exceptional tone quality and volume. Size 17 3/4 x 16 1/4 x 11 1/4".

PICCOLO MODEL No. 101. 3 tube amplifier with superior tone quality. Superbly designed case of luxurious leather-like material. Features saddle stitch top. Patent Pending. Size: 16 x 14 3/4 x 7 1/2".



PICCOLO MODEL No. 102. Hand wound. Features MUSITRON'S own Dual-Spring Motor that plays 2 complete 12 inch records on both sides. Sturdy, true-tone instrument. Size: 15 1/2 x 14 x 7 3/4".



Note to Dealers: Appointments of Exclusive Distributors are now being made in your territory. For prices and distributor's name write to Musitron Company.

Watch for MUSITRON'S New and Sensational Electric-Battery Phonograph. The PICCOLO No. 103 plays on battery for outdoor use and AC for home. Shown for the First Time at the NAAM Show!

VISIT OUR
BOOTHS 49-50
at the
NAAM SHOW
Palmer House
July 15-16-17-18

MUSITRON COMPANY
FORMERLY L. M. SANDWICK ASSOCIATES

223 WEST ERIE STREET
CHICAGO 10, ILLINOIS

TOP TUNES

Radio Yardstick Points Later Buying Demand for Records

• The two most important factors in the popularization of new songs are *prestige performance* and *familiarization*. When a Bing Crosby or a Dinah Shore introduces a new song via radio or via a recording, the song immediately obtains a notable degree of prestige. "Bing and Dinah like it. So should I." After a new song has been *heard* a sufficient number of times, performed by different artists and well-known bands, it not only has the added prestige of being thought of as a "popular" song (everybody's singing it), but it also has become familiar to the listeners. They know it. They recognize it. They can carry at least part of the tune. And, as soon as they find themselves unconsciously humming or

whistling it, the song has attained the essence of all great hits.

The radio popularization of new songs is practically essential to the development of songs into big hits. By and large, the hit songs of the past decade were started on the road to popularity via radio. Most of the song hits of tomorrow are being heard now—today—over air.

Popular Vehicle

Radio popularity usually anticipates the general popularity of a song. The reason should be clear. Radio, and eventually television, can immediately bring a new song to the homes of millions of listeners. Through showmanship and talent and repetition, radio can



John Gray Peatman

give a song the prestige and familiarity which it takes to make a hit. Prestige and familiarity alone may not guarantee that a song will be a hit, but if these factors are coupled with sufficient intrinsic merit in the song itself, the song will be a hit.

What kind of a yardstick will effectively measure the radio popularity of music? For many years the standard consisted of the total number of program performances (or "plugs") heard in New York over local outlets of the four networks.

How It Works

Since 1945, however, the yardstick has been based on the Peatman survey of popular music broadcast on radio networks, which weighs song performances heard over local outlets of the four networks in New York, Chicago and on the West Coast according to the audience that heard them. Just as the advertiser gauges the impact value of his radio commercials by the size of the audience hearing them, rather than by the number of times each week they are broadcast, so the music industry today uses *audience* as the index of the popularity of music broadcast over the four networks. The Peatman Survey is published weekly by the Office of Research, Inc., on a confidential basis to subscribers, as the Audience Coverage Index (ACI) and Audience Trend Index (ATI).



RADIO SONG FAVORITES

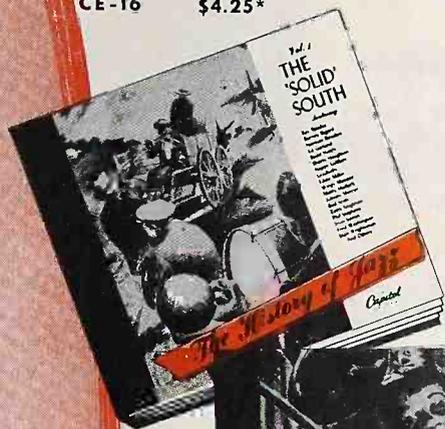
Alphabetical list of top 35 songs with largest air audiences

SONG TITLE	PUBLISHER	SONG TITLE	PUBLISHER
All That Glitters Is Not Gold	Robbins	It Couldn't Be True	Santly-Joy
All Through The Day	Williamson	I've Got The Sun in the Morning	Berlin
Cement Mixer	Mills	June Is Bustin' Out All Over	T. B. Harms
Coax Me A Little Bit	Bourne	Laughing On The Outside	Broadcast Music
Come Rain Come Shine	Crawford	More Than You Know	Miller
Cynthia's In Love	ABC	Oh, What 'It Seemed To Be	Santly-Joy
Do You Love Me	Bregman-Vocco-Conn	One More Tomorrow	Remick
Don't Be A Baby, Babys	Triangle	Prisoner Of Love	Mayfair
Full Moon And Empty Arms	Barton	Shoo Fly Pie and Apple Pan Dowdy	Capitol
Gypsy (The)	Leeds	Should I Tell You I Love You	Chappell
I Didn't Mean A Word I Said	Robbins	Sioux City Sue	E. H. Morris
I Don't Know Enough About You	Campbell-Porgie	Strange Love	Famous
I Don't Know Why	Feist	There's No One But You	Shapiro-Bernstein
I'll Be With You in Apple Blossom Time	Broadway	They Say It's Wonderful	Berlin
I'm A Big Girl Now	World	We'll Gather Lilacs	Chappell
In Love In Vain	T. B. Harms	Who Told You That Lie	Stevens
In The Moon Mist	Shapiro-Bernstein	Without A Penny In Your Pocket	Global
		You Are Too Beautiful	Harms

Four Great Capitol Albums beat Out

"THE HISTORY OF JAZZ"

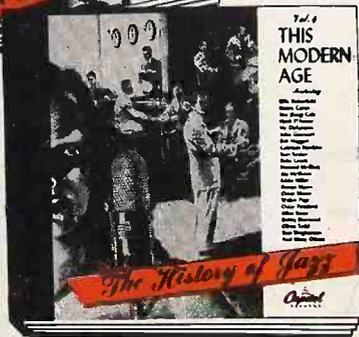
VOL. I — THE SOLID SOUTH
... Basin Street Beginnings
CE-16 \$4.25*



VOL. II — THE GOLDEN ERA
... The throbbing
in the North
CE-17 \$4.25*



VOL. III — THEN CAME SWING
... Something new
and different
CE-18 \$4.25*



VOL. IV — THIS MODERN AGE
... Jazz today and tomorrow
CE-19 \$4.25*

*Plus Tax

The soul of America's music
from the heart of America's
entertainment Capitol.

From its Basin Street beginnings comes your own native music... history... recorded by 100 of America's top jazzmen performing just as they did when they created jazz decades ago. It's really great music because it tells the mood and story of a great nation.

Each of the four albums brings you the jazz of a single era by the men who knew it best. An illustrated booklet by Dave Dexter, Jr., celebrated editor and commentator, accompanies each volume. It tells in words what you'll feel in rhythm and tempo.

How "History of Jazz" Was Made

Many of the most talented leaders of each jazz era still live today. To represent every period, Capitol selected the outstanding available artists. Then, mindful of historical accuracy, they performed just as they did years ago. The 40 outstanding sides of "History of Jazz" resulted—all new records, not reissues. Indispensable to any complete library.

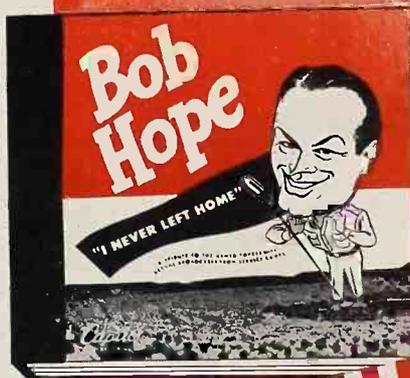
..Six Sales Slants

to sell this great album series

There's enough live JAZZ in "The History" to put real "jump" in album sales. And here are six different ways to boost this consistent seller up among your current profit leaders:

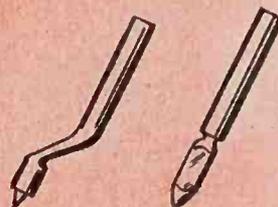
- 1 Sell "History of Jazz" as an *essential* addition to any really *complete* library. Enduring albums for permanent collections and everlasting enjoyment.
- 2 Sell "History of Jazz" for its educational value—to lovers and students of music, as a study in musical evolution.
- 3 Sell "History of Jazz" as an ideal gift. Make a *quadruple* sale of all four albums.
- 4 Sell "History of Jazz" to the 15—50 age group for its "remember when" value.
- 5 Sell the **BIG NAMES** listed on the album covers to their countless fans. Over 100 jazz Greats.
- 6 Sell the musical *enjoyment* in "History of Jazz" to *everybody!* Every customer's a prospect.

Bob Hope at his sunniest! "I Never Left Home" (A "First For Capitol!") revives in eight sides Bob's hilarious appearances before Service groups. Album CD-26 \$3.50*



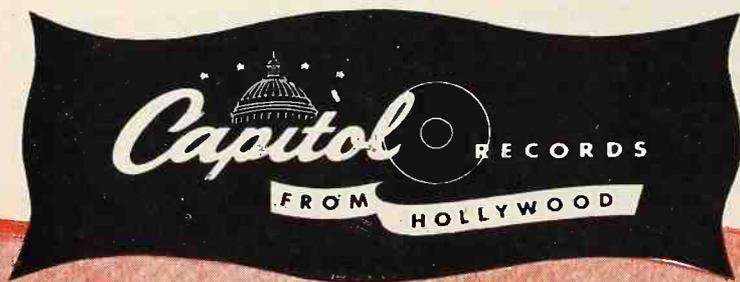
"St. Louis Woman" with its original New York cast. Unites in one album eleven hits from this new, spectacular Broadway hit. A sure-seller.

Album CE-28 \$4.25*



Sell a needle whenever you sell an album. Capitol's **SAPPHIRE NEEDLE**... jewel-tipped, gives up to 10,000 plays, \$2.50*. Capitol's **PM (Precious Metals) NEEDLE**... osmium-tipped, gives up to 5,000 plays, minimizes surface noise. \$1.00*

* Plus Tax





Leading Dealers Advertise Discs

Survey Reveals Outstanding Outlets Spend 3% of Their Record Sales Volume on Advertising—Tie in With Manufacturers' Campaigns

• You as a record dealer know that the disc manufacturers' national advertising in consumer magazines and newspapers brings customers into your store.

How do we know that? Well, we asked leading retail *disc* outlets throughout the country. Nearly two-thirds (65%) said they saw the effect of disc manufacturers' consumer advertising.

This is pretty good proof that national record advertising really helps you. But are you helping yourself capitalize on it?

The questionnaires indicated that those dealers who were most convinced of the value of national advertising were also the most aggressive in local record and accessories promotion. The other dealers were out in the cold because they had not turned on the heat!

Why Advertise Records

Nationwide advertising is like any other form of energy. It is up to you to direct it if you are to benefit.

There is only one sure way to channel this national advertising into your own store. That is to spend your own money on advertising.

It is easy for someone else to tell you to spend this money. It is

hard for you to spend it, because it's your money.

But if you advertise any product at all, phonograph records should be right up with the other items on your list. There are not one, but several reasons for this.

Discs are traffic-builders. People who are brought into your store are exposed to the other high-ticket articles you sell.

More than this, they are in the radio family of merchandise. Record customers are your best prospects for radio-phonograph combinations.

They are big business in their own right. A single sale can run up to \$25 and even \$50.

Percentage of Sales

You can add records into the ticket when you sell a radio-phonograph. This is easy on a time payment sale, since the added charge is only a few dollars a month.

Our survey reveals that 92% of the sales of records are made today on a cash basis. However, credit sales of records may increase in some progressive stores as soon as console combinations begin to be sold in volume. Then single sales of large quantities of records will be easier than ever.

For all of these reasons, it is smart strategy to spend more than the average percentage of your sales volume on advertising records. If, for example, you spend 2% of your sales for advertising in your store as a whole, you should plan to spend 3% of your *record* sales total on advertising records.

This still leaves unanswered the question of which type of record to advertise, classical or popular. Of course, you will probably want to promote both types. But how allocate your expenditure?

Popular records outsell classical

ones two-to-one, our survey reveals. Of the discs sold in a cross-section of dealers, 68% are popular ones and only 32% classical.

Of course, your store may vary from these "typical" figures. Some stores carried no classical records; others carried very few popular ones.

Does this mean you should spend money advertising popular or classical records in the same proportion as you sell them? Frankly, we don't think it does.

If, for example, one-third of your sales are of classical records (the typical figure) you should probably spend up to one-half of your record advertising money on them. In other words, concentrate on classical.

Record manufacturers are pressing many classical records which during the war were not available. This brings you a big opportunity for profit.

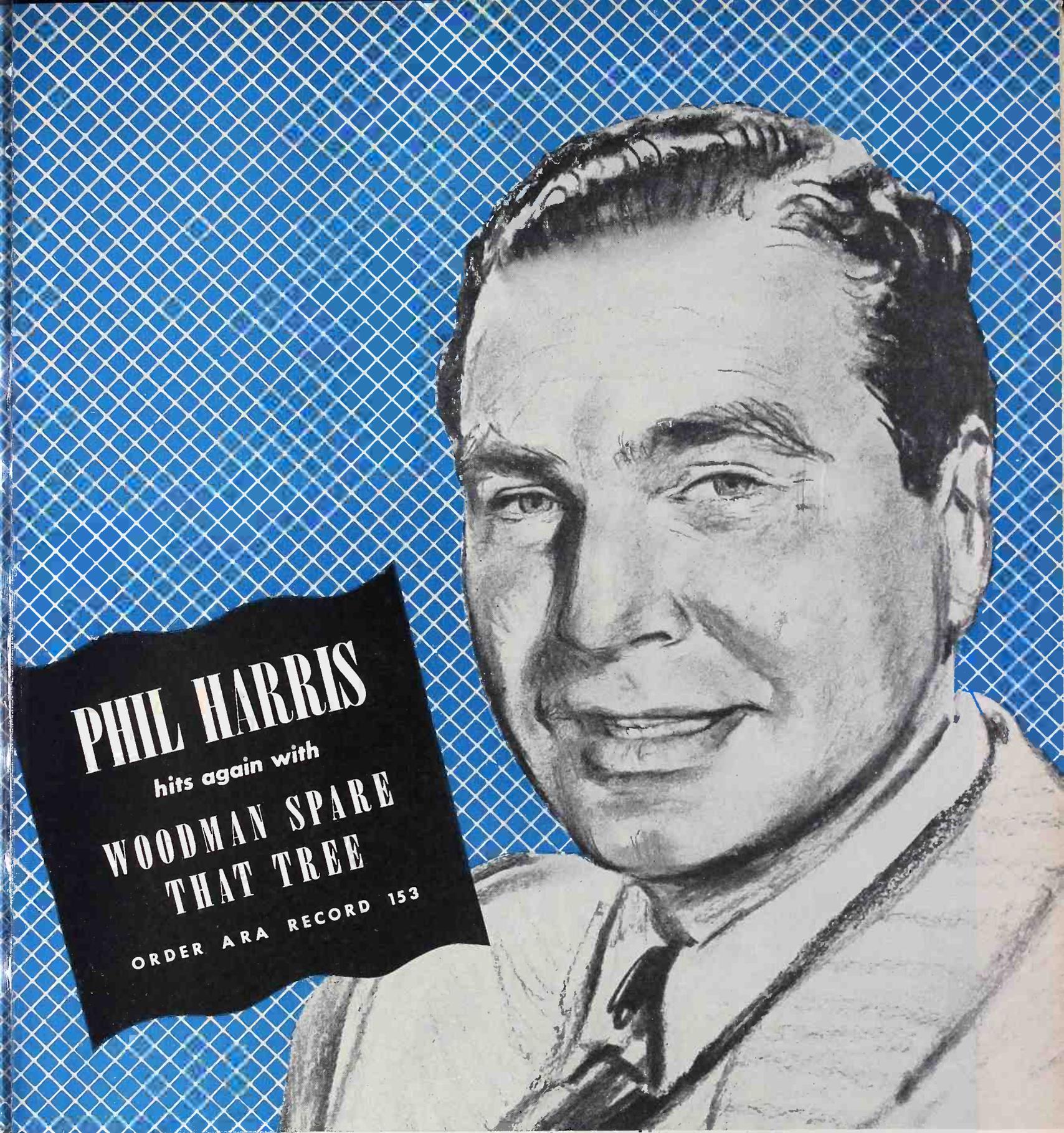
Emphasizing classical records brings you larger profit in several ways. The average unit of sale is higher. The dollar volume is greater.

Push Classical Discs

With classical platters, there is less obsolescence of titles. They have a longer sales life. It is easier to switch customers than on popular discs.

Advertising classical records brings your store a reputation for quality and enhances your prestige. It helps you build repeat business, for classical record customers are less likely to "shop around." Moreover, you may want to stress library collecting in your promotion. This is an excellent hobby.

In your store advertising, then, stress records. And in your record promotion, stress classical numbers. That is the way to more profit handed to you "on a platter."



PHIL HARRIS

hits again with

**WOODMAN SPARE
THAT TREE**

ORDER ARA RECORD 153

ARA, the extra-profit major, offers you the perfect combination of extra-profit tunes plus extra-profit artists. Write for release lists of our latest recordings by such "big-name" artists as, PHIL HARRIS, HOAGY CARMICHAEL, LIONEL BARRYMORE, LOU BRING, GINNY SIMMS, ART TATUM, SMILEY BURNETTE, PAGE CAVANAUGH TRIO, JUDY CANOVA, EARL HINES, GEORGE JESSEL, JAN SAVITT, CHU CHU MARTINEZ, CASS COUNTY BOYS, FERDE GROFE, and many others.

ARA, Inc., Dept. T-1, 5655 Wilshire Blvd., Los Angeles 36, Calif.

ARA

MUSIC OF THE STARS

from Hollywood

PERMO



PERMO'S HONOR ROLL PHONOGRAPH & PICK-UP MANUFACTURERS USING OUR NEEDLES AS STANDARD INITIAL EQUIPMENT

AIR KING PRODUCTS CO. INC.
THE ASTATIC CORPORATION
AIREON MANUFACTURING &
AUDIO INDUSTRIES
AUTOMATIC RADIO MFG. CO.
AVIOLA RADIO CORPORATION

BATAVIA METAL PROD. CO.
BELMONT RADIO CORP.
BENDIX RADIO
BURKAW ELECTRIC CO.
COLONIAL RADIO CORP.

DALBAR MANUFACTURING CO.
TOBE DEUTSCHMANN CORP.

ELECTRONIC CORP. AMER.

ELECTRONIC DEVICES CO.
EMERSON RADIO & PHONO CORP.

FREED RADIO CORP.
FARNSWORTH TEL. & RADIO CORP.

GAMBLE-SKOGMO (radio & phono)
GENERAL ELECTRIC CO.
GENERAL INSTRUMENT CORP.
GENERAL TEL. & RADIO CO.
GILNER MANUFACTURING CO.
W.T. GRANT CO. (GRANTLINE)

HALLICRAFTERS CO.
HAROLD COMPANY
HAMILTON RADIO CORP.

LEAR, INCORPORATED

MAJESTIC RADIO TEL. CORP.
MELLO-TUNE MFG. CO.
MILLS INDUSTRIES, INC.
MILWAUKEE STAMPING CO.
MONTGOMERY WARD (MONTWARD)
MUSITRON COMPANY

NOBLITT-SPARKS IND. INC.
OAK MANUFACTURING CO.
PHILCO CORPORATION

RADIO CORP. OF AMERICA
RAY-DYNE MFG. CORP.
FRANK RIEBER, INC.
ROCK-OLA MFG. CORP.

SCHULMERICH ELECTRONICS
SEARS-ROEBUCK (Sears Group)

SENTINEL RADIO CORP.
SOKORA RADIO TEL. CORP.
SPARKS WITHINGTON CO.
SPIEGEL, INC. (SPICAPLATE)
STEWART WARNER CORP.
SYMPHONIC RADIO & ELECTRONICS
TELEQUIP RADIO CO.

WARWICK MFG. CORP.
WATTERSON RADIO MFG. CO.
WEBSTER ELECTRIC CO.
WEBSTER-CHICAGO CORP.
WESTERN AUTO SUP. CO. (WESTWEST)
WELLS-GARDNER & CO.
WESTINGHOUSE ELEC. CORP.
BRIDOLPH WURLITZER CO.

ZENITH RADIO CORP.

(OTHER NAMES BEING ADDED CONSTANTLY)

DECCA BRANCHES & RCA VICTOR & COLUMBIA RECORD DISTRIBUTORS

EXCLUSIVE EXPORT AGENTS
RADIO CORPORATION OF AMERICA - INTERNATIONAL DIVISION

NEED WE SAY MORE?



Manufacturers of Phonographs Entrust Their Prestige to FIDELITONE and PERMO NEEDLES

Fidelitone

1st

in sales and first in dealer cooperation
 NATIONAL MAGAZINE ADVERTISING • CO-OPERATIVE
 NEWSPAPER ADVERTISING • POINT-OF-SALE MATERIAL
 AND COUNTER DISPLAYS • WINDOW SPECTACULARS



SEE PACKAGE
BELOW



\$1.50

Fidelitone MASTER

provides all these: (1) Floating point construction. (2) Horizontal and vertical shock absorption. (3) Permium† metals tip (four times more costly than gold) assures maximum needle life. (4) Finest reproduction. (5) Increased kindness to records. (6) Filtered record-scratch. (7) Patented self-locking insertion design.

Fidelitone DE LUXE

with the Permetal* Tip. Gives smooth, scratch-free reproduction . . . Months of satisfactory service . . . Floating point construction . . . Kind to records . . . Patented self-locking design. The best needle a dollar can buy.



\$1.00



50c

Fidelitone FLOATING POINT

worth more than the price. Its Floating point construction filters record scratch, and its precious-metals tip assures up to 1000 or more perfect plays with kindness to records.

Fidelitone DE LUXE RECORDING STYLUS

a professional stylus of true Fidelitone quality for home recording. The platinum metals (Permium†) tip is accurately shaped and precision-ground to scientific specifications. The finest stylus available for home recordings.



\$1.50



†REG. U. S. PAT. OFF.

Each FIDELITONE MASTER comes packaged in a useful record brush.

PERMO Incorporated

6415 Ravenswood Ave., Chicago 26

The original and world's largest manufacturer of longlife phonograph needles



Specialties in Discs

Extra Profits in Novelties, Educational Records, Etc., for Retailers Who Know Their Markets



Specialties in the disc field are cropping up in numbers. There is additional profit in many of these lines and they offer a great variety of novel coverage in the record selling business.

While enterprising merchants do not permit the sale of "novelty" numbers to detract from the merchandising of the "regulars", many do promote them aggressively and successfully.

In handling specialty records, the dealer must know his trading area thoroughly in order to insure a ready sale for the items he selects.

Specialty records fall into a number of different categories. Among them are foreign language, greeting cards, religious recordings, incidents from the nation's outstanding radio programs, etc.

One firm presses only works of religious artists, mostly those who have national acceptance as professional musicians. These artists are known via radio or concert appearances.

Even those potential customers with an astrological bent are not overlooked! Consisting of three 10-inch platters, one album musically depicts "a belt of six constellations, containing the moon, planets, and most of the asteroids, and divided into six equal parts, called Signs. (If you don't think the public is astrological-minded, stand in any five and dime store sometime and watch them buy horoscopes!)

Still another firm, newly organized, will provide an outlet for promising Negro talent. Distribution, which is being set up on a non-exclusive franchise basis, will be cleared principally through the firm's national record distributors.

One firm is in production of a

series of modern history. Its first release consists of four 12-inch vinylite records containing outstanding speeches of famous military figures.

Another company has been organized for the purpose of supplying retailers with pressings of local talent at a nominal cost. For example: A retailer



has a local singer or orchestra that has a following in his locality. He arranges to make

a recording in his own studio. The recording may then be sent to the company for re-recording and processing. The firm can supply the dealer with his own independent label and any quantity of pressings from 50 upwards. Cost for processing runs about \$25. and each pressing averages a cost of about 30c each.

While juvenile records are rightly considered to be "staples", many dealers give them specialized treatment. There is a certain charm about a children's corner, and the big pressers have done a lot to make the setting up of such department easy for the retailer. Various manufacturer displays are available along this avenue of promotion. The wonderland of childhood is a grand thing and you can make money promoting it.



Foreign language courses, as well as recordings of music, etc., in foreign languages are well worth pushing, but in stocking them the dealer, as stated before, must know his territory well. There is a trend today to "departmentalizing" even the record section. This permits better display and more concentrated sales effort toward selling novelty, juvenile and educational records. A number of dealers have, for example, installed rumpus rooms where teen-agers can feel at home while selecting records.

The astute dealer can sell a specialty disc for each member of the family. The youngsters who are learning to play musical instruments will be helped by purchasing a series of accompaniment records. These platters are cut by name-band men, and are designed for improvising at home.

The "older generation" make excellent customers for sleep records, and canned exercise series.

Specialties are what the dealer makes them, and they can be local, topical, or timely. Specific sections of the country are predominantly



German, Swedish, Scotch, etc., and ballads, dances, and songs of the "old country" never

lose their appeal in these areas.

A survey was conducted among dealers to determine how extensively record specialties are now being merchandised. Of all the dealers covered, over two-thirds say that there is a real market for one or another kind of record novelty among their customers.

As might be expected, "standard album music" is the kind of record specialty which has the most extensive market. Nearly all (86%) of the dealers handling novelties consider standard albums important.

Language courses were a significant source of extra profit among nearly two-fifths of the dealers selling record novelties. Personalized greetings were being exploited by

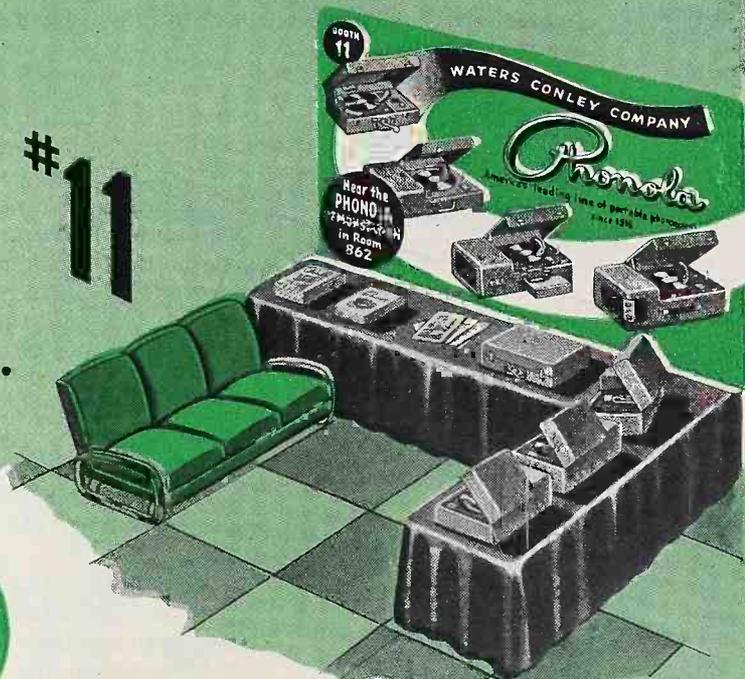


about one-third of the record stores handling any kind of novelty disc.

While the merchandising of specialty records needs careful study and skillful presentation and advertising, it can be made to pay and to go along hand-in-glove with the sale of standard numbers.

HEAD STRAIGHT FOR BOOTH # 11

when you visit the
National Association of
Music Merchants Convention . .



SEE **Phonola** FIRST

America's Leading Line of Portable Phonographs since 1916 . . .

FIRST AGAIN WITH
HEADLINE NEWS IN
ACOUSTIC and ELECTRONIC
PORTABLE
PHONOGRAPHS

Eastern and Export Sales Office:
17 E. 42nd St. ★ New York City 17, VA. 6-2079

Midwestern and Western Sales Office:
224 S. Michigan Ave. ★ Chicago 4, HAR. 1880

Factory and Engineering Laboratory:
Rochester, Minnesota

WATERS CONLEY COMPANY
ROCHESTER, MINNESOTA

CONVENTION
HEADQUARTERS:
Palmer House, Chicago

CONVENTION
DATES:
July 15, 16, 17, 18

PHONOLO EXHIBIT:
Booth No. 11

PHONOLO
DEMONSTRATION:
Room No. 862

Arizona Record Seller

Quick and Efficient Turnover in Discs Is Reported by This Retailer

Below are a pair of ads run by the Phoenix store, and a picture of the results. Betty Carr, buyer and manager of the music and record dept. keeps crowds of buyers happy.

your favorites... served at the RECORD BAR



- | | | | |
|---------|---------------------------|-------------------------------------|------|
| 36777 | Carle Boogie | Frankie Carle and his Orchestra | 53c |
| 23495 | McNamara's Band | Bing Crosby and the Jesters | 79c |
| 36383 | Concerto for Clarinet | Artie Shaw and his Orchestra | 79c |
| 10-1152 | Ciribiribi (Waltz Song) | Grace Moore (Soprano) | 1.05 |
| 18080 | Traviata-Prelude to Act I | Toscanini and the NBC Orchestra | 1.05 |
| 71304-D | Liebestraum | Andre Kostelanetz and his Orchestra | |

- | | | |
|------------------|-------------------|------|
| ning | nd Helen Forrest | 53c |
| t Snow! | and his orchestra | 53c |
| nd his orchestra | | 79c |
| ilm Intermezzo) | linist) | 1.05 |
| alay | Baritone) | 1.05 |

Records • Accessories • Popular & Classical Records • Telephone • Mail Orders

Electric Center
DIVISION OF GOLDWATERS

777 NORTH CENTRAL AVENUE, PHOENIX

nter
DIVISION OF GOLDWATERS

777 NORTH CENTRAL AVENUE PHOENIX

Electric Center, division of Goldwaters, 777 N. Central Ave., Phoenix, one of the newest and largest radio and appliance retail stores in the state of Arizona and the Southwest, has introduced a basic improvement in record merchandising.

Its new disc bar has been doing its job since early in February, and is now pronounced a marked success. The new record department has its own story to tell about the use of special earphones to give prospects "private auditions" of recordings.

Fifty percent gain in daily volume per salesperson is declared by the management to be a conservative estimate of the new set-up's efficiency.

Records are selected, demonstrated, sold, wrapped and delivered and paid for at one central point. No booths are used. The store considers them obsolete. Record selling

has been streamlined down to a one-contact operation.

Thus another achievement is scored for Goldwaters, Arizona's big merchandising house that was founded in 1860 by the grandfather of its present owner-managers, Barry M. and Robert W. Goldwater.

Bob King, Goldwaters' advertising manager, presented this record-selling innovation to the public in a piece of explanatory advertising copy. The store staff had been working themselves up some nice little sales talks to make hesitant record buyers favor the new method. But people who read the ad really understood the method before they came into the store. Apparently, too, they had decided in advance that it served their convenience. The sales girls have encountered no sales resistance to the new device.

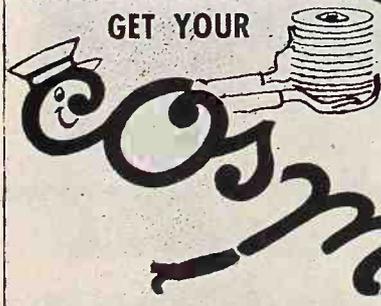
Betty Carr, manager and buyer
(Continued on page 97)





It's top
recording artists
like these
you get exclusively on

cosmo records



RECORDS THROUGH:

ALLIED MUSIC SALES CO.
3112 Woodward Ave.
Detroit, Mich.

APOLLO RECORDS DIST. CO.
615 Tenth Avenue
New York City

COSMO RECORDS, INC.
1032 No. Sycamore St.
Hollywood, Calif.

ASSOCIATED DIST. CO.
1823 California St.
Denver, Colo.

BARNETT-HOOKER DIST.
102 Cain Street, n.w.
Atlanta, Ga.

GARDEN STATE DIST. CO.
201 Warren Street
Newark, N. J.

INTERSTATE MUSIC SUPPLIERS
236 West 55th Street
New York City 19, N. Y.

FREDERICK LEE CO.
325 Second Avenue So.
Minneapolis, Minn.

LEGUM DISTRIBUTING CO.
108 Light Street
Baltimore 2, Md.

JAMES H. MARTIN, INC.
1407 Diversey Blvd.
Chicago 14, Ill.

TRIANGLE DIST. CO.
1508 5th Avenue
Pittsburgh, Pa.

SCOTT-CROSSE CO.
1423 Spring Garden St.
Philadelphia, Pa.

STEPHENSON FILM CO.
816 Gray Avenue
Houston, Texas

CAPITOL SALES CO.
322 Shaw Street
Toronto, Canada

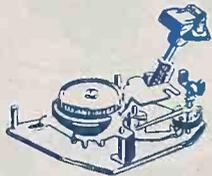
HERB E. ZOBRIST CO.
2125 Westlake Ave.
Seattle 1, Wash.

ALLIED MUSIC SALES CO.
740 Superior Avenue, n.w.
Cleveland, Ohio

IN RECORD CHANGERS WEBSTER

really has
PERSONALITY!

MODEL 56



CHANGER MECHANISM

Sturdy Two-Tier Bonded Construction. Five Pillar sub-plate support. Heavy gauge copper plated steel parts. Graphite-Bronze Main Cam Bearing. Only Five Major parts move in change cycle. Stainless Steel Spindle — Cushioned to protect records.



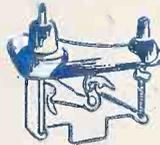
PICK-UP ARM

Molded Plastic for low inertia. Low fundamental frequency eliminates resonant peaks. Ingenious mounting to give minimum vertical and lateral needle pressure. Pickup arm accommodates most standard cartridges having 1/2" mounting centers.



TURN TABLE

Full size heavy gauge steel for dynamic stability. 1 1/2" Graphite-Bronze Bearing. Roller Thrust Bearing. Rim concentric to .015". Long pile Static Flock.



AUTOMATIC SHUT-OFF

The Switch Trigger mechanism is designed to trip at less than .1 oz. pressure on OFF button. When arm is automatically indexed to OFF position after the last record is played, the weight of the arm trips the switch.



RIM DRIVE

Improved design gives maximum torque with minimum tire distortion.

Heavy Live Rubber Idler Wheel—
Centerless ground for accuracy—
Graphite-Bronze Bearing.



MOTOR

The Webster heavy duty motor is 62% more powerful than that used in most Record Changers. It is a 4-Pole, Shaded pole motor, with sufficient torque to start at any point in the change cycle. The Webster motor is specifically designed for Automatic Record Changer operation. Dynamic Balance and cushioned rubber mounting satisfactorily eliminate wow and rumble.

PRODUCTION MINDED DESIGN

This record changer is easy to handle on your production line. It may be placed on a bench without injury—it is easier to install. Two mounting methods are offered.

And in the field —

Low maintenance costs — fewer service repairs — better customer acceptance from Dealers and Owners alike.

**NOW IN FULL
PRODUCTION**

WEBSTER



CHICAGO

5610 BLOOMINGDALE AVENUE • CHICAGO 39, ILLINOIS

32 YEARS OF CONTINUOUS SUCCESSFUL MANUFACTURE

New Phono Lines



Latest Disc-Playing Equipment and Accessories

Motorola RECORD PLAYER

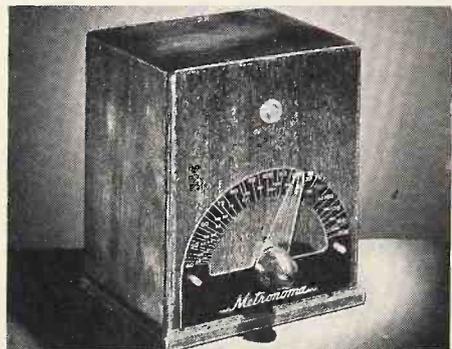
Model WR8, wireless automatic record player for playing through any radio, featuring "wrap around" base of Hawley-processed pressed fibre (familiar to GI's as helmet liner material).



"Floating Action" plays ten 10" or eight 12" records; new-design spindle; "Featherweight Tangent" tone arm. Crystal pick-up, automatic reject button, manual play position. Spring-operated locating pin for playing home recordings. Galvin Mfg. Corp., 4545 Augusta Blvd., Chicago 51, Ill.—RADIO & Television RETAILING

Schirmer METRONOMA

All-electronic metronome uses a thyratron tube to replace the older pendulum types. A simultaneous audible time-beat and flashing light may be selected in any tempo in the range between 40 and 208 beats per minute, directly from a calibrated dial. May be



operated in any position without varying the tempo. Volume and tone of the audible beat may be varied over wide limits. For 110 v. a-c only. Distributed by G. Schirmer, Inc., 3 E. 43rd

St., New York 17, N. Y.—RADIO & Television RETAILING

Lewyt PHONOGRAPH

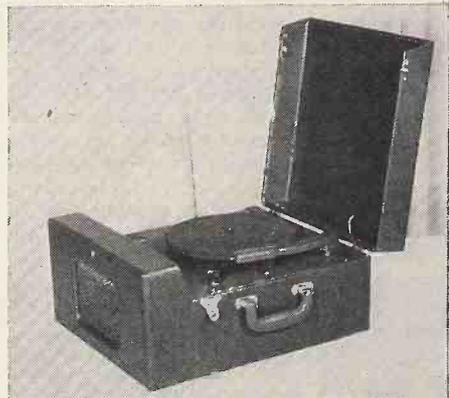
Model 416, portable 4-tube phonograph playing 10" or 12" records. Heavy duty 6" speaker. Cabinet of plastic



leather comes in variety of colors, including oyster white (shown), blue, red and brown. Handle on side, by conveniently recessed controls. Measures 8" deep, 11" wide, 8" long. Lewyt Corp., 60 Broadway, Brooklyn 11, N. Y.—RADIO & Television RETAILING

Espey PHONOGRAPH

Model 621, a two-tube portable ac record player with 5" PM speaker, tangential tone arm. Crystal pickup, rim-driven turntable, two watts audio power output from beam power pentode tube. Combined volume control and switch;



separate snap switch for turntable. Locktal tubes; pilot lamp. Measures 14" wide by 17½" long by 8" deep.

Weighs 12¾ lbs. Espey Sales Corp., 528 E. 72nd St., New York 21, N. Y.—RADIO & Television RETAILING

Burkaw PHONO-RECORDER

Model PR-40, portable recorder and record player, 4 tubes, 6" speaker. Sep-



arate on-off switch; volume and tone controls. UL approved. Case finished two-tone style. \$85, incl. tax. Burkaw Electric Co., 105 E. 29th St., New York, N.Y.—RADIO & Television RETAILING

Apex RECORD PLAYER

Three-tube, ac portable phonograph with automatic record changer, playing twelve 10" records or ten 12" discs.



Volume and tone controls, jewel light indicator. Speaker is 6" Alnico 5. Five watts output. Apex Industries, 192 Lexington Ave., New York, N. Y.—RADIO & Television RETAILING

(Continued on page 78)

Platter Profit-Makers

Thorens PHONOGRAPH

Model 625 portable phonograph, spring wound, with wormgear drive motor. Single motion starts record and



sets tone arm; plays both 10" and 12" records. Automatic stop, speed regulator, needle cup and record rack. Weighs 11 lbs. Available in assorted colors. Made in Switzerland. Rexon, Inc., 295 Fifth Ave., New York, N. Y.—RADIO & Television RETAILING

Arista PHONOGRAPH

Portable phonograph, 3-tube ac unit with 6" speaker. Automatic record



changer; volume and tone controls. Two-tone leatherette case. \$69.95. Arista Associates, 446 Dean St., Brooklyn, N. Y.—RADIO & Television RETAILING

Schloss RECORD CABINETS

Full line of "Handiway" cabinets, tables and racks includes nine cabinets for records and albums, three models for sheet music or loose discs, and a set of sectional-type cabinets for albums and records. Capacities range from 120 to 300 discs, or corresponding album

space. Table styles, 25" high are the smallest; three-tier, open-front cabinets 45" high are the largest. Table types appropriate for use as phonograph stands; sectional types suitable for building extensive record libraries. Most models finished in walnut, mahogany or bleached. Schloss Bros., 801 E. 135th St., New York.—RADIO & Television RETAILING

Lincoln PHONOGRAPH

Model 314, portable phonograph with hand wind motor and battery operated amplifier, playing 10" or 12" records with lid closed. Volume control, 3 tubes,



5" Alnico 5 speaker, lightweight crystal pickup. "Acoustic Balancing circuit." "A" battery life rated at 150 hours—"B" battery at 300 hours. Cabinet of 3-ply veneer covered with beach canvas. Leather handle and brass fittings. Measures 14 $\frac{3}{4}$ " wide, 16" deep, 8 $\frac{1}{4}$ " high. \$49.95 incl. tax, less batteries. Lincoln Electronics Corp., 653 Eleventh Ave., New York 19, N. Y.—RADIO & Television RETAILING

Erwood RECORD CHANGER

Model 105 automatic record changer with single button control, playing twelve 10" records or ten 12" discs. Single post design, to cut record wear. Drive belts, gears, etc., eliminated in new design. Stamped steel construction. Light needle pressure. Walnut hammerloid finish for pick-up and mounting base. Small mounting plate measuring 12" by 12 $\frac{1}{2}$ "; height over top of plate is 4 $\frac{3}{4}$ "—designed for adaptation to smaller combinations or portable record playing equipment. Simple, quiet operation, 60 cycle, 115 v. Weighs 12 lbs. The Erwood Co., 223 W. Erie St., Chicago 10, Ill.—RADIO & Television RETAILING

Radiotone RECORDER

Model RA-116 professional portable recorder with overhead lathe drive mechanism. Turntable of cast aluminum,



dynamically balanced. Drive shaft of hardened steel revolving on single steel ball. Instantaneous locking lever, speed shift from 78 to 33 $\frac{1}{3}$ RPM; directional of cut optional at will—lines per inch variable from 90 to 130 with calibrated indicator. Amplifier has phase inversion, inverse feedback and tone equalization; 12" PM speaker. Ellinwood Industries, 150 W. Slauson Ave., Los Angeles 3, Calif.—RADIO & Television RETAILING

Phonola PHONOGRAPH

Model S-60 portable phonograph playing 10" or 12" records. Spring-driven motor, throw-back tone arm.



Record compartment. Leatherette covered and lined. Measures 14 $\frac{3}{4}$ " by 11 $\frac{3}{4}$ " by 7". Packed weight, 11 $\frac{7}{8}$ lbs. Waters Conley Co., Rochester, Minn.—Radio & Television RETAILING

V-M RECORD CHANGER

Model 800 automatic record changer playing twelve 10" or ten 12" discs. Tone arm adjusted for 1 $\frac{1}{2}$ to 1 $\frac{3}{4}$ oz. needle pressure. Single knob control with four positions—Off—Manual—Automatic—Reject. Recessed turntable, rubber-mounted motor. Base plate of heavy gauge steel, finished in baked-on brown hammerloid with plastic trim. Dimensions as small as 13 $\frac{1}{2}$ " deep, 14" width, by 7 $\frac{11}{16}$ overall height. App. \$27.50. V-M Corp., Fourth & Park Sts., Benton Harbor, Mich.—RADIO & Television RETAILING

(Continued on page 89)

A HIGHER PROFIT NOTE

WITH **ULTRATONE** PHONOGRAPHS

When you feature ULTRATONE Phonographs you offer your customers a musical instrument of guaranteed quality. Every ULTRATONE is backed by the R.M.A. warranty. That is your guarantee of full customer satisfaction.

You'll find an ULTRATONE model to fill every requirement. The line includes portables, table models, single record players and automatics.

COMPARE THE TONE of ULTRATONE with any other phonograph on the market. You'll marvel at the new brilliance and clearness. You'll marvel too, at the new exclusive DYNAMIC BASS BOOST. This ULTRATONE development automatically builds up the bass as the volume is decreased. This minimizes needle scratch and record distortions.

Create SATISFIED CUSTOMERS

WITH

ULTRATONE America's Finest PHONOGRAPHS

NO RADIOS — PHONOGRAPHS EXCLUSIVELY

CONTACT YOUR DISTRIBUTOR OR WRITE DIRECT

Audio INDUSTRIES

MANUFACTURERS OF **ULTRATONE** PHONOGRAPHS • MICHIGAN CITY, IND., U. S. A.



New Records

(Continued from page 61)

include "Glow Worm", "Hawaiian War Chant", "That Old Black Magic", among others.

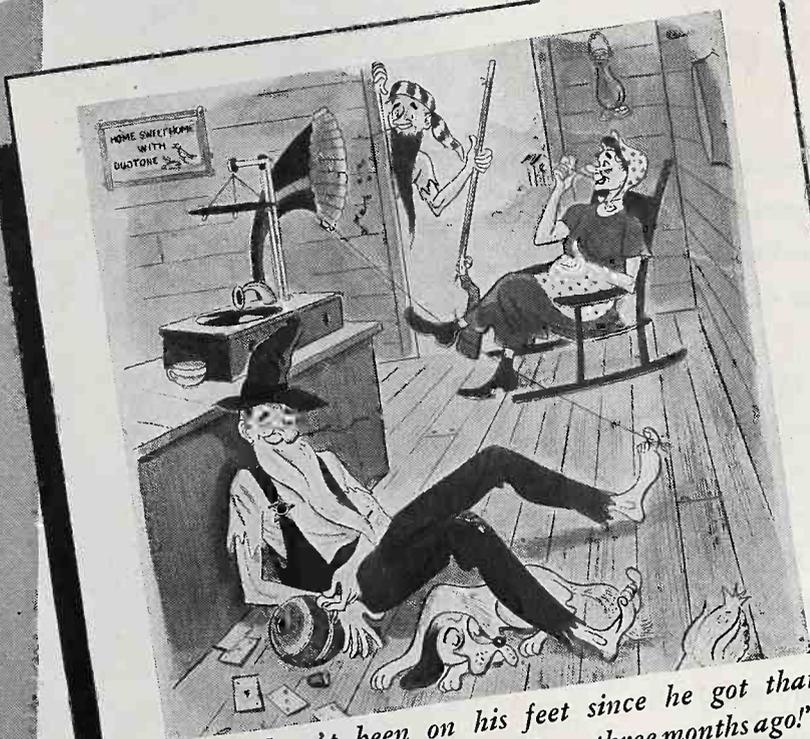
Victor's Red Seal releases for July are "The Rubaiyat of Omar Khayyam," M-1055 and DM-1055; and "The Testament of Freedom", with Randall Thompson and the Boston Symphony conducted by Serge Koussevitzky. Singles include "Summertime" with Eleanor Steber; "Solitude" (Tchaikovsky), Leopold Stokowski and the Hollywood Bowl Symphony; "In the Gloaming", Robert Merrill and H. Leopold Spi-

A DeLuxe artist Betty Reilly, Irish thrush, has recorded her first Latin-American album.



Ray Eberle, Apollo waxed several for this company. Exceptionally fine and musical arrangement "In the Still Night."

Continental's Paul Garrett sings the ditties accompanied by Cuban Orchestra and makes the more famous!



"Clem hasn't been on his feet since he got that Duotone 'Star' Sapphire Needle... three months ago!"

★ Repeat sales mean *increased profits!*

DUOTONE offers you the most complete line of recording accessories in the industry.

Each Duotone product is designed and tested to guarantee satisfaction—insuring *repeat sales.*

Get acquainted with the Duotone line. Led by the famous "Star" Sapphire, the Duotone family of quality-tested phonograph needles, DUODISCS and cutting needles offers dealers complete coverage of the recording accessory field.



DUOTONE

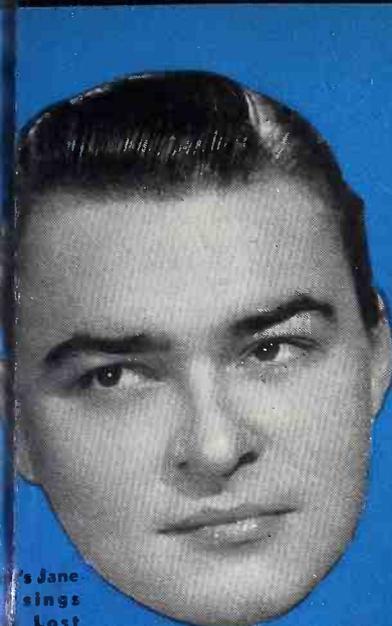
DUOTONE COMPANY
799 Broadway, New York 3, N. Y.

talny's orchestra; "Intermezzo" by the Boston Pops with Arthur Fiedler; "Salut D'Armour", Yehudi Menuhin with Adolph Baller, piano.

Capitol's record of the month for July is Jo Stafford's recording of "Cindy", with Nat (King) Cole at the piano, Ray Linn trumpet, Herbie Haymer tenor sax, and orchestra under direction of Paul Weston. Rhythm section includes Nick Fatool on drums, Dave Barour on guitar and Phil Stephens on bass. Jo's singing, as always, is exceptionally well in the groove, and in addition, the accompaniment is outstandingly due for popular hit acceptance. Flipover "I've Never Forgotten", from the Republic picture "Earl Carroll's Sketch Book."

Andy Russell, now in New York, will feature on the radio "Hit Parade" show sponsored by Lucky Strike. Plenty of releases are being readied of Andy on Capitol discs for this summer's release.

Decca continues to record New York Broadway hit musicals. Album A-466 is from the Melvyn Douglas-Herman Levin musical revue "Call Me Mister", and includes "South



s Jane
sings
Lost
Arms"
Annie
our

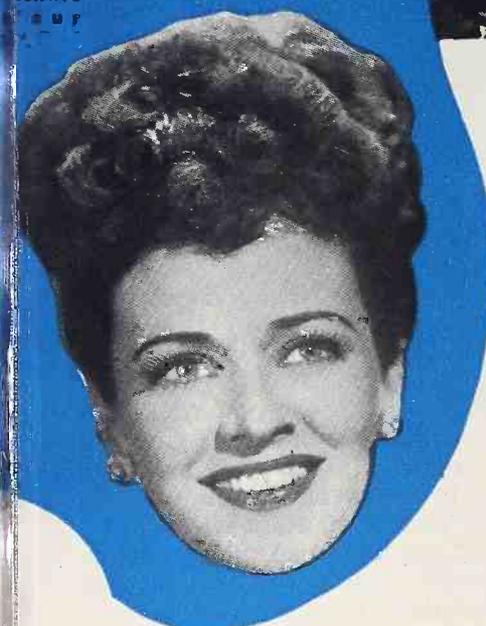


← Mary Lou Williams recording for Disc Co of America. She has an unusual rhythm! Her latest album: Piano Solos.

Duke Ellington has signed with Musicraft for a three year contract effective in November, and the new Ellington records will be available to dealers late this year. In addition to his own compositions, Ellington will record the folk and native music of all ethnic groups and these will be distributed in album form to countries in Europe, Asia and the other continents.

Other artists signed by Musicraft are: pianists Kurt Appelbaum and Jacques

(Continued on page 99)



America, Take It Away", "Going Home Train" and "Along With Me". This will be followed by release of the new album "Annie Get Your Gun" from the current new success of the same name, featuring Ethel Merman. To be released this month. Colorful hangers are lively in-store eyecatchers, and the Cole Porter - music - on - Decca - records hanger is especially helpful in suggesting interrelated sales. The latter promotes June released Fred Waring album A-467 of Cole Porter songs. For Fourth-of-July flavor: Bing Crosby album DA453 "What So Proudly We Hail".

Musicraft has a large July 1st list featuring Artie Shaw, newly signed Mercer Ellington (The "Duke's" son), Sarah Vaughan, Mel Torme, Gordon MacRae, Teddy Walters, Georgie Auld, and Les Elgart. Album will be the Georgie Auld & Orchestra album. The 15th highlights Louanne Hogan, Dizzy Gillespie, Miguelito Valdes, Phil Brito, Fontaine Sisters, Riley Shepard. Album: Vincent Youman's Album N 9, Walter Gross at the piano.

AN Invitation

MUSICRAFT, ITS DISTRIBUTORS AND ITS EVER GROWING FAMILY OF ARTISTS, EXTEND A CORDIAL INVITATION TO ALL DEALERS AND RECORD PEOPLE TO VISIT THE MUSICRAFT BOOTHS (Nos. 41-43) AT THE MUSIC TRADES SHOW BEGINNING JULY 15th.

GEORGIE AULD	GORDON MacRAE
PHIL BRITO	PHIL MOORE
MILTON CROSS	RILEY SHEPARD
DAVE DENNEY	ARTIE SHAW
FONTAINE SISTERS	SLAM STEWART
HARRY "The Hipster" GIBSON	ORRIN TUCKER
DIZZY GILLESPIE	MIGUELITO VALDES
WALTER GROSS	SARAH VAUGHAN
LOUANNE HOGAN	TEDDY WALTERS
KITTY KALLEN	FRANCES WAYNE
JOE MARSALA	TEDDY WILSON

MEL TORME & THE MELTONES

Recording A Complete Catalogue of:
SEMI-CLASSICAL • HOT JAZZ • RUMBA
POPULAR • CLASSICAL • HILL BILLY
FOLK • CHILDRENS • BOOGIE-WOOGIE

Musicraft
RECORDS

MUSICRAFT RECORDS INC.
NEW YORK • HOLLYWOOD

Above, a roomy counter with a come-and-buy look, helps Barnard's dispense single discs. Center, a section of the record dept. where good lighting and cheerful woodwork invite folks to self-selection. Below, the stairway entrance to clubroom, radio demonstrations, and teen-age "rumpus" section for youthful record fans.

Kansas City Disc Drive

**Clubroom, New Fixtures,
Easy Chairs, Teen - Age
Room Are Sales - Bringers**

● Plans for showing off radio and phonograph combinations and record players at a glowingly-new store in the exclusive Country Club Plaza district of Kansas City, Mo., have been fashioned with an eye to exhibiting the new models amidst appropriate, colorful, dramatic surroundings.

Hitherto exclusively a store nurtured on two items—phonograph records and photography accessories—Barnard's, for the first time will compete for the radio and combination dollars of the residents of the Missouri city's "Plaza set."

A former ladies' ready-to-wear retailer, "Barney" Barnard launched his store in the Plaza business district in 1937 because he was an avid movie camera addict and liked the idea of converting the hobby into a business. Records were a later addition because they constituted a natural tie-in with camera supplies. Both were relaxation devices; recorded music is in constant use by motion picture camera amateurs as background music for their film.

From a series of moves, mandatory because of a steadily expanding business, the dealer capped eight years of merchandising by the transition to the current efficiency-replete structure. The main floor is devoted to photo equipment

(Continued on page 84)

PROFITS BACKED BY PRESTIGE...

Recordio
T.M. REG. U.S. PAT. OFF.

gives you
**EVEN
MORE...**

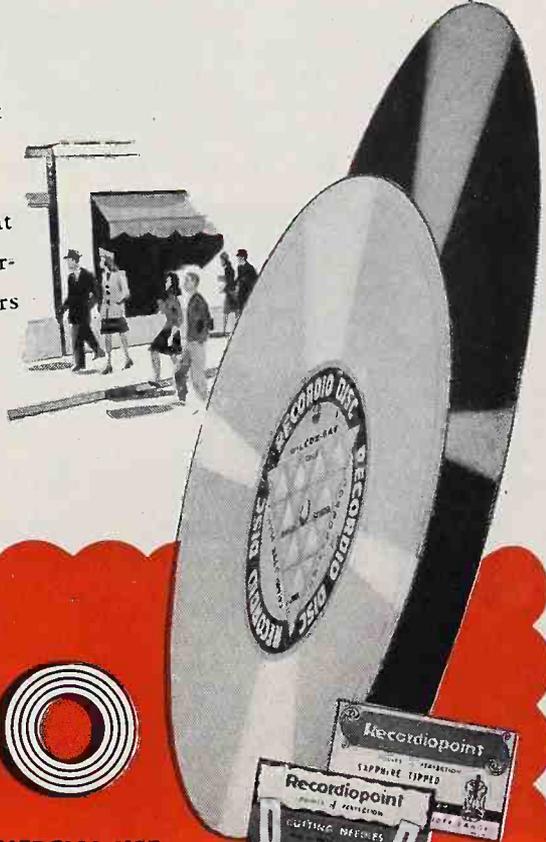


Hollywood
Modern (Walnut)

**Recordio
Discs
and
Recordioints**

TRAFFIC... the magic word that means customers in your store... soars when you have a RECORDIO franchise. RECORDIO and its outstanding companion products, the high fidelity RECORDIO DISCS and RECORDIPOINTS prove a magnet for other quality merchandise you carry.

The eyes of America are on RECORDIO... that handsome, simple-to-operate, magnificent recorder-radio-phonograph. Be busy, be affluent, make yours a RECORDIO store.



Recordio

RECORDING INSTRUMENTS FOR HOME, PROFESSIONAL AND COMMERCIAL USE

MADE BY WILCOX-GAY CORPORATION, CHARLOTTE, MICHIGAN

139-28

Best Customers

(Continued from page 59)

age for all the stores visited. There was a wide variation in answers.

For example, "young people" accounted for 90% of the record business in one store, but only 10% in another. The woman of the house accounted for only 5% in one store, and 75% in another. The man of the house trailed in every store, since he did not account for more than 50% of the record customers in any store covered in this survey.

By the term "young people" the dealers do not mean only teen-agers. In their answers to another question they reveal into what age groups the majority of their record customers fall.

Exactly half (50%) of the dealers said that people between 21 and 30 buy the most records in their stores. An additional one-fourth (27%) said that most records are bought by customers 20 years old or under.

By adding these two groups together, we can see how many stores say most of the records are bought by persons under 30. Over three-quarters (77%) of the stores have the majority of their customers in these two lower age groups.

In most of the remaining stores (23% of the total) the majority of the record customers were said to be between 31 and 45 years old. A few said all age groups are equal. No store had a majority of its customers over 45. Plainly, in phono records the accent is on youth!

New Display Angle for "The Picture Records"



Here's a new merchandiser for Vogue records—the plastic discs with the colored pictures—shown by Modern Music Sales Corp., 455 W. 45th St., New York City, distributors. Earl Winters, left, and Nat Cohn are Modern Music proprietors. This custom-built, all-steel display shows and plays records at a 30 degree angle, and is available to dealers at \$295.

Retailer and His Stock of Recordings



An album recorded by Mildred Bailey for Crown Records gets the attention of two New York disc men. Right, Jack Meltzer, record merchandising manager of Dynamic Electronics' store on W. 57th St.; and Louis Baird, New York sales representative for Crown Records.

Disc-Drive

(Continued from page 82)

and phonograph records; television sets are tagged for futuristic main floor display.

In the 85-foot-long building, the record department has profited significantly from the change. Storage space for 3,000 albums and 6,000 single records is back-of the prima vera fixtures finished in pastel colors. Eleven listening booths adorn this main floor.

Barnard blends the self-selection style of service with personalized attention. Intelligent record shoppers, such as those who reside in this area, often prefer personalized attention. Not that self-service has been entirely eliminated—considerable accessible merchandise is in

ready evidence at the new store, including one 30-foot display. Record sales assistants at the store are adroitly trained to note carefully the tastes of each patron and recall those tastes as far as is possible.

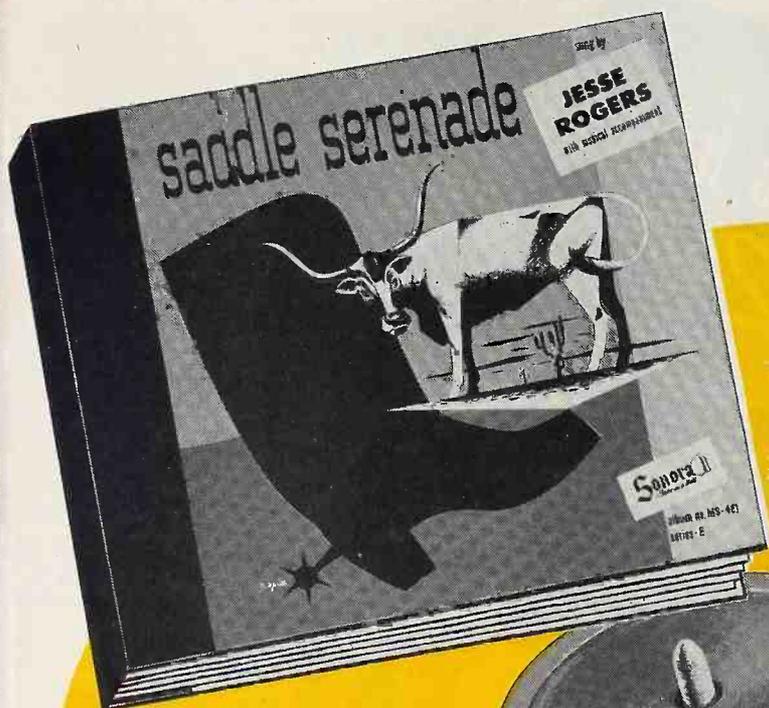
In the basement of the new building is a "Teen-Age Room," equipped with a record player, coke machine, record cabinet and a wall adorned with high school pennants. A girl who hovers over the youthful devotees sells them records. Another basement attraction is the clubroom, which seats about 100 persons. This is used as a get-together spot for record clubs, where artists and other musical experts present informal talks before the record groups.

The sales demonstration rooms are situated in the basement. These attractive, 10 by 12 rooms are tastefully furnished. The Salem room adjoins the Colonial room. Homey, the rooms have fireplaces, pictures on the walls, easy chairs, magazines in the racks, fluorescent lighting, thick rugs and draperies.

Records Sell Sets

To these comfortable rooms, the radio sales staff will escort their prospects for de luxe radio sets. Away from the noise created by other store traffic, in surroundings similar to those in good American homes, Mr. and Mrs. Kansas City will relax in easy chairs and review the praiseworthy features of the receivers. Adjacent to the demonstration rooms is display space for standard radio models, combinations and record players. A middle-of-the-store stairway leads to the basement. Each of the two demonstration rooms will display two models.

TWO GREAT SONORA ALBUMS MARK A NEW HIGH IN LISTENING PLEASURE!

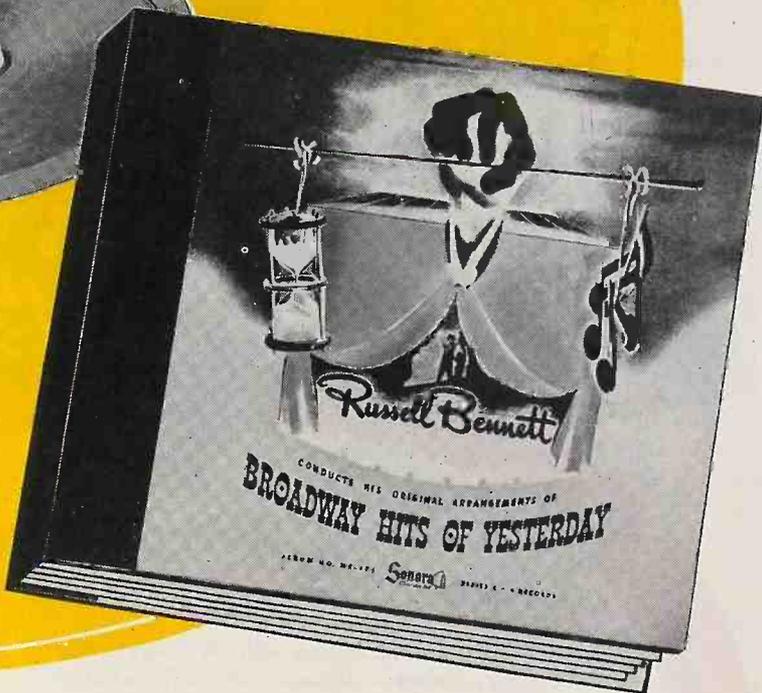


Saddle Serenade

MS 481—Texas' own Blue Yodeler, **Jesse Rogers**, popular cowboy star of ABC's Saturday night show "Hayloft Hoedown," formerly star of the largest Saturday Night Barn Dance program, and singer with Mutual, Columbia and the Don Lee Network, now brings his unusual voice and authentic ranch-life melodies to you on these Sonora records: *When The Bloom Is On The Sage, Ridin' Down The Canyon, Back In The Saddle Again, Roll Along Prairie Moon, Patent Leather Boots, Old Conestoga Wagon, The Cattle Call, The Yellow Rose Of Texas.*

Broadway Hits of Yesterday

MS 475—**Robert Russell Bennett**, who arranged the scores for such smash hits as "Oklahoma," "Showboat," and "Carmen Jones," as well as many famous oldtimers, conducts his original arrangements of these timeless favorites of yesteryear: *The Song Is You*, from Music In The Air; *Softly, As In A Morning Sunrise*, from New Moon; *Of Thee I Sing*, from Of Thee I Sing; *What Is This Thing Called Love*, from Wake Up and Dream; *With A Song In My Heart*, from Spring Is Here; *Rose Marie Overture*, from Rose Marie; *Soft Lights and Sweet Music*, from Face The Music; and *Hoops*, from Band Wagon.



SONORA "MELODIES THAT WILL LIVE FOREVER"

RECORD DEALERS: For name and address of your SONORA distributors, write or wire SONORA PRODUCTS, INC. • 2023 W. Carroll • Chicago, 12.

VISIT SONORA'S RECORD
BOOTHS 94-95

Music Industry
Trade Show

July 15 to July 18

Palmer House • Chicago, Illinois

Sonora Records
Clear as a Bell

HOME ENTERTAINMENT AT ITS BEST

RADIOS • FM • COMBINATIONS • TELEVISION • RECORDS • PHONOGRAPHS • RECORDERS

Here's what we mean by a hard-hitting **WALCO** sales campaign!

PACKAGING...



DISPLAY...



DIRECT MAIL...



DEALER HELPS...



WALCO "400"
FLOATING JEWEL
RETAILS \$250

WALCO "400"
RUBY JEWEL
RETAILS \$200

WALCO "400"
PRECIOUS METAL
RETAILS \$150



**Designed for highest fidelity
... primed for greatest sales!**

Every possible selling help is yours! Full color, compact dispenser displays, window streamers, booth signs, consumer literature, leatherette counter pieces and the WALCO extra dividend of free needles for your booths.

When you offer WALCO phono needles to your customers—it's a sure sale! Just mention that WALCO needles are the choice of leading phono manufacturers for installation

in new instruments . . . that the great names in radios use WALCO for perfect reproduction. Remember, there's a WALCO needle for every price range—from 50¢ to \$5.00 and every needle, whatever the price, features the famous WALCO "bent shank" for highest fidelity and "floating action" for minimum record wear. ELECTROVOX COMPANY, INC., 31 Fulton St., Newark 2, New Jersey.

Get your free record booth needles today; if you're in Chicago for the Music Trade Show, see the complete WALCO line at Booth 37

WALCO
"400"
SERIES

PLUS-Profit Accessories

Check Over Each Kind of Needle and Accessory in Your Record Department to Make Sure You Are Getting All the Extra Sales There Are to Be Had

● The smart dealer who "needles" himself and his salespeople to sell better quality phonograph needles is participating in a double-header "benefit" event. First, he's benefiting his business because of increased volume and profit. Second, he's benefiting the customer and holding the customer's goodwill because good needles make records last longer and make music sound better.

Spotlight on Needles

Never before in the history of this country have consumers been more "record-conscious", and this great interest in discs has brought needles and accessories to the *understanding* attention of the buying public.

Where a few years ago the offering of a five or six dollar needle to a customer would have created a gasp of amazement, today's buyer won't bat an eye, but will willingly purchase from the merchant who knows how to merchandise quality needles as a *necessity* item rather than a luxury one.

Kinds of Accessories

The *smart* retailer knows that the finest record player in the world, equipped with the best record procurable is silent as a Sphinx without a phono needle. He knows, too, that the finest equipment and disc won't perform to best advantage without a *good* needle. "So," the smart dealer says, "It's as simple as all that! I sell better needles, I make more money and I make more friends."

Needles and accessories are important sales items today, and should be treated with the importance they deserve.

Needles are by no means the only important record accessory. There are many others. All of them can be sold by adroit suggestion.

The important thing is to get into

the habit of suggesting one of them to every customer before the sale is completed. It may help establish this habit to remember that these are "accessories after the fact," because most of them are sold after you sell the records themselves.

Disc buyers are good prospects for a record brush. It helps maintain their records in top condition.

Single-record buyers may be sold record racks or storage albums. Most of these have plain covers, but others come with colored covers which show titles for each type of record.

Cabinets and Carriers

Still another accessory is the record cabinet. When you sell any of these storage facilities for records, you encourage the purchaser in the habit of becoming a record collector. Thus the sale of the accessory helps to sell more records.

When people are from out of town, that is your signal to suggest a carrying case. These can be sold either to single-disc or album buyers. A case that will hold 50 single discs, for example, will carry instead half-a-dozen albums.

People who plan trips can be sold these carrying cases. They are fine for picnics and summer camps, and wonderful to carry on a ship!

Methods of Promotion

Students of music are in the market for books. A pupil may buy an album of a composition he is learning to play. He may also be sold a book on the life of the composer or the type of music being studied.

It pays to push the sale of all these accessories in other ways besides personal suggestion, in the opinion of the dealers covered in the recent record survey conducted by this magazine. Most dealers are putting considerable promotional effort behind these items.

Nearly all these dealers (87%) push the sale of accessories in more than one way. The "average" dealer uses three types of promotion for these items.

Counter vs. Case

The most common method of pushing accessories is to place them on the counter, for 89% of the dealers reported they do this. At the same time, some dealers stated they place their accessories under a glass section of the counter, or in such a position that thefts are reduced to a minimum.

Display other than on the counter is used, often in addition to counter display, by 80% of the dealers covered in this survey. For example, many dealers place cards of phonograph needles on posts or on the wall behind the counter.

Display and Advertising

Other dealers display valuable accessories on a shelf at eye level, so that they are easy to see but hard to reach. This may be all the deterrent needed to keep needles and other costly accessory items from "walking off."

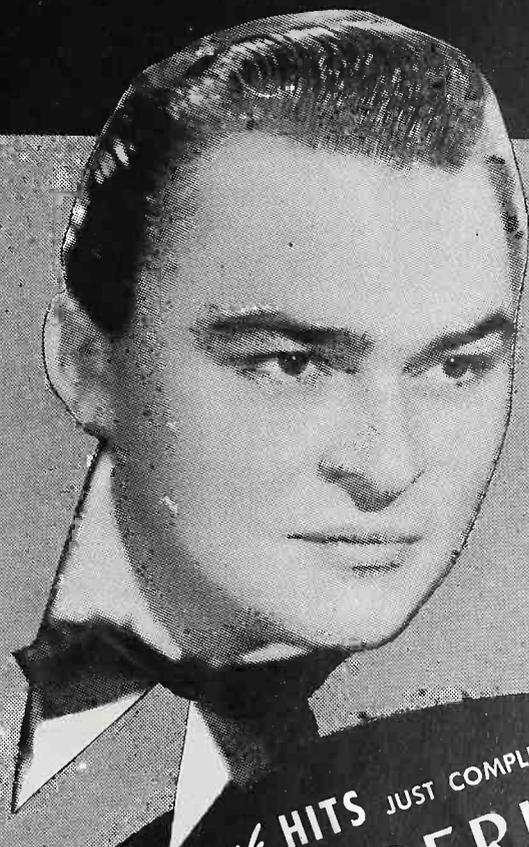
Window display is used for record accessories by 69% of the dealers. Many dealers trace a large part of their accessory volume to the display in their windows of such products as needles, carrying cases, and record cabinets.

In general, dealers do not advertise record accessories. Nevertheless, in the survey, a fourth (26%) mention them in their mailing pieces; 22% in dealer-imprinted magazines; 13% in postal cards and 2% in newspaper advertising.

Evidently, in leading record department promotion throughout the country, the accent is on accessories. Don't overlook the chance to work these plus-profit products into your own promotion plans.

SPECIAL RELEASE!

New
APOLLO
RELEASES



Ray Eberle

"SINGSATIONAL STAR"

Recording EXCLUSIVELY FOR
APOLLO

2 *Smash* HITS JUST COMPLETED BY
RAY EBERLE

"ALONG WITH ME"
(FROM THE MUSICAL REVIEW "Call Me Mister")

"IN THE STILL OF THE NIGHT"
(COLE PORTER)
ORCHESTRA UNDER DIRECTION OF WILSON SAWYER
No. 1006

JOSE MORAND
AND HIS ORCHESTRA

Vocals by **MARILYNE TOWNE**

"AMADO MIO"
(BOLERO—from COLUMBIA PICTURE "GUILD")
"VEM VEM" (SAMBA)
RECORD No. 1,007

BOOGIE WOOGIE
ALBUM No. A1

RECORD NO. 1001

"B FLAT BOOGIE"

"THIS THING CALLED BOOGIE"

RECORD No. 1002

"DOOR BLOW BOOGIE"

"RIFF RAFF BOOGIE"

RECORD No. 1003

"BEGGIN THE BLUES"

"BOBBIES BOOGIE"

PIANO SOLOS BY **BOB MOSELY**

LATIN AMERICAN
ALBUM No. 2A

RECORD No. 1,008

"BATUCADA"

"CHO CHO"

RECORD No. 1,009

"CHIQUE-CHA"

"RHUMBA at the WALDORF"

RECORD No. 1,010

"GREEN EYES"

"RHUMBA FANTASY"

JOSE MORAND & HIS ORCHESTRA

Write
FOR COMPLETE CATALOG
of
APOLLO
Releases

APOLLO RECORDS

DISTRIBUTING CO.

NEW YORK
615 10th Avenue
New York 19, N. Y.

DETROIT
100-02 E. Atwater St.
Detroit 26, Mich.

LOS ANGELES
2705 W. Pico Blvd.
Los Angeles 6, Calif.

ATLANTA
367 Edgewood Ave., S. E.
Atlanta, Ga.

BALTIMORE
2015 Maryland Ave.
Baltimore 18, Md.

NEW ORLEANS
418 Gravier St.
New Orleans, La.

For the Disc Dept.

RCA-Victor DEMONSTRATOR PHONO

Special record player for dealer use in disc demonstrations. A 6-tube unit with 7 w output, push-pull amplification, 12" speaker. Crystal pick-up with "Silent Sapphire" feature. Controls are recessed and illuminated. Light pro-



vided for placing needle on opening groove. Removable lid for counter use, closed back to prevent tampering, grille cloth with Victor trademark. Wood cabinet 14" high, 18½" wide. RCA Victor Division, Radio Corp. of America, Camden, N. J.—RADIO & Television RETAILING

Disc-Play MERCHANDISER

Record and album "department" for displaying, playing and stocking discs. Designed as four-sided, compact "silent salesman"; equipped with one electric phonograph where customers listen to



records via small, light earphones—other phonos may be added so that maximum of 4 different discs may be heard at once. Customer can control volume. Masonite shelves for record pockets; slotted album moldings. Index system for record pockets—spare title cards are furnished. Displays 20 albums of the 10" size and stores 120 additional albums. Made of 5-ply ¾" laminated panel, buff color, 2½" ebonized kick-plate at bottom. Measures 5 ft. high, 26" square. \$108.50 complete. Columbia Industries, 19th Ave. & 36th St., Long Island City 3, N. Y.—RADIO & Television RETAILING

Walco "400" SERIES NEEDLES

Floating Jewel Sapphire up to 10,000 perfect plays; retail price, \$2.50; Ruby Jewel, 6,000 perfect plays, retail price,



\$2.; Precious Metal up to 4,000 perfect plays; retail price, \$1.50. Complete dealer displays available. Electrovox Co., 31 Fulton St., Newark 2, N. J.—RADIO & Television RETAILING

Regina RECORD HOLDER

Hassock type record case with under-lid index system. Leatherette covering in red, ivory, green, maroon, brown, or blue—musical motif. \$12.95. Monarch



Sales Co., Inc., 13 E. 16th St., New York, N. Y.—RADIO & Television RETAILING

Jensen ROYAL JEWEL DISPLAY

Full color backboard attracts attention to the velour tray holding 12 slick-black individual packages of needles. List price \$30; special dealer price \$15.



Jensen Royal Jewel genuine sapphire phono needles in individual packages, \$2.50 list. Jensen Industries, Inc., 737 No. Michigan Ave., Chicago 11, Ill.—RADIO & Television RETAILING

Recordisc SALES PACKAGE

Metal and glass display stand and the following merchandise: 10 sapphire needles, list \$2.50 each; 10 Imperial needles, list \$1.50 each; 15 Coronet



needles, list \$1 each; 50 pkgs. Shadowgraph, list 25c each; 10 QX5 Recording stylii, list 75c each. Retail value \$75; dealer's price, \$25. The Recordisc Corp., 395 Broadway, New York 13, N. Y.—RADIO & Television RETAILING



STUDIO MASTER Crystal Pickup, Model 400, professional type pickup for use on lateral transcriptions of all sizes. New, adjustable height, swivel base.

Model 508 Crystal Pickup for reproduction of 10" and 12" records on manually operated phonographs.

New Crystal PHONOGRAPH PICKUPS

— designed to meet modern demands for streamlined beauty and high fidelity performance.

THE quality and fidelity of electrical phonograph reproduction depends primarily upon the type pickup arm and crystal cartridge used in such equipment. That Astatic Pickup Arms and Crystal Cartridges are preferred and used by a majority of leading manufacturers of phonographs, radio-phonograph combinations and other play-back equipment is convincing evidence of their proven performance and dependable service. Astatic's new catalog shows the most extensive line of Crystal Phonograph Pickups available.

THE Astatic CORPORATION
 CONNEAUT, OHIO
 IN CANADA: CANADIAN ASTATIC LTD., TORONTO, ONTARIO

Astatic Crystal Devices
 manufactured under Brush
 Development Co. patents.

Thorens Record Changer Demonstrations

Trade showings of the new CD-40 Thorens record changer have resulted in wide industry interest in the Swiss-made product, according to Jacques Schwalbe, president of Rexon, Inc., 295 Fifth Ave., New York City. Rexon distributes the Thorens products in the U. S.

High points in CD-40 demonstrations are its ability to pause between records, and to repeat a disc, or automatically reject a record. Other popular features, according to Mr. Schwalbe, are the hinged tone arm, and the tonal qualities of the instrument.

Decca Lists New Needles

For presentation of its record-playing products to retailers, Decca Records, Inc., 50 W. 57th St., New York City, is now using a new "Accessories Catalog", an illustrated book, loose-leaf style.

The catalog includes various types and prices of needles—other brands as well as Decca—both the permanent and other kinds. New packaging of a wide variety of needles is shown, along with complete displays and dispensing containers.

Disc Carrying Case Mfr. Names Rep

Samco Products Co., 1 Spruce St., New York 7, N. Y., manufacturers of a complete line of record carrying cases, has named the Jack Karns Co., 154 Nassau St., New York City, as Samco national representative. Mr. Karns has recently completed a trip through the Middle West, appointing exclusive distributors for the products.

Samco carrying cases have two types of coverings—water-repellent and leatherette.

Goody Distributing Expands

Sam Goody, head of Goody Distributing Corp., New York, has appointed Len Simon to represent Goody Distributing and Gotham Record Corp. in Hollywood. New lines added are: Sarco Records, specialists in ultra-modern jazz; and Circle Records, authentic New Orleans artists and material.

Aero Representatives

Burton Browne, president Aero Needle Co., Chicago, announces the appointment of A. Sidney Hardy and Associates, Atlanta, Georgia, as sales representatives.

Webster-Chicago Preview Crowded

Webster-Chicago Corp., which has an expanded production schedule in progress at its new building addition at 5610 Bloomingdale Ave., Chicago, was host to more than 500 guests at recent showings of the firm's new record changers and electronic products.

The company is announcing "new products and improvements resulting from phenomenal progress in research—of great interest to the entire radio and electronic industries". The new 3-story addition to the Webster-Chicago plant gave the firm an added 60,000 sq. ft. manufacturing space, where new and special machinery has been installed.

Pan-American Record Expansion

A general expansion program is under way at the Pan-American Record Distributing Co., 6245 Santa Monica Blvd., Hollywood 38, Calif. The firm recently moved into its own new building at that address.

The company's latest releases include discs of Eddie Cantor, Olga San Juna, Rafael Mendez, John Laurenz, and others. The latter artist has been signed for a series of "western's"—the latest is "The Sweetheart of the Rio Grande."

Jewel Records Stepped Up

Additions are being made to the sales staff of the Jewel Record Co., 1514-20 Crossroads of the World, Hollywood 28, Calif., and new distributors are being added. A current release featured by the firm is an album of George Handy selections (Gray Suede, Special Maid, Salvatore Sally, etc.) made by Boyd Raeburn. The series is described as "a modern, descriptive and interpretative type of jazz."

Bob Graham, Paramount star and singer on the Fanny Brice radio show, is now waxing a series of new discs for Jewel.

RCA Victor Names Heebner

Walter S. Heebner has been appointed assistant director of popular artists and repertoire for RCA Victor Records, it has been announced by J. W. Murray, vice-president in charge of RCA Victor record activities.

Mr. Heebner will work with Eli Oberstein, director of popular art-

ists and repertoire, at Victor's Hollywood studios, 1016 Sycamore Ave., where he will supervise West Coast recording activities and artists' relations.

Connor Named President

Frank H. Connor is the new president of Carl Fischer, Inc., 56 Cooper Square, New York City, the well known musical organization. Mr. Connor, who succeeds Walter S. Fischer, recently deceased, was formerly secretary and treasurer of the firm and has been with the company for 12 years.

Streamlined Quarters for Burkaw

Burkaw Electric Co., New York, has moved to a new modern block-square plant at 133rd St. & Willow Ave., The Bronx, where production is being boosted. According to general manager J. L. Herold, the precision manufacture of "Just-for-Kids" phonographs, Burkaw phonographs, and electric floor polishers "is maintained through continuous supervision of the 100-ft. production line."

Sales offices of the firm remain in Manhattan at 105 E. 29th St., New York 16.



America's Favorite Trio, now playing at the popular Circus Lounge in New York's Hotel Piccadilly... Coast-to-Coast on the Mutual Network... and *exclusively* on Majestic Records. The twilight-soft, starlight-bright style of The Three Suns makes this new Majestic album a "must" for record buyers.

Twilight Time Album includes:

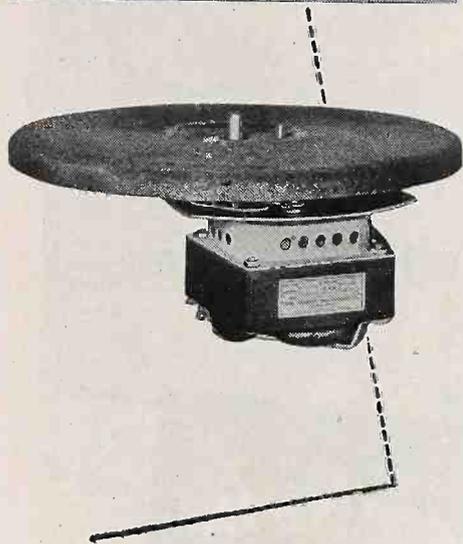
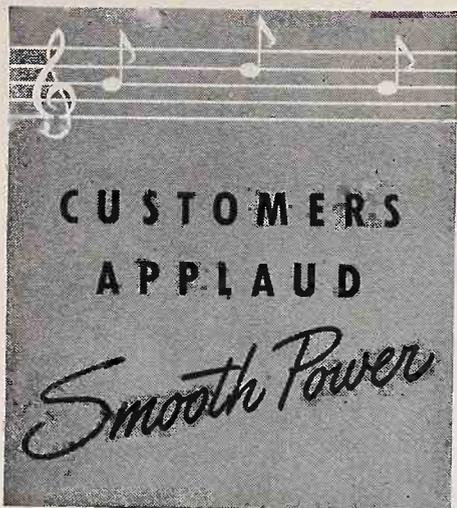
- ★ Stardust
- ★ Twilight Time
- ★ Barcarolle
- ★ Girl Of My Dreams
- ★ Once In A While
- ★ Who's Sorry Now

Six sides — 10-inch records.

Majestic

RECORDS

Studio: New York City Sales: St. Charles, Illinois
(Subsidiary of Majestic Radio & Television Corporation)



• Build your line of new phonographs and record-changers around *Smooth Power* motors and you'll get that quietness, uniform speed and smooth-as-velvet operation that your customers will approve.

That's because these qualities are engineered and built into every motor and assembly in the wide GI line. It's the result of many years of successful experience in the production of phono motors.

You'll win your markets faster and gain more applause from customers when you *standardize on Smooth Power motors*



DEPT. MV • ELYRIA, OHIO

HOW TO RETAIL SHEET MUSIC

This interesting and informative article was written for RADIO & Television RETAILING by Arthur A. Hauser, vice-president and sales manager of Carl Fischer, Inc., New York.

• While radios and electrical appliances are slowly returning to dealers' shelves and counters and a stream of eager customers may be expected to buy up the available supply, the intelligent merchant can still see problems ahead. For the present he must meet his overhead and insure a fair profit in spite of short supplies. And in the not-so-far-distant future he must maintain a steady volume of sales under normal conditions of supply and demand.

The answer to both these problems may very well lie in adding sheet music to the dealers' general stock. This is one of the least expensive methods of building a sizable following of repeat customers. A sheet music department is simple to operate on a small scale and requires surprisingly little for an initial investment. Such a department can prove exceptionally profitable for a dealer alert to the needs of his community.

Repeat Customers

Higher-priced items obviously offer the dealer a larger lump-sum return, but by their very nature they offer little prospect of frequent repeat sales. A sheet music customer, on the other hand, is a regular visitor to a dealer's store as long as an adequate stock of timely music is attractively displayed. His single purchases may be small but they are made with welcome regularity. In addition to this, a sheet music department develops consumer traffic which is a powerful aid in moving higher-priced merchandise. There is, therefore, no better prospect for radios, phonographs and accessories than a satisfied sheet music customer.

A dealer's initial venture in sheet music merchandising may be quite modest. A stock unit of carefully selected numbers, costing as little as \$100, can be a fair test of the advantages of a sheet music department. This, however, would be adequate only for a very small community. Two units featuring different types of music might serve a more constructive purpose in other locations. They would enable the dealer to gauge his com-



Arthur A. Hauser

munity preferences, to discover the tastes and requirements of his individual customers and to reorder sheet music with confidence in his ability to build a following and make a profit.

The numbers comprising these units have been chosen by experts in the field of music merchandising and are backed by authentic sales records in various locations throughout the country. Each unit covers an assortment of musical items—songs, novelty piano pieces or collections of proved popularity—which the dealer will want to supplement in line with definite customer preferences.

The most efficient approach to a new sheet music department for a dealer with some knowledge of his community's interests would be to estimate the amount of business he might reasonably expect to do at the outset and purchase the units which best meet that estimate. As his sheet music business grows, he can increase his stock by additional units of the type best suited to his individual needs. In this way a sheet music department can pay its way right from the start.

It may not be possible at the beginning to decide between serious and popular music; so a smart dealer will try both. Here again the sales records will decide the question for him. If there is an active school music department in the community, the dealer will undoubtedly need a good stock of educational music, methods for various instruments, contest numbers and other suitable materials. These should be supplemented with an

up-to-the-minute selection of popular songs for the entertainment of the younger set.

Of course, a *complete* sheet music department covers the whole musical field from hit tunes to grand opera. It includes methods and studies for all instruments, music for voice, and for chorus as well as a variety of books on music and performers. A dealer who can advertise the fact that his sheet music department has everything from popular songs to orchestra folios can create a substantial amount of additional business. Such a department can be built quickly and efficiently by starting with the unit plan.

Profit-Making Racks

Once the matter of stock has been decided the physical display of sheet music merchandise is a factor of prime importance. It need not be extravagant or costly but it should be well adapted to the needs and habits of sheet music customers. The self-service type of display rack for music is very successful. It increases sales by bringing an assortment of music to the customers attention.

Music racks of varying sizes in wire, metal or wood are available at low cost. They are space-saving for the dealer and can be attractive furnishings for his store. Racks are easily movable and can be used on counters or platforms, along the walls or banked in the center of the floor.

"Money In Music"

Other equipment useful to the sheet music dealer—stock wrappers, inventory cards, shelf boxes—is easily procurable at small cost in the size and type best fitted to the individual department. For information on these matters and others of similar interest to the new music dealer, Carl Fischer, Inc., has prepared a booklet, "Making Money in Music". It is a dealer's manual containing many helpful suggestions for efficient handling of stock, ordering, shipping and billing, which should be an invaluable aid in starting a sheet music department of any size. A dealer may obtain a copy without charge by writing for it on his letterhead to Arthur A. Hauser, Carl Fischer, Inc., Cooper Square, New York 3, New York.

The best-chosen stock and the most convenient and attractive display will not make the most of a

(Continued on page 94)

Music at its Best WITH

BURKAW PHONOGRAPHS AND RECORDERS

Buy and sell only music at its best—that means only Burkaw instruments.

Unsurpassed for quality, beauty and value.

Reproduction that is balanced and true, the result of the exclusive Burkaw dynabox.

Kept under strict supervision from start to finish of manufacture, each Burkaw phonograph and recorder-playback is a precision instrument.

Automatic record changers that are the best that money can buy—that "engineering brains" can perfect.

Well built and beautifully styled portable and table model cabinets insure lasting enjoyment.



PC 40
TWO-POST
RECORD CHANGER
AND PLAYER



SE 30
PLAYER
(TABLE MODEL)



PRD 40
DUAL-SPEED RECORDER,
PLAYER AND PUBLIC
ADDRESS AMPLIFIER



PR 40
RECORDER,
RECORD PLAYER
AND PUBLIC ADDRESS
AMPLIFIER

For true tone recording specify Burkaw recording discs. Visit our display at the Music Show, Room 897 Palmer House, Chicago.

We are playing no favorites. With this advertisement we offer dealerships to reputable dealers from Coast to Coast. Wire, write, or telephone now.

BURKAW



ELECTRIC CO.

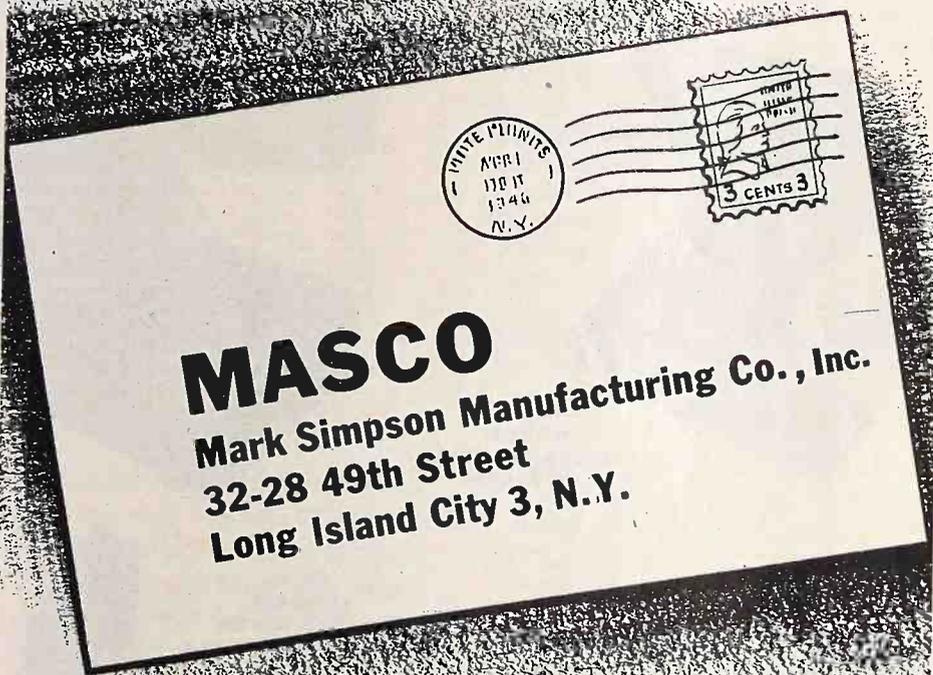
105 EAST 29TH STREET

NEW YORK 16, N. Y.

New Home of Masco

Thanks to your cooperation we are now installed in our newly erected and completely modern building where we will be able to serve you with ever better models and increased production.

Please send all correspondence to us at our new address...



MASCO
Mark Simpson Manufacturing Co., Inc.
32-28 49th Street
Long Island City 3, N.Y.



THE DISC LABEL OFFERS ON HIGH FIDELITY PRESSINGS A COMPLETE CATALOGUE OF AUTHENTIC FOLK ITEMS—BASIC CLASSICAL AND JAZZ MUSIC—PERFORMED BY TOP ARTISTS

OFFICIAL RECORD PRODUCERS FOR THE FRENCH-AMERICAN CULTURAL EXCHANGE AND PRODUCERS OF USSR RECORDS

DISC COMPANY OF AMERICA

117 WEST 46TH ST.

NEW YORK 19, N. Y.

(Continued from page 93)

sheet music department, unless the dealer is alive to the musical needs and interests of his community. With a little effort and intelligent planning, he can make his department a center of musical activity and information. The music dealer should keep abreast of local musical events, concerts and personal appearances of artists. He might even carry tickets to the performances as a community service. The music featured at concerts, on the radio and in motion pictures, etc., should be prominently displayed. Time devoted to reading music news may be well spent, as the dealer can frequently clinch a sale by mentioning that the music he is showing is a favorite of a certain famous artist, is being performed by an outstanding orchestra, or any pertinent information about it.

Music publishers are usually eager to cooperate in promotions of this kind by providing music on special terms for definite occasions. This is also possible during Easter, Christmas, and other special seasons when music of a particular type has a limited timeliness.

There is obviously a definite advertising value in a well-run sheet music department. It serves more people, attracts customers who return more frequently and can provide the dealer a substantial and well-earned profit in its own right.

Lincoln to Bigger Phono Plant

Lincoln Electronic Corp., manufacturers of record players, have opened their new phonograph cabinet plant at 653 Eleventh Ave., New York 19, N. Y. The move represents a big-scale expansion for the firm, which is headed by Robert E. Kayatt, president.

Lincoln recently introduced three new models of phonographs—the "Vagabond" portable electric unit at \$38.95, the "Beachcomber" portable battery record player at \$49.95, and the "Nomad" portable automatic record changer.

On Tour for Columbia

To promote a wider national interest in music it is the duty of a major symphony orchestra to tour, according to Eugene Ormandy, conductor and musical director of the Philadelphia Orchestra, now appearing in a number of cities, cross-country, under the auspices of Columbia Masterworks Records, for whom the great orchestra records.

Home Recording Sales

Stephen Nester, president, Duotone Co., New York City, producers of Duotone discs, needles and record accessories, has written this article exclusively for RADIO & Television RETAILING.

• Home recording, which was becoming popular just before the war, will attract more and more enthusiasts as new machines come off the production lines, and the prospect is for 300,000 recorders in the next year. There's not a person who doesn't get a thrill out of hearing his voice come out of a loud speaker. Operating a home recorder properly requires skill and practice. Everyone can learn to use one, but, since its operation is somewhat more complicated than that of a phonograph, directions must be followed carefully.

The Basic Elements

Customers expect dealers to be able to tell them how a home recorder works. The purpose of this article is to give dealers "background information" with which to answer some of their customers'

questions.

Whether incorporated with a radio cabinet or mounted separately, all home recording sets are of the same general type. In any case, the steps to be taken in making home recordings are the same.

The basic principle of any recording machine is the same: Where, in the case of the phonograph, the needle is vibrated by the record grooves, the vibrations converted into electrical impulses by the crystal or magnetic unit in the tone arm, and then amplified and turned into sound waves by the audio amplifier and loudspeaker; in the recorder, the process begins at the other end. Sound waves (music or voice) are converted into electrical impulses in a microphone; the impulses are amplified into the audio amplifier and converted into mechanical vibrations by a crystal or magnetic unit in the cutting head; and the stylus, or needle activated by the cutting head, makes a record of the mechanical vibrations in the form of modulated grooves on a blank record disc.

Let's start with the recording

discs. They are made with three different base materials, glass, paper or metal. Metal bases were, of course, short during the war, but are becoming available again. Aluminum bases are both durable and non-magnetic. The bases of the various discs differ in thickness, but coating are generally uniform. Customers will have to make allowance for this difference when they adjust the needle, as will be described below. Most coating materials are so designed that the thread has a tendency to turn toward the center of the disc.

Sizes and Speeds

Recording discs (or blanks) are made in different sizes; 6½, 8, 10 and 12 inches in diameter. 16-inch blanks are also made, but are used almost exclusively for long-playing transcriptions, chiefly of radio programs. Such transcriptions are usually recorded at a turntable speed of 33⅓ r.p.m., but few home recorders have more than the usual recording speed of 78 r.p.m. The chart on the following page shows the average playing time for the different discs.

Three types of cutting needles
(Continued on page 96)

New... Original... DOUBLE HIT!

Regina - it's a Hassock!

A beautifully designed, richly colored lounging piece! In cream, maroon, brown, blue or green leatherette — with contrasting handpainted G Clef and Floral Design. Comfortably padded, strongly constructed. Stands 14½" high; 18" wide; 14½" deep.



- it's a Record Holder!

Lift the hassock top — and surprise! — roomy storage space inside for over 100 records! Completely sturdy, safe, special piano-hinge cover. Will take albums and 10" and 12" records. Numbered, heavy card folder protects and identifies each record. Numbered index with title spaces, on inside cover, makes identification easy.

Product of

MONARCH SALES CO., Inc.

13 East 16th Street, New York 3, N. Y.

CASH IN NOW
on this **TERRIFIC**
2-for-1 VALUE!

Retail **\$12⁹⁵**

Some choice territories
still open for distributors.

IF YOU'RE STARTING
A SHEET MUSIC DEPARTMENT

Get the Advice
of
EXPERTS



BUY
BY
THE

CARL FISCHER PACKAGE PLAN

- It saves you time and money
- It assures you best-selling numbers
- It has the guarantee of 75 years' experience in music behind it.

THE CARL FISCHER Package Plan is an efficient way to acquire a well-stocked sheet music department at a minimum cost. It offers popular music by the unit—a well-balanced combination of hit parade tunes, popular favorites, piano numbers and selected albums.

Each unit has been assembled by experts in music merchandising to meet a new music dealer's essential needs. Every number is a recognized best-seller in its field.

Let our Jobbing Division suggest the unit best suited to your requirements.

Our One Day-One Stop Jobbing Service Gives You

- Immense Wholesale Stock
- Prompt service
- Best prices



CARL FISCHER, INC.

62 Cooper Square, New York 3, N. Y.
Boston · Chicago · Dallas · Los Angeles

(Continued from page 95)

are available to the home recordist, steel, stellite, and sapphire. Steel is cheapest, and when handled with care should give satisfactory service for up to five 6½" recordings. Needles of stellite, a special alloy of extreme hardness, will make several hundred 6½" recordings. They are more expensive to buy than steel cutting needles but they may be *resharpened* many times at slight cost and therefore are cheaper in the long run.

The third type of cutting needle is made of sapphire, which can be resharpended. This needle makes the best recording with the lowest surface noise—but must be handled carefully.

Most cutting needles have a flat surface ground on the shank for the set screw to press against. This holds the needle tightly in correct position for proper thread disposal. Because the cutting edge of the needle is very important to good recording, customers should always be careful to lower the needle onto the record slowly and gently, thus prolonging the life of the needle and insuring better recordings.

Simple Adjustments

Most home recorders have a device for adjusting the depth of the groove to be cut. If the machine has such a device, customers have only to turn the screw in the right direction to change the groove depth to suit different recording conditions. On most of the machines available to the general public it is impossible to adjust the angle at which the needle meets the disc, but customers can make the adjustment themselves by inserting the needle further into the head to increase the angle, or pulling it out to decrease it. The most efficient angle is 90°. They can make a quick test of the proper angle by looking at the reflection of the cutting edge of the needle on the record. The profile of the cutting edge should be in line with its reflection in the disc. Even a small deviation from a straight line is apparent in this simple test.

The disc coating dislodged by the cutting needle curls away behind it in the form of a black thread. A good thread, indicating that the needle is cutting properly, should be smooth, continuous, and about the thickness of a human hair. If it is kinky or brittle, it is a danger sign that the needle angle may be wrong, the needle point may be

PLAYING TIME

Disc Size	78 R. P.M.	33 1/3 R.P.M.
6½"	1½ minutes
8"	2¾ "
10"	4 "	8 minutes
12"	5 "	10 "
16"	Not used	15 "

chipped, or a dust particle may be sticking to the point.

Two types of recording heads are used in home recording equipment, magnetic and crystal. There is little difference between them from the consumer's standpoint. Recording technique is the same with both. The needle is mounted in an armature which moves inside a coil in the presence of a magnetic field. The signal (amplified electrical impulse from the microphone) enters the coil. The armature is then activated by the electric field changes to move the needle, which in turn cuts the groove.

In a crystal head, a piezo-electric Rochelle Salt crystal is moved by the needle for playback and is actuated by electrical currents in cutting. In general, a magnetic head will take more punishment than a crystal on overloads. When operated at too high a volume of sound it will only make the needle hit the sides without damaging the head. Of course, customers should not overload any head.

In conclusion, it's a good idea for recording fans to become familiar with the recording level indicator on their machine and watch it carefully while recording.

Production Speed for Electro-Tone

"No expense is being spared to supply our lines promptly to the best shops from coast to coast", is the report from Electro-Tone Corp., manufacturers of phonographs including manual and automatic changer portables and table model radio-phonographs. Albert V. Saphin, who's been in the field some 25 years, heads the company as president. Alfred Landes, with a similar 20-year background, is general sales manager.

Electro-Tone lines include the new Regina hassock-type record holder, shown elsewhere in this issue of RADIO & Television RETAILING. Monarch Sales Co., 13 E. 16th St., New York City, is national distributor for the complete line.

ARIZONA

(Continued from page 74)

of Electric Center record and music department, came to the new store with an impressive background of experience at a leading store in Los Angeles. She had reached the conviction that purchasing of records has been made too difficult for the customer, and had some well-organized ideas about solving the problem in the manner now worked out so successfully. The store executives told her to submit a detailed design, and authorized its adoption. She says earphones have been used for overflow in the East for several years.

The success of the installation here, as a complete service, she credits largely to the patience and ingenuity of E. J. Head, Electric Center radio manager, in working out the technical problems to get fidelity of tone.

This new system eliminates confusion. It enables the staff to render more personalized service to each customer. Several customers at once do their buying in shorter time than they could going back and forth to rooms. Most customers listen to just a portion of each record to decide. Turnover is faster, with less confusion, while customers enjoy perfect comfort. Back-of-counter design is carefully worked out to enable the staff to function efficiently.

Quick Handling of Traffic

Two girls working at the new installation can produce as much volume as four people working with demonstration rooms. It is much less wearing on the girl back of the counter. It does require her to give more careful attention to each individual customer, but this is made easier by design of the fixtures.

Under the old booth system the staff would have a stack of records to file at the end of the day; now there are only a few. Having closer conversation, and every chance to observe reactions as they occur, the attendant can sense more accurately what the customer really prefers. Avoidance of unsuitable selections become easy, saving time and energy, aiding continuance of the buying mood. Good salesmanship gets a maximum opportunity to pay off.

Customers trying records in a room often get their minds in a groove, and leave a store without

(Continued on page 98)

YOU CAN DEPEND ON STEELMAN TO BE FIRST WITH THE FINEST!



Model 355A, 6½" "Alnico" speaker. Dual Channel circuit. Electronic tone control. 5 watt output. Minimum AC hum. 3 tubes energized by power transformer. \$69.95 incl. Fed. tax*.

Other STEELMAN Models	
#301—Portable	39.95
#302—Table model	43.95
#350—Portable	47.85
#351—Table model	51.95

OLD



H. F. notes travel below normal hearing level.

NEW



H. F. notes flow upward to hearing level.



scooped the Phonograph Industry with the first DUAL CHANNEL INPUT

A feature of all STEELMAN Phonographs . . . two separate amplifiers—one for high frequencies, one for low frequencies—skillfully blended by *Electronic Tone Control* for perfect record reproduction.

And Now . . .

Another First for STEELMAN

New Streamlined "Portable" with *Inclined Sounding Board* . . . a revolutionary new design that makes a portable look less bulky, more compact, easier to carry . . . its ultra-

modern, sloping sounding board actually provides *greater listening pleasure*. On the old style portable, high frequency notes flow in a straight line from the vertical speaker, reaching the listener approximately at waist level. On the new STEELMAN streamlined portable, the inclined speaker sends the high frequency notes on an upward angle *right to the listener's ear*, resulting in fuller, richer tone! Your customers will want the new streamlined STEELMAN with its amazing *inclined sounding board*. Write today for the name of your nearest distributor.

*Original OPA prices, allowing you highest discounts.

STEELMAN RADIO CORP.

742 E. Tremont Ave.
Bronx 57, New York



CONTINENTAL — the Record PLUS

Exclusive Artists

PATSY GARRETT • DOROTHY DONEGAN • DON REID
SABBY LEWIS • ENOCH LIGHT • THE RHYTHM ROCKERS
FLETCHER HENDERSON • JIMMY NOLA • BILLY BISHOP
RED RIVER DAVE • JERRY HEFFRON • ANSON WEEKS

And — a catalogue of HITS that mean SALES!

CONTINENTAL

265 W. 54th St., New York

The record with the Hole in the Middle and Quality on top

Bagshaw's
NEEDLES
FAMOUS SINCE 1892
for Better Record Performance

**NOW...
NATIONAL
ADVERTISING**

Saturday Evening Post and huge daily newspapers in the largest cities are telling the BAGSHAW story to millions of music lovers and urging them to YOUR shops for actual purchase. Be ready to supply this healthy, steady demand.

After all . . . you can't beat the BEST!

H. W. ACTON CO., INC.
SOLE DISTRIBUTOR
370 SEVENTH AVENUE NEW YORK 1, N. Y.

R-L SPECIALS
for IMMEDIATE delivery

**V-M
RECORD
CHANGER**
With two posts as illustrated.
\$22⁰⁵

**DETROLA
SINGLE POST RECORD CHANGER**
\$18²⁶

PORTABLE CASE
Fits either changer.
\$14⁹⁵

WOOD BASE FOR DETROLA \$3⁵⁰

Write for Free 1946 Parts Catalog

**R-L
Electronic Corp.**

731 West Washington Boulevard
Dept. R. CHICAGO 6, ILLINOIS

(Continued from page 97)

mentioning some records they had some faint intention of hearing. At the newly-designed counter as soon as they think of a record they ask for it, and get it.

All wrapping facilities are back of the counter. At the ends are ample bins for miscellaneous storage. The conventional record cabinet is against the back wall. The top of the bar was carefully designed to be the correct height and width for most complete comfort of the customer. It is cushioned with sponge rubber covered with leatherette. Chairs were carefully designed for comfort.

Customers waiting for a seat can wander about the store looking for merchandise, and step up to the counter when they see someone depart. With room demonstration it is known that some customers get into a booth and stay indefinitely, regardless of others waiting a turn. And one who emerges to place a 50 cent order may have contributed to the displeasure of another who would have bought a \$50 selection. The new system provides a tactful but effective control exercised by the saleswoman. Man and wife can sit together, interchange and hear the same records.

Rapid Turn-Over

Album sales are made with much faster demonstrations at the bar. Often hearing only a part of one or two records obtains a quick decision.

Curiosity visitors—curiously enough—have been no problem. Practically everyone who sits down at this attractive counter buys. Even people who came into the store to buy other merchandise, and stepped over to look at the record department as a novelty, have turned into buyers. The method eliminates the "habitual listeners," who like to get a stack of discs, entertain themselves in a booth, and scoot out when no one is looking, without buying.

Mr. Head designed a new amplifier to achieve tone fidelity suitable for ear phones. He points out that the equipment must have the proper response to all frequencies in order to demonstrate and sell symphonies and other high-class records. Customers listen with Brush crystal phones with lorgnette type handles. Records are set on Alliance turntables, using a Shure crystal pickup, fed through the special amplifier designed by Mr. Head.

**Now! Now!
FOR IMMEDIATE DELIVERY!
RECORD PLAYERS
IN KIT FORM!**

**PORTABLE AUTOMATIC
RECORD PLAYER KIT**

Consists of:

- *3 TUBE WIRED AMPLIFIER, COMPLETE WITH TUBES
- *MAGUIRE AUTOMATIC RECORD CHANGER
- *5 INCH PM SPEAKER
- *PORTABLE LEATHERETTE CASE
- *KNOBS

Kit, less wire, solder & hardware.....\$39.75

**PORTABLE RECORD
PLAYER KIT**

Consists of:

- *3 TUBE WIRED AMPLIFIER, COMPLETE WITH TUBES
- *HIGH QUALITY PHONO MOTOR
- *5 INCH PM SPEAKER
- *SHURE "GLIDER" PICKUP
- *PORTABLE LEATHERETTE CASE
- *NEEDLE CUP, KNOBS, ETC.

Kit, less wire, solder & hardware\$25.25

Write today for our latest bulletin on other excellent values.

BECO ELECTRONICS CO.
135 PROSPECT PARK S. W.
ST 8-1653 BROOKLYN 18, N. Y.

*We'll be at
Booth 84*

**Music Industry's
SHOW**

**Palmer House, Chicago
July 15-18**

*We look forward
to seeing you*

**RADIO Television
RETAILING**

CALDWELL-CLEMENTS, Inc.
480 Lexington Avenue
New York 17, N. Y.

NEW RECORDS

(Continued from page 81)

Abram; Sylvia Marlowe, harpsichordist; Roman Totenberg, violinist; and baritone Mordy Bauman and the Kroll Quartet. Symphonic orchestras are in the offing.

ARA, fast moving into popularity, majors in radio-appliance distributorships. Their artists now include: Phil Harris, Hoagy Carmichael, Ginny Simms, Art Tatum, Judy Canova, Bob Crosby, Earl Hines, George Jessel, Jan Savitt, Chu Chu Martinez, The Sportsmen, Cass County Boys, Ferde Grofe, among others. ARA's Musical director Lou Bring featured Teddy Lynch singing Rimsky-Korsakoff's music from the Universal picture "Fandango" at a recent cutting. Children's records will be another special highlight with ARA. Martha Blair Fox of children's air shows fame will plan and narrate several of these albums. Another along these lines is the recent waxing by Lionel Barrymore of his well-known "Halowe'en", a fairy tale to music written as well as narrated by the actor. Dr. Miklos Rosza, Academy Award winner for the score of "Spellbound" will conduct an orchestra of 40 men and a 12-voice choral group to background this suite.

July Releases Varied

Majestic's July list will feature George Paxton and his Orchestra (7195) "This is Always", and "Along With Me" from "Call Me Mister"; George Olsen (7196) "Somewhere In the Night" from the picture "Three Little Girls in Blue"; and Johnnie Guarneri at the piano with Cozy Cole, drums, in "All the Things You Are" and "Carioca".

Sonora brings out 2 albums this month: Uncle Don Song Shop, 3rd of the successful series for kiddies. (Remember: Land of Song and Playland albums?). For children from six to nine, the new album features children's jingles (MS-482, \$2.34 including tax); and MS-483, American Ballads by the Singing Sentinels, including such old favorites as Blue Tail Fly and Skip to My Lou.

Sonora's July singles list the Moore Sisters in "Boogie Woogie Cowboy" (7091); Jesse Rogers in "When the Sun Goes Down" (7012), and "He's Tall in the Saddle" (7013); Carolina Playboys, "Let's Be Sweethearts Again" (7015); Velvetones do "Pittsburgh Joe" (3010),

(Continued on page 101)

GARRARD

costs a bit more because it's the finest

GARRARD



GARRARD

GARRARD

GARRARD

automatic record changer

WRITE FOR NEW CATALOG: GARRARD SALES CORP., 401 BROADWAY, N. Y.

A Handy SALESKIT FOR RADIO SERVICEMEN

A real saleshelp exclusively for Radio Servicemen... the Jensen Phonograph Needle Saleskit is just the thing for demonstrating fine needles. What's more, Jensen needles augment your work, assure full, clear tone of the instruments you repair, make all records sound better.

Colorful, convenient, compact... the Saleskit slips easily into your pocket. Take it on service calls. It contains 3 Jensen Concert Needles retailing at \$1 each and 3 Jensen Genuine Sapphire Needles at \$2.50 each.

Available NOW at your jobber. WRITE TODAY for complete details and our better than usual discount to servicemen.



JENSEN INDUSTRIES, INC.
329 SOUTH WOOD STREET
CHICAGO 12 ILLINOIS

Black & White Sales Set-Up

Black & White Recording Co., Inc., 4910 Santa Monica Blvd., Los Angeles 27, Calif., has just announced 17 distributors throughout the U. S., in Ohio, California, Maryland, New York, Pennsylvania, Minnesota, Texas, Oklahoma, Missouri, Washington and Utah. The firm makes records in classifications including hillbilly, western, hot jazz, pop, semi-classical, Latin-American, and childrens' stories; they sell for 75c, \$1 and \$1.50.

B & W artists include Jan Garber, Will Osborne, Henry King, Ivie Anderson, Jack McVea, Helen Humes, Gerald Wilson, Oklahoma Ed Moody, Earl Ross, Bonnie Lou Williams, the Tommy Todd Trio, Jimmy Cassidy and others.

Sales Plans for Musicraft

Oliver Sabin, vice-president and director of sales for Musicraft Records, Inc., has announced the appointment of Lee Savin as national sales manager. Mr. Savin has been associated with Musicraft since leaving the armed forces a year ago. He will make his headquar-

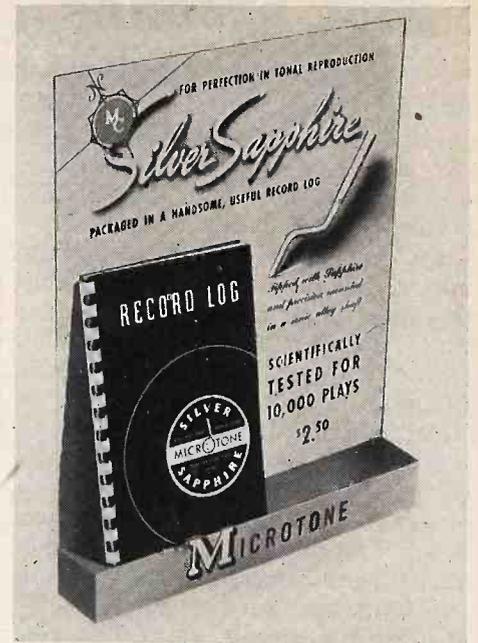
ters in New York and will do extensive work in the field.

The firm has also announced the appointment of M. M. (Mike) Elliott, as executive head of its newly established sales promotion department. Mr. Elliott served as a captain in the Army's Chemical Warfare Division until recently. He will concentrate on the development of promotional matter, to be used as point of sales aids in the retail stores. Mr. Elliott will also work on the development of a cooperative sales promotion program with Musicraft's distributors.

In the New York area, Peter Hilton, president of Musicraft Distributors, Inc., the distributor of Musicraft Records in the New York Metropolitan area, has announced the appointment of Bill Rawak as sales manager.

Record Log Goes With Needle

A new idea in phonograph needle packaging has been developed by Microtone Co., 114 Manhattan St., Stamford, Conn., for its \$2.50 "Silver Sapphire". Each needle is attached to the cover of "The Record Log"—a 24-page booklet to be used in cataloging records. The



New display shows "Record Log" needle package.

booklet is ruled and lined, and instructions given as to how record fans can use it as an index system.

Microtone markets the Log (with simulated pin-seal leather cover) and the 10,000-play needle as a two-in-one package. For counter display, the firm offers a 2-color easel showing the package and giving complete information.

for the Better Dealers-



"AMPLIPHONE"

Portable Record
Player

MODEL 10

THE FINEST PLAYER on the market today . . . Sold by better dealers in United States and Canada . . . Ideally suited for home use or for any occasion where really fine reproduction is desired.

Full transformer operated, it delivers 5.5 watts of undisturbed power to the speaker. May be used with microphone and external speakers for public address system.

Write for information today

Eastern Electronics Corp.

41 CHESTNUT STREET, NEW HAVEN, CONNECTICUT, U.S.A.



Rembrandt

by
REMINGTON

REMINGTON RADIO CORPORATION
WHITE PLAINS, N. Y.

(Continued from page 99)

and Bob Chester's Orchestra, "Surrender" (3011).

Continental is expanding. Their newest signee is Red River Dave and reports have it he is going over big in the State of Maine. His latest: Atomic Power and Yellow Rose of Texas (C-5061). Others on Continentals list are the famous Chiquita ditties, sung by Patsy Garret with Cuban orchestra (C-1182); "Do You Do, Do You Do, Do You Do", Patsy Garret and Enoch Light (C-1185).

Disc July offerings include Mary Lou Williams in a new Piano Solo album (Disc album 612). Arranger and composer as well as pianist, Mary Lou plays two of her own compositions in this set: "Cloudy", especially appealing. Others which should find good sale to the American home are: "New England Square Dances" and Woody Guthrie singing "Songs to Grow On—Nursery Days", including such numbers as "Wake Up", "Clean-O". More for the jazz collectors is John Kirby and his orchestra in "Move Over", "Close Shave" and "Desert Sands" (Disc album 621).

Stork Records announce "Love Me Tonight", Al Sims and Orchestra; "Limehouse Blues", George Shaw and Orchestra; "All Women Are Wolves", Bill McCune Orchestra; and "Adventure" and the "Eggplant Song", also with Bill McCune. Their Ross Leonard will recut several of the old Russ Columbo favorites: "You Call It Madness" and "Orchids for a Memory". The Tune Toppers have cut "Spanish Town" and "Rose Room", to name a few.

Recording Date



Kaye Connor, singing star who signed with Cosmo Records, is shown waxing first recording for that company.

Look What STORK's Bringing You!

NEW ARRIVALS — RECORDS JUST RELEASED

ST 1014—
Blue Skies
Without You (Lenny Kaye)

ST 1015—
The Man I Love (Ann Vincent)
Stork Delivery

KAYE BROTHERS Orchestra

ST 1012—
Sweet Georgia Brown (Ken Casey)
Teasing Me (from the new movie TALL,
TAN & TERRIFIC) (Mary Noel)

ST 1013—
It Had To Be You (Gloria Dale)
Taxi! Penn Station (Ken Casey)

KEN CASEY & His Sweet Georgia Brown Orchestra

ST 1010—
Who Do You Love I Hope
Frosh-Nosh-Kit

ST 1011—
Bye Bye Black Bird
Happy Anniversary

GEORGE PRICE Accompanied by KEN SISSON'S Orchestra

CR 1008—
In A Little Spanish Town
Spelling Bee

CR 1007—
It's Written All Over Your Face (Billy
Manzo)
Rose Room

The TUNE TOPPERS

CR 1005—
You Call It Madness
Orchids For A Memory

CR 1006—
Boulevard Of Broken Dreams
Fall In Love With Me

ROSS LEONARD, The Colombo of Today!
Accompanied by KEN SISSON'S Orchestra

CR 1002—
All Women Are Wolves (Comedy Novelty—
Tiny Morris)
Blue (Marshall Young)

CR 1003—
Adventure (Marshall Young)
Mamma's Moo-len-Yanna (The Egg Plant
Song—Betty Buckner & Sam Nate)

BILL McCUNE & His Hotel McAlpin Orchestra

DEALERS! — OPERATORS!

COST PRICE — plus tax

LIST PRICE — plus tax

45¢

75¢

Write, Wire or Phone NOW for Immediate Delivery!

STORK Record Co., Inc.

756 7TH AVENUE

Circle 6-7247

NEW YORK 19, N. Y.

Every
Distributor, Dealer and
Serviceman



WILL
APPRECIATE
THIS NEW
ERWOOD

MODEL 105

AUTOMATIC RECORD CHANGER

- Short CHANGING CYCLE—which every customer wants.
- All Steel OPERATING MECHANISM—assuring dependability.
- Single BUTTON CONTROL—Simple, positive acting.
- Small sturdy MOUNTING PLATE—Utmost adaptability.
- Compact DESIGN—for portables as well as combinations.
- New SINGLE POST FEATURE—Easy on the records.
- Exceptionally LIGHT NEEDLE PRESSURE—Long record life.
- Quiet OPERATION—tells you it's well made.
- Idle CHANGER MECHANISM—at rest while playing.
- Standard RECORD CAPACITY—twelve 10" or ten 12".
- Better APPEARANCE—due to attractive design and finish.
- Plug-in POWER—60 cycle, 115 volt operation.
- Light WEIGHT—only 12 lbs. shipping weight.

THE

ERWOOD

Write today for further details,
prices, etc.

COMPANY, 223 WEST ERIE STREET
CHICAGO 10, ILLINOIS

**Sales Aid for
Fidelitone Points**

Included in the current dealer-cooperation program being conducted by Permo, Inc., 6415 Ravenswood Ave., Chicago 26, Ill., is a 4-way drive covering cooperative newspaper advertising, window display material, national magazine advertising, and point-of-sale materials. The promotion is built around Permo's featured Fidelitone phonograph needles and recording styli.

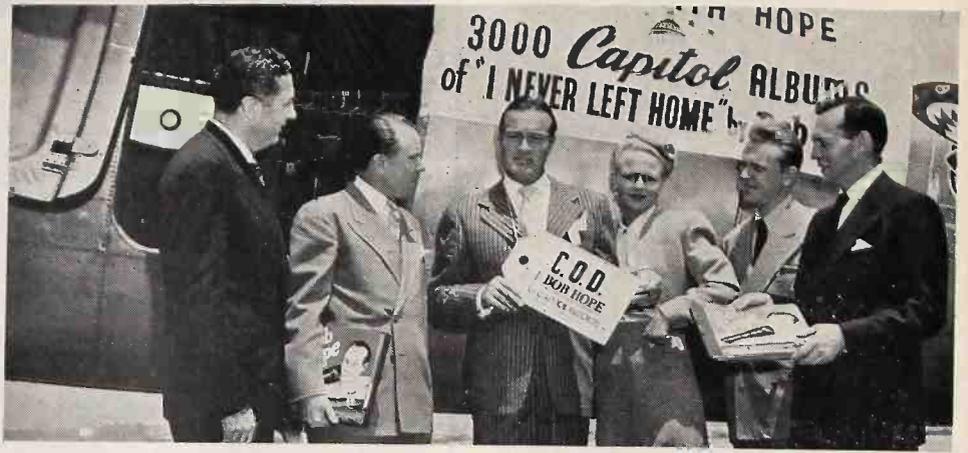
The Fidelitone "Floating Point" needle sells for 50c, the "De Luxe" point for \$1, and the "Master" for \$1.50. The latter is packaged with a record brush. The "De Luxe" recording stylus has the "Permium" tip, and is priced at \$1.50.

**Stinson Enlarges
Disc Activities**

New expansion of production and distribution activities, celebrating a 30th anniversary, is under way at the Stinson Trading Co. Inc., 27 Union Sq., New York City, record distributors.

The company has purchased the interest of Moe Asch, but will continue to distribute under both the Stinson and Asch-Stinson labels, the latter by special arrangement.

Plane Shipment of Bob Hope's "War Records"



While hundreds cheer—in Hollywood, Bob Hope and Peggy Lee welcome first 3,000-album shipment of Bob's album "I Never Left Home" made by Capitol Records. The records include the hilarious Armed Forces radio shows of the comedian. Among Capitol officials present were Glenn Wallich, vice-pres. and general manager; Jim Conkling, recording director; and H. W. Woodmansee, advertising director.

Offices are being enlarged by 10,000 sq. ft., providing expanded stockrooms and modern artists' recording studio. Officers are Herbert Harris and Irving Prosky.

At least three albums and ten 10 in. and 12 in. individual waxings will be made and released each month. Additional jobbers are joining the present list of distribution outlets.

The Stinson output includes American folk songs; boogie-woogie

of the "classical" school; progressive and American folk recordings; cowboy and Western songs; foreign songs, especially Russian, sung and played by exponents of the specialized type of music. Artists include Mary Lou Williams, Art Tatum, Burl Ives, Josh White, Richard Dyer-Bennet, Memphis 5, Kenneth Spencer, Coleman Hawkins, Woody Guthrie, Stuff Smith, Meade Lux Lewis, John Kirby, Lead Belly, and others.

*Products
You Can Sell!*

Sonata

WRITE FOR LIST

Sonata ELECTRONICS CORP.
FORMERLY SONATA PRODUCTS CORP.
624 S. MICHIGAN AVENUE CHICAGO 5, ILL.

THE CHOICE OF MUSIC LOVERS
EVERYWHERE . . .

THE NEW
APEX

ELECTRIC PHONOGRAPHS

- HIGH QUALITY
- SATISFIED CUSTOMERS
- TERRITORIAL PROTECTION
- RELIABLE DELIVERIES
- EXTRA PROFITS

SEE AND HEAR THE NEW,
EXQUISITELY DESIGNED APEX LINE
JULY 14-18, PALMER HOUSE, CHICAGO
SID JOFFEE — MAX ZIMMER
REPRESENTING

APEX RADIO & TELEVISION CORP.
192 LEXINGTON AVE. • NEW YORK CITY

Disc Dept.

(Continued from page 62)

graph record merchandising vary more widely than in the choice and arrangement of display fixtures. A dealer may have completely open fixtures that place merchandise within easy reach of the customer everywhere else in his store, and yet bury 5,000 records in a wall-rack behind a hermetically-sealed counter.

This dealer will ask, with some justice, what else he can do. Maybe he hasn't enough room to place this enormous stock into open catalogued racks. Or maybe he tried the self-service type of fixture, and found that his customers broke not sales records, but the phonograph records instead!

There is, in fact, only one thing about which every record dealer agrees. That is that layout and display fixtures are one of the biggest problems in the business.

Of course, the reason solutions vary so widely is that no two stores are alike. However, a general layout policy may be evolved as a result of the pooled experience of many dealers.

From countless dealer interviews and from the results of the survey, just completed, the editors of RADIO & Television RETAILING have evolved a layout of the "typical" record department in a radio and electrical appliance store. It incorporates basic principles of store layout as espoused by the country's leading store designers.

At the same time, we invite you to write us a letter expressing your views on layout and display fixtures in a record department. We shall be glad to hear how you have solved your problems in fitting phonograph records, albums, needles and accessories into your store.

Gilbert Red Seal Recording Director

Richard Gilbert, writer, critic and commentator, is the new musical director of RCA Victor Red Seal recordings, it was announced by J. W. Murray, vice-president in charge of RCA Victor record activities. Richard Mohr, formerly the editor of "RCA Victor Record Review" has been named as an assistant to Mr. Gilbert.

Mr. Gilbert was previously associate recording director for Victor; he will now direct the company's classical recording repertoire and will supervise the records made by Red Seal artists.

MOTORS

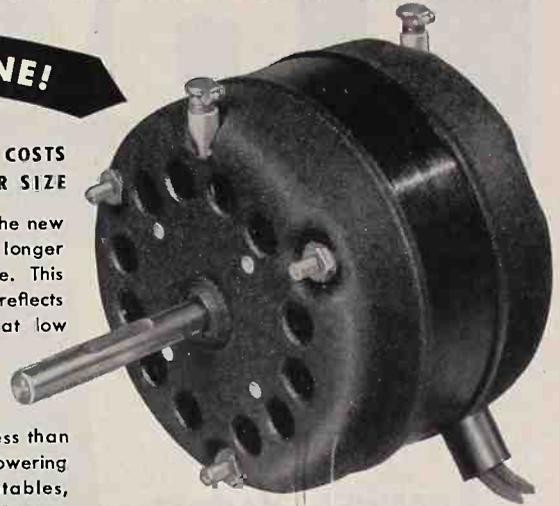
PHONOMOTORS . . . POWR-PAKT MOTORS

HERE'S A NEW ONE!

SLOWER SPEEDS • LOWER CURRENT COSTS
QUIETER OPERATION • SMALLER SIZE

Here are four big advantages built into the new Alliance Powr-Pakt fan motors. Results are longer life—less repair—smoother performance. This new Alliance shaded pole fan motor reflects advanced engineering! Mass-produced at low cost! Write.

Other Alliance Powr-Pakt Motors in shaded pole induction and split-phase reversible resistor types rated from less than 1-400th h.p. on up to 1-20th h.p. for powering valves, switches, controls, driving turntables, fans, record changers and automatic devices.



MODEL A

WHEN YOU DESIGN ... KEEP

alliance

MOTORS IN MIND

ALLIANCE MANUFACTURING COMPANY • ALLIANCE, OHIO

IMMEDIATE DELIVERY!

2-Post Record Changer



Automatically Intermixes

Record changer completely assembled—with amplifier ready to play. Dimensions 8" H. x 15½" x 15¼" D. Grilled speaker front, acoustic chamber 15" W. x 4" D. with rear louvre for eliminating cabinet resonance. Genuine walnut cabinet with decal trim, nickel plated mounting hardware, tone and volume control mounted on changer 6" heavy duty dynamic speaker. AC amplifier with power transformer, AC power cord and plug. 3 tubes 1-6V6, 1-6C5 and 1-5Y3. \$44.50 Net

Cabinet less changer and amplifier \$9.50 Net

Accommodates Webster and V-M Changers

20% Deposit required on all orders

Department C

UNION Radio Corporation

328 S. Paulina • Chicago 12, Ill.

Jamboree RECORDS
SESSIONS IN JAM

New Releases!

featuring:

HORACE HENDERSON
and his Orchestra

Buck Clayton, trumpet; Aaron Sachs, Hank d'Amico, clarinets; Specs Powell, drums; Billy Taylor, bass; Hy White, guitar; Eddie Bert, trombone; Horace Henderson, piano.

908 { DEED I DO
SMACK'S BLUES

909 { MAKE LOVE TO ME
BUNCH OF RHYTHM

TOP JAZZ ARTISTS
in SMASH STANDARDS

to Retail at \$1.05

JAMBOREE
Records, inc.

1650 Broadway New York 19, N. Y.
Some Distributor Territories Still Available

THORENS

MADE IN SWITZERLAND

CABINET CHANGER #856



Add this handsome cabinet changer to your radio set and transform it into a radio-phonograph combination of brilliant tone qualities, adding beauty to any room. The changer slides out like a drawer for easy loading. Plays eight mixed records in any order. Rejects any record desired, goes on to next. Repeats part or whole if desired. Pauses between records. Hinged tone-arm for easy needle change. Crystal pick-up, AC motor 100 to 250 volts, 50 to 60 cycles.

PLAYS 10" AND 12"
RECORDS MIXED



REPEATS



REJECTS



PAUSES

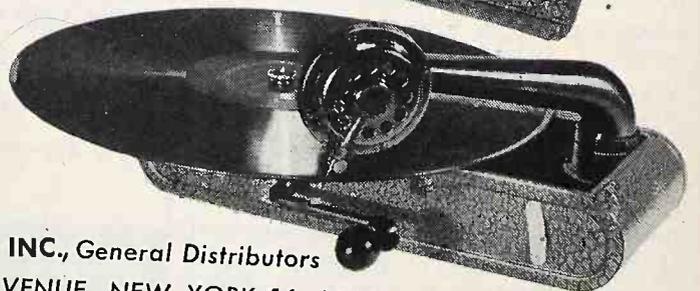


THORENS PHONOGRAPH #625A

Spring wound portable equipped with worm-gear drive motor. One motion starts record and sets tone arm in place. Automatically stops at end of record. Speed regulator, needle cup and record rack. Plays 10 and 12 inch records, weighs 11 pounds. Assorted colors. Imported from Switzerland.

WORLD'S SMALLEST PORTABLE PHONOGRAPH

This Thorens is carried like a camera, weighs only four pounds. Plays 10 and 12 inch records with fine melodious quality. Assorted colors. 11" x 4 1/4" x 2". Imported from Switzerland.



ON DISPLAY:

NATIONAL ASSN. OF MUSIC MERCHANTS
PALMER HOUSE, ROOM # 877, BOOTH # 48, JULY 15-18

REXON, INC., General Distributors
295 FIFTH AVENUE, NEW YORK 16, N. Y.

SERVICE DEPT. AND WAREHOUSE: 122 FIFTH AVENUE, NEW YORK 11

This issue has the largest volume of
RADIO, PHONOGRAPH, RECORD AND ACCESSORIES
Advertising

ever published in one magazine

How to get
MORE INFORMATION
on New Lines, New Merchandise

RECORDS--PHONOGRAPHS--NEEDLES

This issue of RADIO & Television RETAILING with its new Big Four Sections contains more advertising of new products, lines, companies than has ever before appeared in any other magazine in this field. Almost 100 pages are crammed full of items you need for your business. Many members of the trade want additional information on merchandise, lines, distributorships, promotion, etc. You can get more of this from as many manufacturers as you wish by using the handy postcard on this page. Circle the number of manufacturers from whom you want to hear, as they appear in the "catalog-list" in the arrow. Then tear off and mail today. Postage is prepaid.

The listings on this page include only phonograph, record and accessory products that are advertised in this Record Section independently of radio sets or combinations. Similar inquiry cards for Radio, (including radio-phonograph combinations), Electrical Appliances and Service and Sound will appear in forthcoming issues.

Phonographs:

Apex	1
Audio Industries	2
Burkaw	3
Musitron	4
Remington	5
Mark Simpson	6
Sonata	7
Steelman	8
Waters Conley	9

Records:

Apollo	10
ARA	11
Capitol	12
Columbia	13
Continental	14
Cosmo	15
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Jamboree	17
Majestic	18
Muscraft	19
RCA-Victor	20
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Stork	22

Needles:

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Duotone	24
Electrovox	25
Jensen	26
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Accessories—

Components:

Alliance	28
Astatic	29
Beco	30
Erwood	31
Carl Fischer	32
Garrard	33
General Industries	34
Monarch	35
R. L. Electronic	36
Rexon	37
Seeburg	38
Union	39
Webster Chicago	40
Wilcox-Gay	41



RADIO & Television RETAILING:

I want more information on the following manufacturers whom I have circled, please.

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
16	17	18	19	20	21	22	23	24	25	26	27	28	29	30
31	32	33	34	35	36	37	38	39	40	41				

My company name

Company address

My name

My address

() Check here for RADIO & Television RETAILING subscription information.

Now! A New, Expanded Section to Help You Sell RECORDS, PHONOGRAPHS, NEEDLES



Dealers asked us for "more news about record merchandising." The great section in this issue — the first of such regular monthly sections — is RADIO & Television RETAILING's answer.

Records are no longer "fill-in selling." They have become Big Time Merchandise. Annual volume runs between 250 and 350 million a year — and it's growing!

To get your share of this highly profitable business — keep posted on the newest releases, sales, merchandising and display angles through your only complete merchandising-servicing paper — RADIO & Television RETAILING.

Your business is now a four sided one — radios, electrical appliances, service and sound and records. So RADIO & Television RETAILING brings you four magazines in one — each top drawer.

All your needs for profit making information are met in this one champion publication which, for 21 years, has led the parade with NEW, worth while, practical ideas for the radio-appliance dealer.

RADIO & Television RETAILING is the oldest publication serving the radio-appliance merchant. Its publishing policy is simple — to give you the most helpful magazine published.

By sticking to this principle through war and peace RADIO & Television RETAILING has won the greatest dealer following in its history. Alert, progressive, hard-hitting dealers recognize that RADIO & Television RETAILING is as far out front in its thinking as the newest discoveries on atom splitting. In fact, more than 26,000 leading members of the radio industry pay to receive their copies every month.

Here's help for you. Here's a monthly news and information service that can make your cash register jingle. And this great service — custom-created to meet your needs — costs you only \$2.00 for 3 full years (36 big issues). It's hardly more than a penny a week. Let the industry's liveliest, soundest, most progressive publication help you. Take the time now — today — to enter your subscription to RADIO & Television RETAILING. Check the bottom line of the postcard on the other side if you want subscription information.

Everything You Need for Successful Merchandising All in RADIO & Television RETAILING

Published by CALDWELL-CLEMENTS, INC., 480 Lexington Avenue, New York 17, N. Y.

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BUSINESS REPLY CARD

FIRST CLASS PERMIT NO. 22273, SEC. 510, P. L. & R., NEW YORK, N. Y.

RADIO & TELEVISION RETAILING

CALDWELL-CLEMENTS, INC.

480 LEXINGTON AVENUE

NEW YORK 17, N. Y.

Use this card for

INFORMATION

on products in this Section
and for information on

SUBSCRIPTIONS

ELECTRICAL APPLIANCES

Section of **RADIO & Television RETAILING**

Cash In on Great New Trend!

There's More Interest in Show Windows Than Ever Before

• Look at the awning on this page with the words "Electrical Appliances." Then look at the pictures in the panel below.

Which conveys most graphically to your mind the products themselves? We think you will agree that the pictures are as powerful as the words.

Now, think of this page as your store front. Ask yourself this question: "What do I have under *my* awning?"

Products Are Magnets

You no doubt have the words "electrical appliances" on your store. But do you have these products in your windows as well?

War scarcities have made show windows customer magnets. Never before has interest been so great.

The public is window-shopping *now* for all kinds of electrical appliances. These products attract constant attention even when not

obtainable. You can cash in on this great new interest.

Some dealers fear to display in their windows merchandise they can't sell. The fear is unfounded.

Identify Your Store

Manufacturers of appliances are scheduling all-out consumer advertising campaigns regardless of availability of products. You, too, should follow the same policy in your window displays.

For this is the principle of promotion. Get 'em to associate their needs with your store.

Place mass displays of each electrical appliance in your window. Start now and keep it up. Then people will begin to pair in their minds your store and each product such as refrigerators, ranges, washers, ironers, irons and toasters.

You may keep the same product in the window week after week. But make complete changes of

every model and the arrangement of the window once a week.

Your windows tell more than what kind of store you have. They tell what *class* of store you operate as well.

See that your windows are well-lighted, free from dead flies and dust. Make them truly inviting with good use of color and arrangements. Devise novel moving displays.

Display Price Tags

Above all, don't be afraid at this time to use price tags on all your merchandise. People have the money to spend and won't be frightened away. Moreover, prices are not much higher than they were before the war.

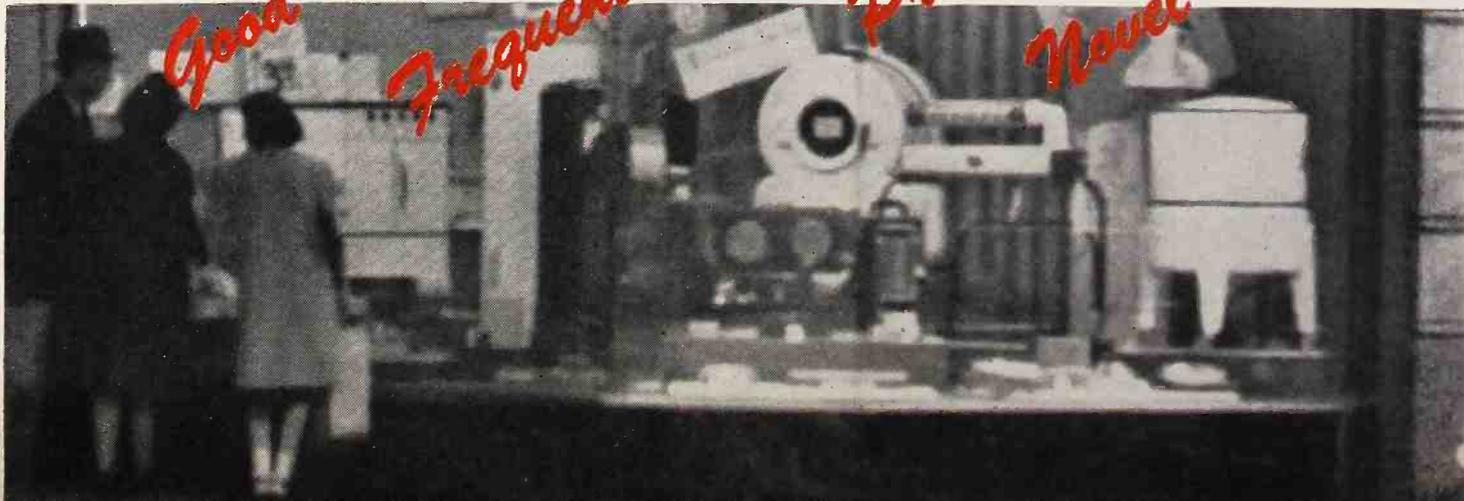
Salesmanship for the nonce may not be needed to sell your electrical appliances. But showmanship in your windows can and will make your store pre-eminent in the field.

Good Light

Frequent Change

Prices

Novel Displays



**Modern Specialty Dealer is Taking
Place in His Community as Ex-
pert on Postwar Electrical
Living**



Your store may become just another one on "appliance alley" unless you and your staff use good personal publicity to invite people in.

personal calls. But the principle is the same.

There are several ways in which you can use mass approaches to sell electrical appliances. These involve not only personal appearances on your part but also the use of other forms of publicity.

As an aid to selling your product and to insure survival of your business in future years you should resolve now to become a personality and an authority in your community on the subject of electrical equipment. When you are a public figure you will find it far easier to sell merchandise.

There are various channels through which you can spread publicity about yourself and your store. The first is appearing at meetings.

Public Speaking Pays

There is no better or faster way of obtaining a reputation for yourself and your establishment than to make speeches before groups. No practice will bring you greater financial rewards for the time expended than this one.

In general, a radio and electrical appliance dealer or his sales manager or other staff members who have reached the age of 21 should not go back to school. A school or class in public speaking, however, is the single exception to this. If the dealer has the slightest hesitancy about getting up and making speeches, he should consider enrolling in a course in public speaking in his area. Practice in these classes will aid the merchant or his representative in the art of talking without the use of manuscripts or notes.

When he has mastered this ability the dealer or salesman will be surprised at how much it will help. It will be an aid not only in making you a prominent citizen in your town but it will also help you to conduct sales meetings with any

• The old time specialty salesman used the house-to-house method in selling merchandise. He called on say, 30 homes a day and asked questions which qualified his prospects.

He then sifted out a few hot prospects for later follow-ups and call-backs and he invited people to come into the showroom. Ultimately he closed a certain percentage of these sales.

This essentially is the selling process on all big ticket merchandise. It depends upon attracting the attention of a wide number of people and obtaining interest, desire and conviction of need on the part of a certain percentage of the total contacted. In other words, the entire process depends upon the law of averages.

Some dealers, however, operate a specialty business, utilizing other

methods than personal calls to attract the attention of people in the early stages of sales. They depend upon various kinds of publicity to take the place of this leg work.

Specialty selling, 1947 version, will consist for many dealers of organizing or participating in meetings at which perhaps hundreds of people are present. Invitations to come in the store may be extended directly or indirectly.

Mass-Approach Efficient

Just as in the case of house-to-house selling, a certain percentage of those people who are exposed will ultimately buy. Dealers and their salesmen who appear before groups expect, of course, that the impression will be less vivid and the percentage consequently lower than in the case where they make

a **LEADER** in **Appliances**

salesman in your employ more effectively.

There are various kinds of meetings at which you can speak, and exhibit merchandise. In part these depend upon the kind of products you handle. To promote electric ranges and other electric appliances used in the preparation of food, such as refrigerators, mixers, blenders and toasters, you can conduct schools or participate in those operated by others.

It may not be necessary for you to run these personally. Instead you may want to have a home demonstrator do this.

Women's clubs are another good place for you to give talks. Women are interested in the home, and true educational demonstrations that reveal how they can better their standards of living and reduce work will be welcomed.

Schools and colleges in your area are also a most important place in which you can conduct worthwhile promotional activity by making speeches. Some radio and appliance dealers plan to install their equipment in local schools on terms favorable to the school and assist in the conduct of cooking classes to teach youngsters how to cook.

Schools a Fertile Field

These activities reach children at the most impressionable age and insure a brilliant future for any dealer because as graduates emerge from school, marry and set up housekeeping, they will begin to act upon the vivid impression of the equipment they used in school.

In addition to this fact many national advertisers have discovered and applied the sound princi-

ple that children are a tremendous influence upon the purchases of parents in the home. Promotional activities in school with the youngsters help sell electrical appliances to the grownups as well.

Parent-teacher associations offer another audience for talks and demonstrations. Women in these groups are tremendously interested in anything which will improve the health, welfare and well being of children of school age. When you give talks on new methods in cooking or the use of various labor-saving home electrical appliances you reach an audience that constitutes a prime market, since parents with children are always better prospects for electrical appliances than single persons or childless couples.

Fairs and expositions in your

(Continued on page 171)



Someone in your store should make frequent appearances before groups in your area. It is the royal road to success in selling.

Outside salesmen under Gen. Mgr. J. C. Crooks (shown here) sell the housewife a modern kitchen from plans.



**Here is a Modern, Hard-Hitting Appliance
Specialty Operation Going Full Blast**

Sell Complete Kitchens in One Package

• "We do not merely sell electrical appliances," said Carl D. Stiles, President of Crooks & Stiles, 2 Boylston Street, Brookline, Mass. "We sell entire kitchens.

"This is an age of packages," explained Stiles, "and we present the electrical appliance purchaser with a complete new kitchen in one package.

"To prepare this package, we have a subsidiary company. Its payroll numbers eighteen skilled men—carpenters, painters, electricians and plumbers.

"In the store we have our own draughtsman, estimator and builder. We also have three outside salesmen.

Outside Men Get Leads

"One of these salesmen starts the process of selling a complete kitchen by making a call on a prospect. He reports the family's general needs, listing the specific electrical appliances the family is in the market for. He also takes into consideration the prospect's ability to buy.

"We then prepare a blueprint of a modern kitchen, with all the electrical appliances in place. With

this we present a sketch of the color scheme we recommend.

"When and if the prospect approves our plans, our own builder draws up a contract, and our own workmen proceed to install the complete kitchen."

This plan for selling complete kitchens is no experiment, Stiles emphasized. He has had considerable experience in the electrical appliance field, having previously been New England Manager for Edison G. E. Co.

Big-Business Operation

"We did a business of \$78,000 in 1945," said Stiles, "and we have over 100 complete kitchens now in the works. We expect to do \$350,000 in electrical kitchens in 1946."

Started during the War, the store is situated in Brookline Village at the junction of several bus lines and a railroad branch. It stands at the origin of Route 9, a through artery that leads ultimately to New York City.

The location is excellent for attracting high-class business, since nearly 100,000 cars a day pass this point. Both motorists and pedes-

trians can see into the store, because it is a corner location with 70 feet of glass window on the front and 45 feet of window on the side street facing the square.

Co-founder of the business is J. C. Crooks, now general manager of the firm and formerly New England Sales Manager for Lincoln Zephyr. In selling complete kitchens, he is again handling a sale of high unit value.

"We have already built a kitchen costing \$5,400," said Crooks, "although our average sale has been \$1,100.

"At present there is little need either to demonstrate or display electrical appliances. Customers are willing to take any branded merchandise we are able to procure.

Displays Sell Kitchens

"But we anticipate that competitive times will be here again. Then display and demonstration will be important."

The kind of original thinking that will go into the displays of this firm is illustrated by the large sign now featured in this store. The sign offers the reader basic reasons



This interior view of the store reveals no model kitchens or laundries. Instead, these are built right in the prospect's home on a tailor-made basis. President C. D. Stiles with an outline of the sales points he uses to clinch deals in the store.

 A black and white photograph of a man in a suit and glasses, identified as President C. D. Stiles, pointing with a pen to a large sign. The sign is for 'MODERNIZE Your KITCHEN by Mastercraftsmen' and lists ten bullet points. Below the list, it says 'YOUR Next KITCHEN by CROOKS & STILES CO. Call ASP. 7777'. At the bottom of the sign, there is a photograph of a modern kitchen sink and faucet.

MODERNIZE
Your **KITCHEN**
by Mastercraftsmen

- MAKE YOUR PLANS NOW
- MAKE IT MODERN
- MAKE IT BEAUTIFUL
- MAKE IT CONVENIENT
- MAKE IT CHEERFUL
- MAKE IT SIMPLE
- MAKE IT SAVE TIME *and* STEPS
- MAKE IT GIVE YOU MORE FREEDOM & LEISURE
- MAKE IT GIVE YOU PRIDE & HAPPINESS
- MAKE IT ON OUR EASY PAYMENT PLAN

YOUR Next KITCHEN
by CROOKS & STILES CO.
Call ASP. 7777

why the owner should modernize his kitchen. It helps him to picture what his "next kitchen" will do.

All the promotion of this firm, including sales and advertising efforts, are designed to appeal to the basic desires of the householder. The firm points out that modern kitchens save both time and energy, and go a long way to making the home a more attractive and livable place.

Huge Modernizing Market

Both members of the firm feel that they are in an unusually good trading area for the complete kitchen. Their prospects number many families who have lived in their present homes for many years, and who are now in the market for modernization.

The complete kitchen as designed by Crooks & Stiles can transform a large, old-fashioned room, typical of so many of the New England homes in this area, into a modern set-up. The large size of some of these kitchens has proved to be a blessing in disguise.

It is no longer considered ideal, these men explain, to design a kitchen that is cramped in space like those found in so-called "efficiency" layouts. The modern method is to allow more room, and at the same time by proper placing of

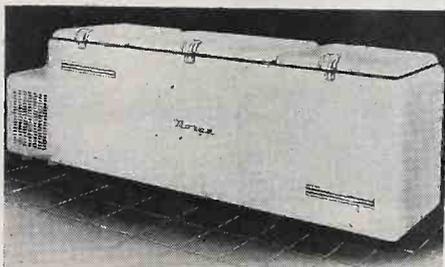
(Continued on page 170)

Refrigerators ★
 ★ Washers
 Ironers ★
 ★ Ranges
 Vacuum Cleaners ★
 ★ Food Freezers

New Electrical

Norge FREEZER

Home and farm freezer, 26½ foot capacity; three compartments. Especially adapted to farm homes for freezing and



storage. Powered with ½ hp., open type, condensing unit. Norge Div., Borg-Warner Corp., 670 E. Woodbridge, Detroit, Mich.—RADIO & Television RETAILING

Bersted COMBINATION

Model 351 sandwich toaster and waffle mould, with interchangeable grids permitting two sandwiches to be toasted, or two waffles to be baked at

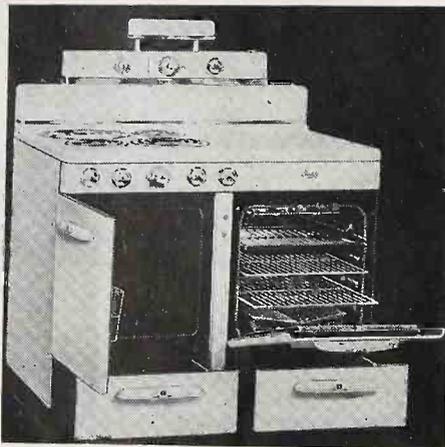


one time. Air-cooled bakelite handles; heat indicator; chrome-plated. 13½ inches long, 9 inches wide, 3¾ inches high. Bersted Mfg. Co., Fostoria, O.—RADIO & Television RETAILING

Quality ELECTRIC RANGE

Model LE-5G. Three-way automatic electric timer clock controls oven, deep well cooker, and appliance outlet. Oven is 20 inches deep, 16 inches wide, and 16 inches high. Cast aluminum broiler grill retains heat. Warmolater beneath oven. Large storage compartment, and

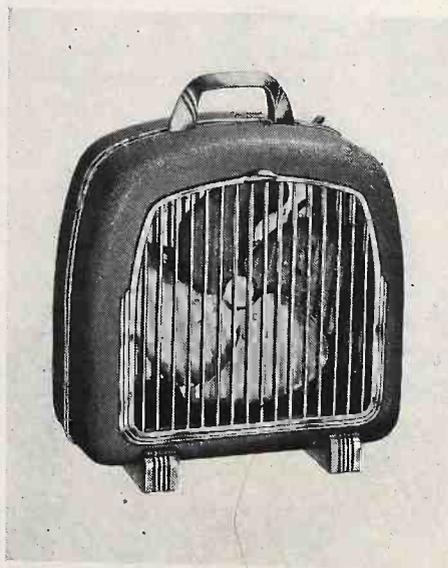
sliding utensil drawer. Top units equipped with 5-heat switches. Fin-



ished in white porcelain enamel. Roberts & Mander Corp., Hatboro, Pa.—RADIO & Television RETAILING

Comfortaire WEATHER UNIT

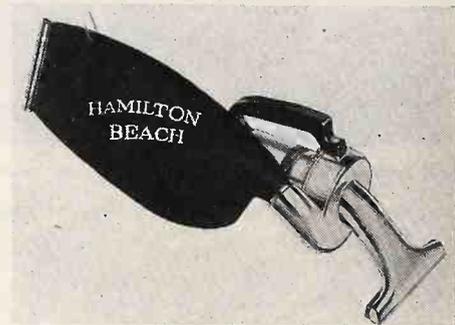
Portable unit with heating and cooling controls. Contains fan, and heater coils. Self-contained unit; die-cast



grilles in front and rear for increased protection. Weighs 11¼ lbs. Dimensions: 13½ inches high; 11 inches wide, 5¾ inches deep. Mimar Products, Inc., B'klyn. 5, N. Y. Branch: El Monte, Cal.—RADIO & Television RETAILING

Hamilton Beach HAND VACUUM CLEANER

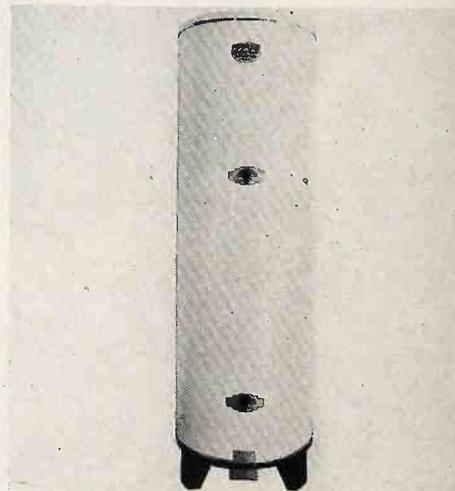
Hand vacuum cleaner, has large bag, powerful suction, weighs 4¼ lbs. Cleans upholstery, carpets, and "hard-to-get-at" places. Can of Expello, in-



cluded without additional charge, for use as moth preventive treatment. Extra long nozzle, stationary brush, 20 foot rubber cord. Hamilton Beach Co., Div. of Scovill Mfg. Co., Racine, Wis.—RADIO & Television RETAILING

Fowler WATER HEATER

Electric water heater; automatic, adjustable thermostat. Built of 12 gauge iron; lined with two coats of porcelain enamel to prevent rust. Black heat ele-



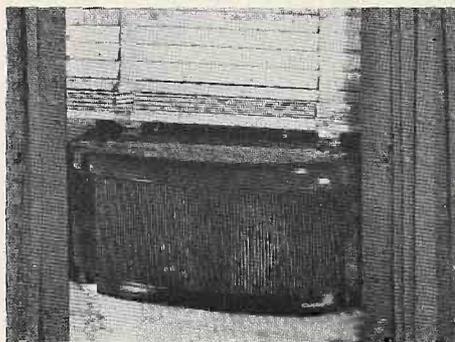
ments; aluminum reflector helps retain heat; finished in white enamel. 20-year replacement guarantee. Fowler Mfg. Co., 2545 S. E. Gladstone St., Portland 2, Ore.—RADIO & Television RETAILING

Home Appliances

★ Toasters
★ Roasters
★ Hand Irons
★ Mixers
★ Clocks
★ Coffee Makers

Carrier AIR CONDITIONER

"Master" air conditioner for rooms and offices of average size. Streamlined to fit on window sill; brown steel cabinet. 12³/₈ inches high, 26¹/₈ inches wide, 26¹/₂ inches deep; projects 11 inches



into room. Powered by 1/2 hp. compressor and 1/20 hp. fan motor. Three position switch for operation as complete air conditioner, and as ventilator. Carrier Corp., Syracuse, N. Y.—RADIO & Television RETAILING

Miracle GRILL

Model 220, 4-heat electric table grill; burners have separate switches, each with low and high heat. Metalicent

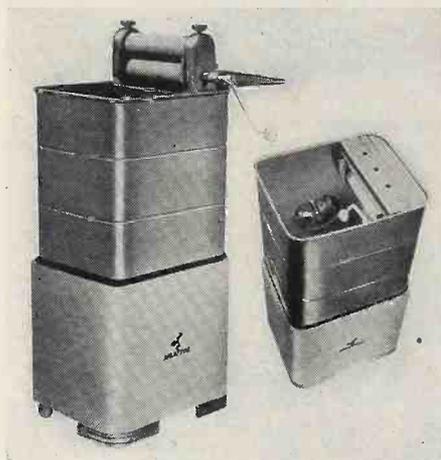


gray, black and chrome finish. Permanent cord. Size: 18 x 9¹/₄ x 3¹/₄ inches. Miracle Electric Co., 36 S. State St., Chicago, Ill.—RADIO & Television RETAILING

Monitor AERATOR WASHER

Model AERW-4 home washer. Aerator turbine propels water and air together through clothes. Stainless steel tub, rounded corners, flat sides. Portable;

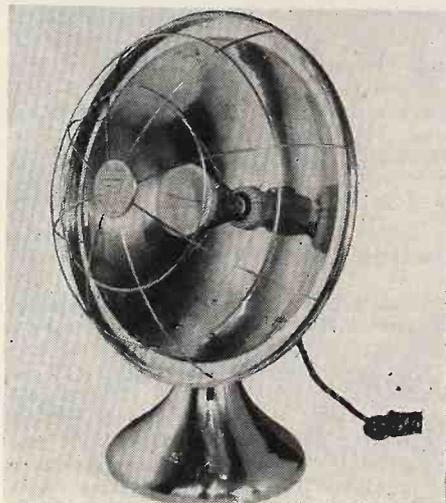
weighs 45 lbs., mounted on wheels. Tilt-up, self-adjusting hand wringer, folds into tub when not in use, and upturned base covers half the top, with drain-board fitting into other half. Capacity:



8 gallons of water, at normal 4 lb. load. Requires 15 inches x 15 inches x 30 inches high, floor space. Approximately \$49.95, retail. Monitor Equipment Corp., 110 E. 42nd St., New York 17, N. Y.—RADIO & Television RETAILING

Astor HEATER

De luxe electric heater, model 400. 19¹/₂ inches high, bowl is 14¹/₂ inches. Scientifically constructed base to prevent tipping; safety lock to prevent



bowl from slipping; polished, spun

aluminum, will not rust or peel. Priced at \$7.95. Union Products Mfg. Co., 35 Park Place, New York 7, N. Y.—RADIO & Television RETAILING

Hanovia ULTRAVIOLET LAMPS

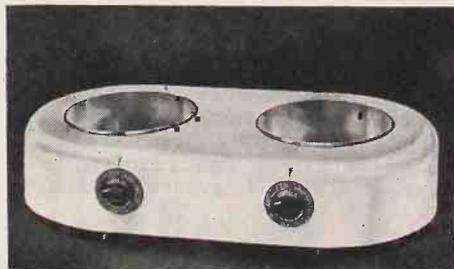
Alpine ultraviolet quartz lamp, model S-311A, for home use. Sturdy construc-



tion, attractive design, light in weight; fitted with specially designed reflector. Hanovia Chemical & Manufacturing Co., Newark 5, N. J.—RADIO & Television RETAILING

Samson TABLE RANGE

Model 3401-N, two-unit table range. Finished in white baked enamel. Thermostatic control adjustable to variations



in heat settings. High speed grid on right, medium speed grid on left. Samson United Corp., Rochester, N. Y.—RADIO & Television RETAILING

(Continued on page 116)

New Appliance Items

Westinghouse HEAT RAY LAMP

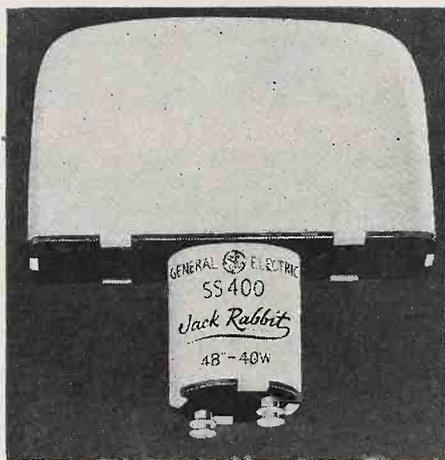
250-watt infrared heat ray lamp; heat-resistant glass bulb. Can be used for drying of small laundered articles, hair,



finger nail polish, and therapeutic purposes. Maximum overall length 6⁷/₈ inches, diameter is 5 inches. Westinghouse Electric Corp., Lamp Div., Bloomfield, N. J.—RADIO & Television RETAILING

G-E FLUORESCENT STARTER

The Jack Rabbit is a new split-second starter for fluorescent lamps. Used with G-E 40-watt instant-starting lamps. With conventional low-cost ballast, unit provides approximately 13% greater op-



erating efficiency than high-voltage instant-starting ballast systems. The Jack Rabbit is somewhat larger than standard starters, measuring 2³/₄-in. long, 2¹/₂ deep, and 1-in. wide. General Electric Co., 1285 Boston Ave., Bridgeport 2, Conn.—RADIO & Television RETAILING

Duo-Therm OIL HEATER

Hepplewhite fuel oil heater, features distinctive period furniture styling. Large front doors may be opened for radiant heat. Equipped with patented

dual chamber burner; available with or without power-air blower. Duo-Therm



Div., Motor Wheel Corp., Lansing 3, Mich.—RADIO & Television RETAILING

Paramount TOTELITE

Portable, self-contained fluorescent light. Throws 180° full-flood illumination. Standard 6-watt bulb; 45-volt "B" batteries. Three buttons for "on", "off",



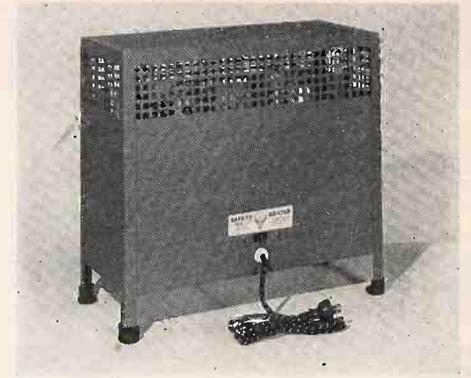
and "booster." Weighs 7 lbs.; 11 x 8¹/₄ x 4¹/₂ inches. Lumarith shield-lens. Black crackled finish. Paramount Industries, 111 B'way, New York 6, N. Y.—RADIO & Television RETAILING

Hudson LEKTRIK-SPRAY

Electric sprayer-duster for liquid or powder insecticides, disinfectants, deodorants. 1/10 hp. motor. Chromium plated spray head, adjustable. 24 oz. glass jar tank. Automatic time switch can be set for desired time. 10 ft. electric cord. By removing spray, and substituting duster head, can be used for handling insecticide powders. H. D. Hudson Mfg. Co., 589 Illinois St., Chicago, Ill.—RADIO & Television RETAILING

Burkaw HEATER

Model 141, safety heater, with infrared heating elements. 1320 watts. Length 18 inches, width 8 inches, height 16 inches. Brown or ivory wrinkle fin-



ish. \$19.95 incl. tax. Burkaw Electric Co., 105 E. 29th St., New York 16, N. Y.—RADIO & Television RETAILING

Dominion TABLE STOVE

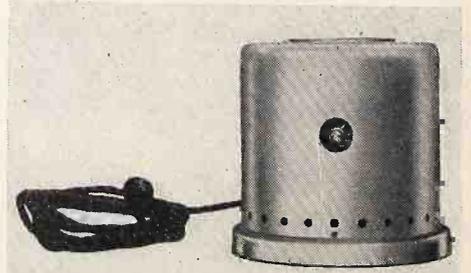
Model 1401 one-burner, single heat, black enamel table stove. Modern design; heat resisting brick wound with



high-grade 660 watts, nickel chrome element. Permanently attached cord. Priced at \$3.55. Dominion Electrical Mfg. Inc., Mansfield, O.—RADIO & Television RETAILING

Rogers AIR STERILIZER

Model A TEG, home-sized sterilizer. Designed to vaporize and deliver to

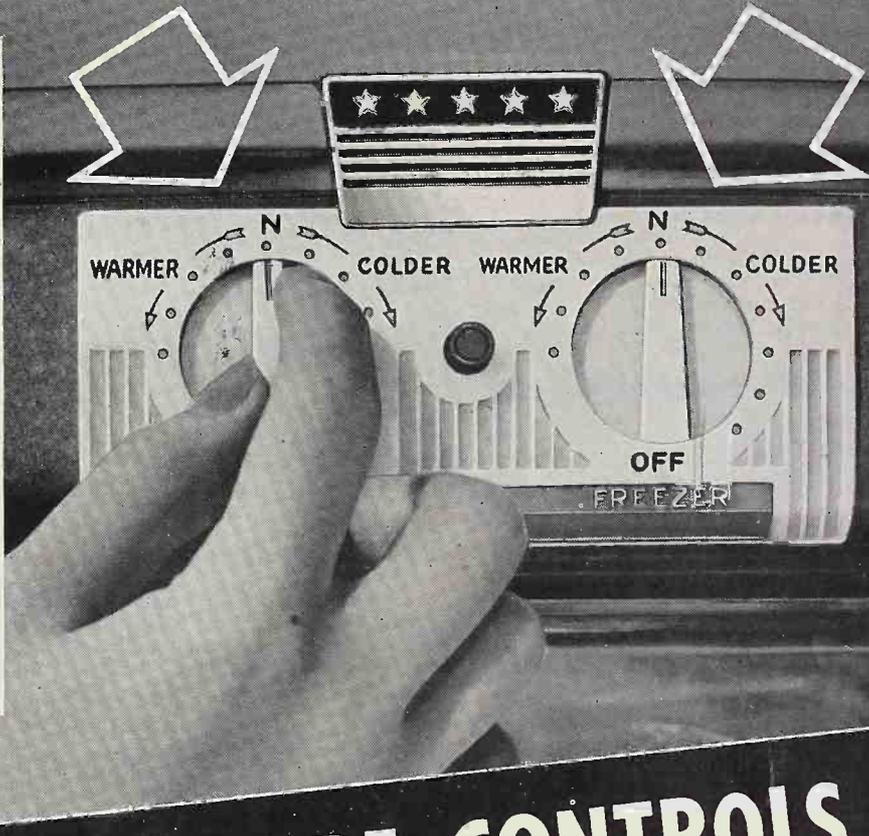


room triethylene glycol vapor to sterilize. (Continued on page 118)

ANOTHER DUAL-TEMP* EXCLUSIVE

* Trade Mark registered

Dual-Temp is really two refrigerators housed in one beautiful cabinet . . . each completely insulated from the other . . . each with its own cooling system . . . each with its individual cold control. Temperature in either compartment can be varied independently. For example, freezing locker can be set at 15° below zero, while temperature throughout the moist cold compartment remains at an average of 38°. No other refrigerator can do that!



TWO TEMPERATURE CONTROLS

MORE DUAL-TEMP EXCLUSIVES

1. Two Refrigerators in One— Above, a built-in freezing locker; below, a huge purified moist-cold compartment . . . as independent in their operation as though they were two separate refrigerators.

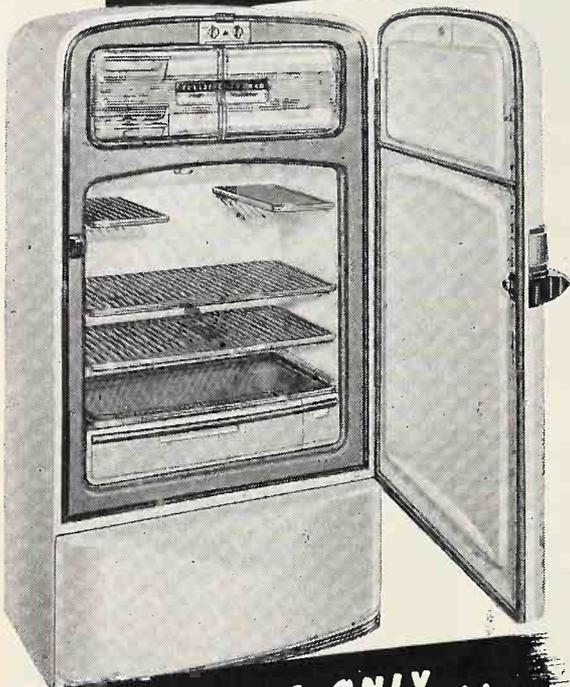
2. Built-In Freezing Locker— Quick-freezes foods at temperatures as low as 15° below zero . . . the sub-zero temperature required for efficient fast freezing.

3. No Defrosting— Dual-Temp's huge, purified moist-cold compartment *never* has to be defrosted.

Completely insulated from the freezing locker, temperature never goes below freezing. No freezing means nothing to defrost.

4. No Covered Dishes— With 85% relative humidity throughout, foods can be placed *anywhere* in the moist-cold compartment and kept fresh for weeks without covering.

5. Sterilamp Protection— acts like sunshine to retard mold growth, reduce spoilage due to bacteria, and combat offensive odors. Only Dual-Temp has this important feature.



REMEMBER! ONLY . . .

Admiral

CAN BUILD A DUAL-TEMP REFRIGERATOR

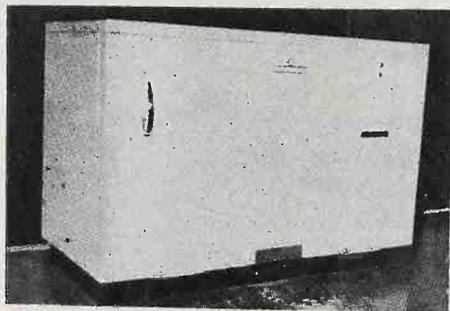
ADMIRAL CORPORATION, CHICAGO 47 • DUAL-TEMP REFRIGERATORS, HOME FREEZERS, ELECTRIC RANGES, RADIOS

New Appliance Models

lize air. Available in various sizes. Rogers-Research Systems, Div. of Rogers Diesel & Aircraft Corp., 1120 Leggett Ave., New York 59, N. Y.—RADIO & Television RETAILING

Panelectric REFRIGERATOR-ICECUBER-FREEZER

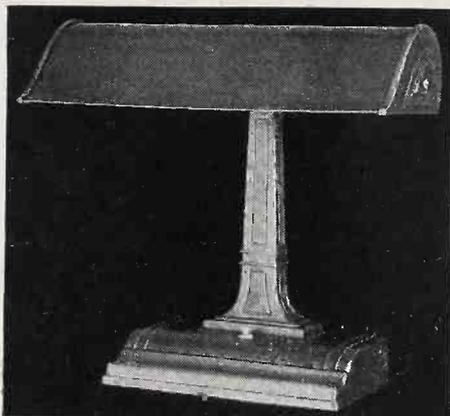
Model 20 CFR, three-unit combination, with 5 cu. ft. refrigerator compartment, 20 cube icecuber, 3 cu. ft. food storage compartment. Button releases



cubes into storage drawer, where they can be kept while new cubes are being frozen. Dimensions: 36 inches high x 54 inches wide, x 25 inches deep. Panelectric Corp., South Norwalk, Conn.—RADIO & Television RETAILING

Gruber FLUORESCENT DESK LAMP

No. L551 desk lamp, wired for two 14 watt 15" T 12 lamps. Can be used on



ac or dc current. Finished in plated bank bronze. Gruber Bros., 72-78 Spring St., New York 12, N. Y.—RADIO & Television RETAILING

Vornadofan FAN

Model 12D1, "The Debonair" desk circulator. Features patented plastic blades; flanges completely enclosing the blade, strip spinning for sound proofing; cushioned motor mounting to

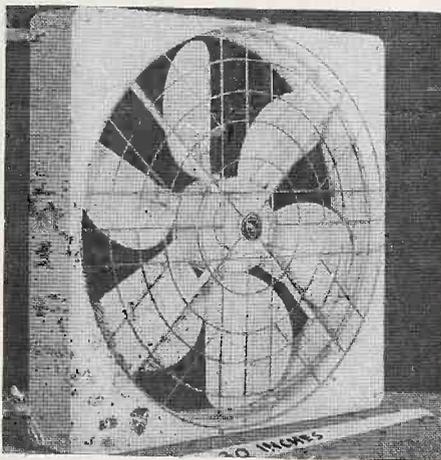
absorb noises and vibration. A. O. Sut-



ton Corp., Wichita 2, Kan.—RADIO & Television RETAILING

Bar-Brook FAN

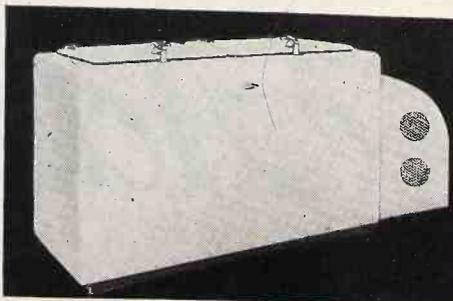
Two-speed window fan. Motor torque mounted in rubber makes for silent operation. 5 1/4 inches deep for easy window mounting; 30 inches square. Case finished in ivory white enamel, 12



foot white cord and plug. Available at extra charge is a louver grill especially designed for window, or an adjustable stand if to be used on floor. Shreveport Engineering Co., 1553 Texas Ave., Shreveport, La.—RADIO & Television RETAILING

Quickfrez FARM LOCKER

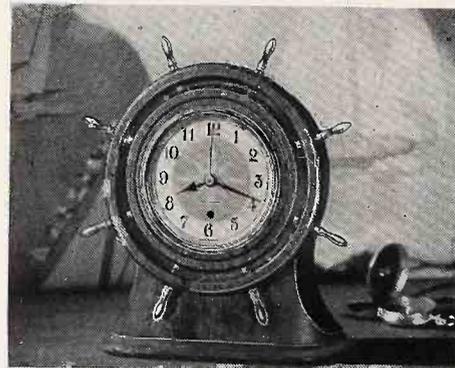
Model 1245, 12.5 cu. ft. capacity; sepa-



rate freezing compartment. Finished with white high-baked steel exterior. Overall size: 81 1/2 inches wide x 27 3/4 inches deep x 38 inches high. Sanitary Refrigerator Co., Fond DuLac, Wis.—RADIO & Television RETAILING

Seth Thomas CLOCK

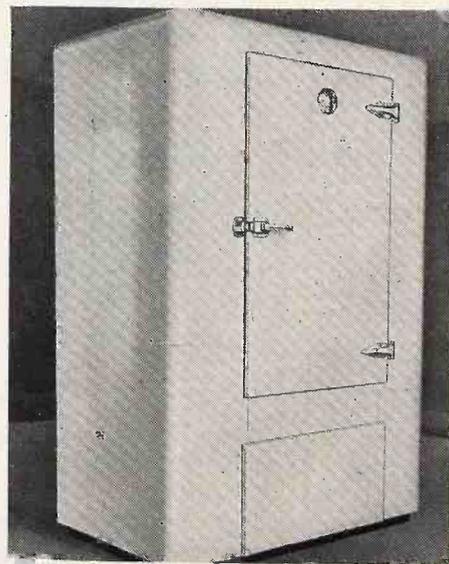
Capstan-2E model. Self-starting electric time movement. Nautical decorations. Solid mahogany case and wheel; numerals, hours, and minute hands in



dark green. 8 inches high, 7 inches wide, 2 1/2 inches deep. Seth Thomas Clocks, Div. of General Time Instruments Corp., Thomaston, Conn.—RADIO & Television RETAILING

Sub-Zero FREEZER

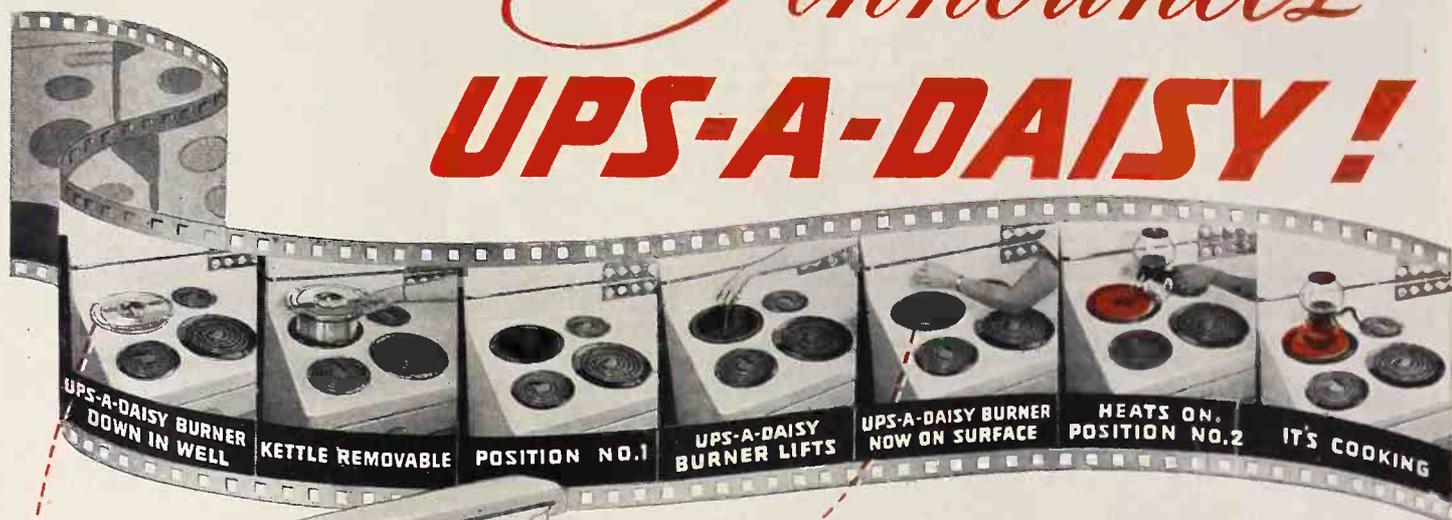
Upright freezer, for home use; finished in white baked enamel. 1/3 hp. motor. Double door construction. Over-



all height 64 inches, depth 28 inches, width 45 1/4 inches. 16 cu. ft. storage capacity. Sub-Zero Freezer Co., Inc., Madison, Wis.—RADIO & Television RETAILING

(Continued on page 120)

Gibson Announces **UPS-A-DAISY!**



ER-197-H

The **KOOKALL ELECTRIC RANGE**

Gibson gives independent dealers the greatest innovation—the clearest sales advantage—ever incorporated in a range: The UPS-A-DAISY . . . Lowered, the UPS-A-DAISY is a Deep Well cooker—a twist converts it to another, a 4th, surface cooking unit, BOTH positions automatically controlled by a selector switch! Add the waist-high broiler; the banquet-size oven; the glistening, genuine, all-porcelain finish; clean, modern lines, and you have the new Gibson Kookall Electric Range—the range you'll want to sell—the range every woman insists on owning!

VISIT GIBSON

SPACE 537 AND 538-B, AMERICAN FURNITURE MART
CHICAGO—JULY 8 TO 20

GIBSON REFRIGERATOR COMPANY GREENVILLE, MICHIGAN

Export Department, 201 N. Wells Street, Chicago, Ill.
Canadian Distributor, Rogers Majestic, Ltd., Toronto



ER-197-B

Banquet-Size Oven—Waist-High Broiler—Fiberglass Insulation—Lifetime Porcelain Finish—7-Heat Surface Units—6-Quart Kookall—2-Glide-Easy, 6-Position Shelves.



ER-197-D

Banquet-Size Oven—Waist-High Broiler—Fiberglass Insulation—Lifetime Porcelain Finish—7-Heat Surface Units—6-Quart Kookall—3 Easy-Glide Drawers With 5 Cubic Feet of Storage Space.



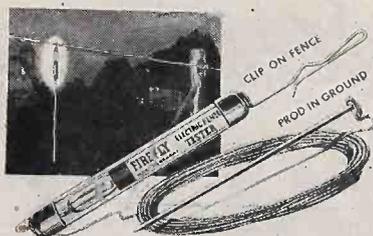
ER-197-F

UPS-A-DAISY—Waist-High Broiler—Automatic Banquet-Size Oven—Fiberglass Insulation—Lifetime Porcelain Finish—7-Heat Surface Units—6-Quart Kookall—3 Large Storage Drawers With 5 Cubic Feet of Space.

(Continued from page 118)

Firefly FENCE TESTER

Dual-purpose fence tester, to serve as



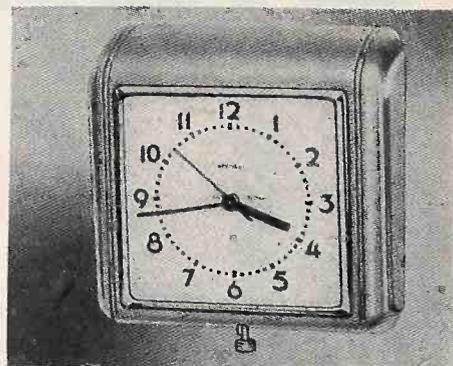
a stationary signal, and as a portable tester. "Firefly" winking light indicator clips on fence with end of wire grounded. Accessories Mfg. Co., 4554 N. B'way, Chicago 40, Ill.—RADIO & Television RETAILING

Mastercraft FLUORESCENT LAMP HOLDER

"Lasser sure-grip" lamp holder features new contact design to provide positive contact under severe shock and vibration conditions. Body of durable plastic; metal inserts. Mastercraft Electric Co., 187 Murray St., Newark 5, N. J.—RADIO & Television RETAILING

Westclox WALL CLOCK

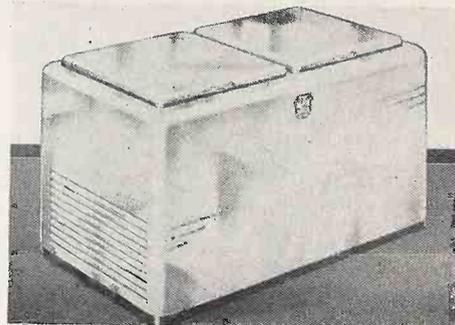
"Dunbar" self-starting electric wall clock, of moulded plastic. Current interruption signal. 7 inches high. Available in ivory, red, green and white. Retail at \$3.95, plus tax. Westclox Div.,



General Time Instruments Corp., La Salle, Ill.—RADIO & Television RETAILING

Mountain-Air FOOD CABINET

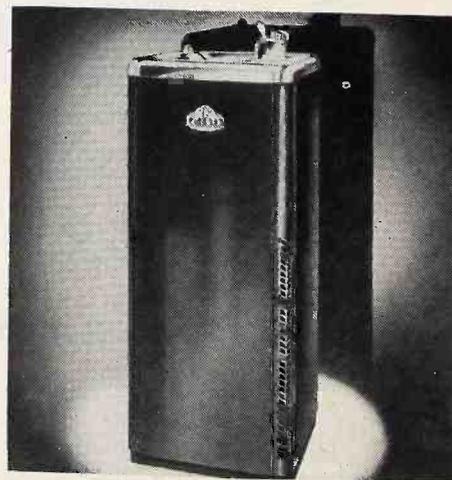
Model 10, frozen food cabinet for ranches, and farm homes. 10 cu. ft. self-contained cabinet; all-steel welded



construction. 5 ft. long, 29 inches wide, 3 ft. high. Quick-freezes. Refrigeration Service Co., 1515 Blake St., Denver 2, Colo.—RADIO & Television RETAILING

Oasis WATER COOLER

Model OP-10, electric water cooler, hermetically sealed unit, with air-cooled condenser. Overall dimensions: 43 1/2



inches high, 15 1/4 inches wide, 15 1/2 inches deep. The Ebco Mfg. Co., Oasis Cooler Div., Columbus, O.—RADIO & Television RETAILING

(Continued on page 122)



THE NEW Vaculator

Styled for the future . . . available today. Vaculator is nationally advertised to millions. Protected profits with National Fair-Trading. "Pyrex" branded glass is your assurance of highest quality . . . equipped with the Dutch clothless filter, the greatest sales feature in modern coffee makers . . . exclusive with Vaculator.

the only coffee maker with the famous **DUTCH CLOTHLESS FILTER**

Sparkling China
No cloth • No paper
Snaps in easily
Cannot pop-up or fall out
Fits all standard makes



DON'T MISS THESE



Vaculator

PROFIT SALES BUILDERS

6 HEAT-2 BURNER ELECTRIC TABLE STOVE
Designed by Vaculator with many advanced features . . . heavy duty construction . . . full generous size . . . "hammered-effect" finish . . . it's "tops" in quality and performance. List price \$15.75

DE LUXE 2 HEAT HOT PLATE
An electric coffee maker stove that incorporates quality, design and performance. Top is chrome plated . . . base is black plastic with two-heat brew and warm switch. List price \$5.25

V A C U L A T O R • C H I C A G O 6

"Impressed"

Commercial Credit service and policies rate high with a "down-East" veteran merchant

We recommend your service without any reservations. We have been especially pleased by the high qualifications of your personnel, both in the field and in your Boston and local offices.

"Over a period of 40 years of wholesale and retail merchandising, we have been in direct contact with many nationally known business organizations and none have had policies that **IMPRESSED** us more favorably than yours."



J. Utterback Pres.
Utterback-Gleason Co., Inc.
Bangor, Maine
Philco Products

ON THE AIR

TUNE IN ON THE NEW AND EXCITING SHOW

"SPECIAL INVESTIGATOR"

EVERY SUNDAY NIGHT AT 8:30 EASTERN DAYLIGHT TIME
MUTUAL NETWORK . . . COAST TO COAST

COMMERCIAL CREDIT COMPANY

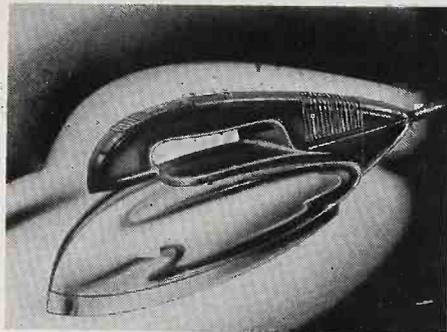
BALTIMORE 2, MARYLAND

Capital and Surplus more than \$80,000,000

Appliance Profit-Makers

Tutt IRON

Electric iron, weighs $3\frac{3}{4}$ lbs.; 950 watts. Features "dead man's" switch



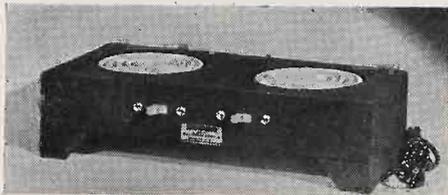
control; 5-head adjustments. The Tutt Co., 4107 Willvs P'kway, Toledo, O.—RADIO & Television RETAILING

Aratherm HEATER

Model 102, portable electric room heater for home or office. Quality steel case with brown finish of baked wrinkled enamel. 6 ft. heater cord with plug attached. Dimensions: 12 inches wide, 6 inches deep, $16\frac{1}{2}$ inches high. Priced at \$15.67. (\$16.22, west of Rockies.) Jamaica Machine Co., 899 Boylston St., Boston 15, Mass.—RADIO & Television RETAILING

Arista STOVE

Two-burner electric stove, with three heats. Blue crackle finish. Priced at



\$8.50. Arista Associates, 446 Dean St., B'klyn, N. Y.—RADIO & Television RETAILING

Spin-A-Brush TOOLS

No. E.O. Electric tool designed for cleaning paint brushes, mixing paint, cleaning stipler covers; can be converted into drill or mixer, etc. Has a series wound Universal type motor which can be operated on 110-115 volts, ac or dc—60, 50, 40, 30, 25 cycles. Finished in polished chrome and permanent rust-proof finish. Weight: 2 lbs., 12 oz. Priced at \$21.95. Nashway Co., Ltd., 810 W. 76th St., Chicago 20, Ill.—RADIO & Television RETAILING

Rittenhouse CHIME

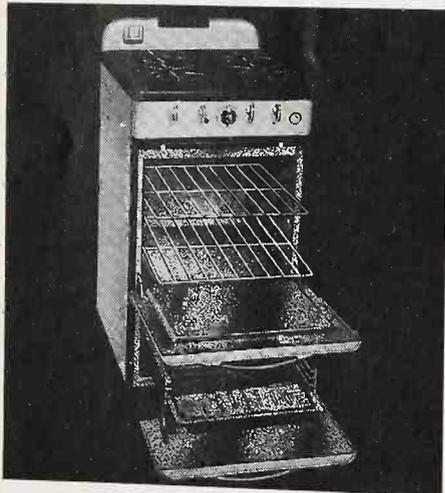
Dorset model 312. Sounds two notes for front door; one note for rear door. Ivory plastic housing, brushed brass finish tubes. Operates on doorbell



transformer. Approx. size: $9\frac{1}{4}$ inches wide x 10 inches high. A. E. Rittenhouse Co., Honeoye Falls, N. Y.—RADIO & Television RETAILING

Cribben & Sexton GAS RANGE

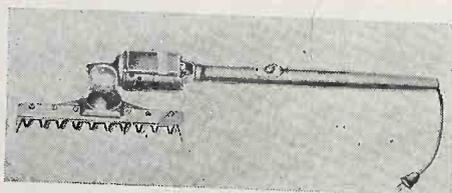
Gotham Universal 4-burner open top model, for manufactured, natural, or bottled gas. White porcelain only. Fold-



ing lift-up cover top is extra equipment. 16 inch oven. Cribben & Sexton Co., 700 N. Sacramento Blvd., Chicago, Ill.—RADIO & Television RETAILING

Kaufman HEDGEMASTER

Electric hedge trimmer with exclusive double blade action; blades move in



opposite direction to each other. Duo-position head may be locked in two different positions. Powered by Universal type motor; $10\frac{1}{2}$ inch cut; weighs 5 lbs. Model also available with $7\frac{1}{2}$ inch blades for heavy-duty trimming. Kaufman Mfg. Co., Manitowoc, Wis.—RADIO & Television RETAILING

Railley TABLE LAMP

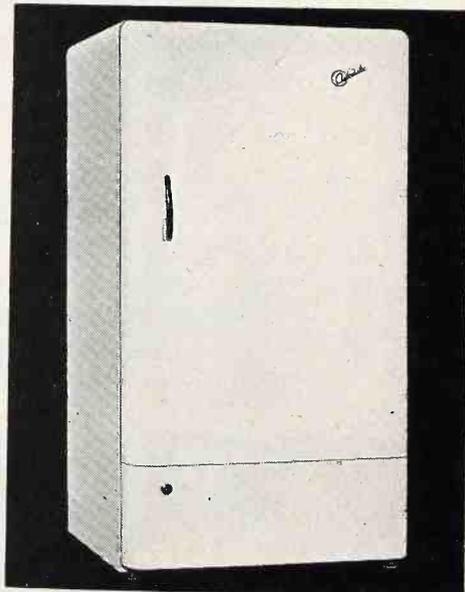
Lucerne model; modern table lamp of Plexiglas, with hand-carved flowers in-



side the transparent plastic column and base. The Railley Corp., Cleveland, O.—RADIO & Television RETAILING

Automatic ICE REFRIGERATOR

Model H 12 "Standard". 100 lb. ice capacity. 2" insulation, 3" at bottom.

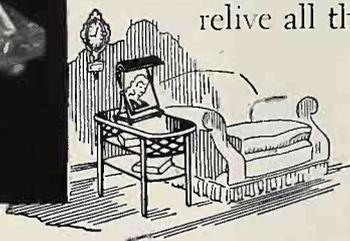


5.77 cu. ft. food storage capacity. Cabinet size: $28\frac{3}{4}$ " wide; $23\frac{3}{8}$ " deep, $54\frac{5}{8}$ " high. Ice Cooling Appliance Corp., 33 S. Clark St., Chicago 3, Ill.—RADIO & Television RETAILING

(Continued on page 124)

30,000,000 Homes Await

PHOTO-VISION



You've never seen anything like Photo-Vision before. It's new (patents pending) . . . it's different . . . a revolutionary advance.

There's a hearty welcome awaiting Photo-Vision in every home in the land. Photo-Vision is powerfully linked with love, sentiment, memories. It makes you relive all those age-old, endearing things of the heart that give home its solid foundation and ever-lasting appeal.

WHAT IS PHOTO-VISION? WHAT DOES IT DO? Photo-Vision is a fluorescent illuminated photo frame. *More than that*, it is an entirely new conception in displaying a photograph in the home. Soft light illuminates the photograph, tremendously enhancing its beauty, its character, glamour and vitality.

At the same time, the illumination of Photo-Vision creates an unusually rich tone and cheerful atmosphere in the room. You'll agree it's irresistible.

Photo-Vision may be placed anywhere in the home,—on the piano, mantel, dresser, table, etc.

Like a precious jewel, the elegance of Photo-Vision enriches the charm and atmosphere of any room in which it is set. Every home will be proud to own several Photo-Vision units.

Yes, 30,000,000 homes await Photo-Vision. Big things loom ahead for the Photo-Vision Dealer.

Available in several attractive models, each

5 x 7
8 x 10
11 x 14

DEALERSHIPS NOW BEING ASSIGNED

Patents Pending (In U.S. & foreign countries)

PHOTO-VISION

TRADE-MARK

INC.

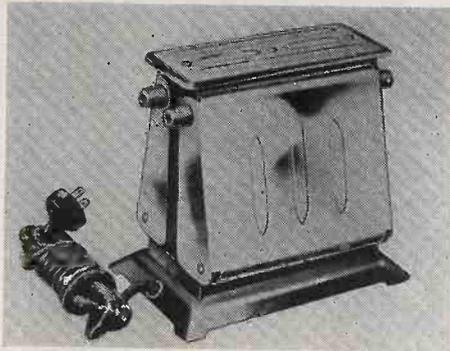
35 West 43rd Street, Dept. E

New York 18, N. Y.

For Dealers to Feature

Hamilton TOASTER

Model 101A heat-flo toaster. Can toast sandwich or slice of bread. Finished



in chrome and black. Priced at \$4.25.—Thelsen, Inc., 935 Erie Blvd. E., Syracuse 3, N. Y.—RADIO & Television RETAILING

Globe MILKER

Grand Champion milker has self-contained portable unit on top of lid of pail; milking speed automatically controlled; inbuilt valve on top of claw shuts off vacuum until ready to milk, giving finger tip control; easy to clean one-piece cups with one-piece milk tubes. Globe Milker Inc., East First & Court, Des Moines 6, Iowa—RADIO & Television RETAILING

Nassif BARBEQUE-BROILER

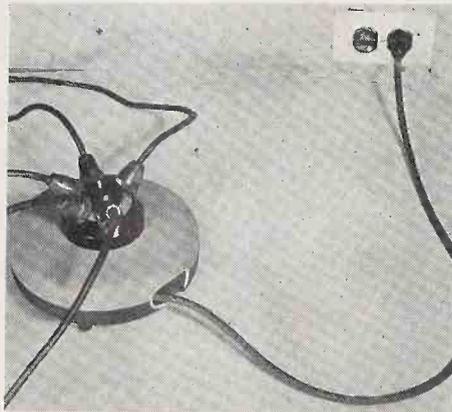
Table-top barbeque-type gas broiler. Can be attached in kitchen, or used outdoors with bottled gas. Electrically rotating skewers are used for perma-



nent installations; clock-type motors for portable units. Of stainless steel and enamel. Priced at \$33.50. David Nassif Co., 500 Statler Bldg., Boston 16, Mass.—RADIO & Television RETAILING

Cordomatic MULTIPLE TAP REEL

Reel designed for easy tension cord withdrawal. 25 ft. retractable extension cord may be withdrawn to any desired length. Can be used for multiple tap extension for connection of many ap-



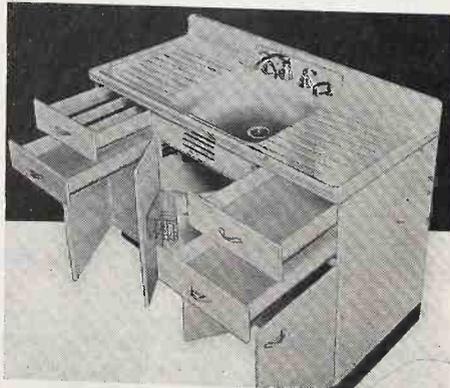
pliances, in the home as well as in the store. Positive action reel for complete automatic re-winding. Cordomatic, 1724 Indiana Ave., Philadelphia, Pa.—RADIO & Television RETAILING

Emerson HEATER

Electric combination radiant and fan-type heater; compact, portable. Weighs 11 lbs.; 4-heating elements. Adjustable mounting for tilting up or down. Finished in baked dark walnut wrinkle enamel, chromium trimmed. Emerson Electric Mfg. Co., St. Louis, Mo.—RADIO & Television RETAILING

Shirley SINK-CABINET

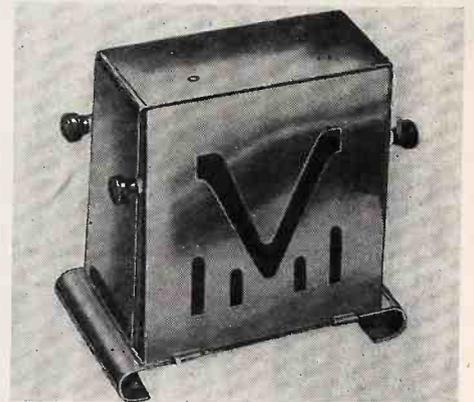
Model SC-5425, sink-cabinet combination. Twin fluted drainboards; large-size bowl. Baked-on enameled-steel



cabinet, 54 inches long, contains four drawers, three storage compartments. Shirley Corp., Indianapolis 2, Ind.—RADIO & Television RETAILING

Munro-Matlack TOASTER

Two-slice electric flip toaster, with chrome or nickel finish. Plastic flip



buttons; rubber feet to prevent scratching. Munro-Matlack Co., Euclid Seventy First Bldg., Cleveland 3, O.—RADIO & Television RETAILING

Blue Flash REFRIGERATOR

Liquid and solid food refrigerator for dry cooling of foods and beverages; capacity of 9.6 cu. ft. All four sides in



direct contact with multiple coils of the direct expansion refrigeration system. Brunswick-Balke-Collender Co., 623 South Wabash Ave., Chicago 5, Ill.—RADIO & Television RETAILING

Cyclo LAWN MOWER, CLIPPER

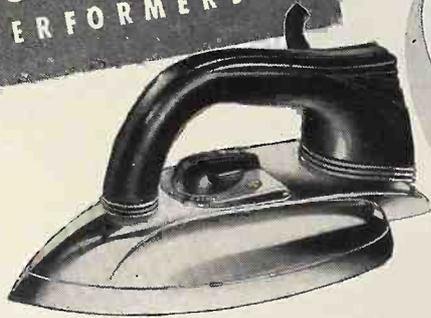
Doyle aero finned engine rotates cutting blades; light weight construction; streamlined chassis; weighs 64 lbs. The cyclo-hedge clipper is an extra accessory, and when attached to mower can be used for trimming hedges etc. Doyle Mfg. Corp., Syracuse, N. Y.—RADIO & Television RETAILING

FOR LATEST RADIO MERCHANDISE SEE PAGES 42 TO 52.

3 DISTINGUISHED
**WHITE
CROSS**
"PERFORMERS"



**1000-WATT
LIGHTWEIGHT
AUTOMATIC
IRON**



Light weight 1000-watt iron affords greater handling ease. Fast heating element steps up ironing speed. Thermostat accurately maintains temperatures for which iron is set, from high to low.

**INSTANT HEAT
HOT-PLATE**



Double burner plate of satin chrome finish has two 7-in., three-heat elements with six available heats. Reciprocating switches with indi-

cating switch plate shows wattage at which element is operating. Left, 1000-500-250; right, 650-325-165. Cord and plug attached.

DE LUXE GLASS COFFEE-VAC

Universally preferred by housewives for beauty of design and maximum convenience. Triple speed patented filter cloth positively eliminates any grounds or sediment in the coffee. Wide or narrow neck models—eight cup size with platinum banding. Wide-neck models equipped with hinged decanter cover, double purpose top cover and funnel holder . . . all of attractive, durable bakelite.



FOR EFFICIENT DESIGN . . . THE WHITE CROSS LINE

The trio of home appliances illustrated above represents but a few of many proven performers in the extensive White Cross line. Remember, in all White Cross products are incorporated features of design and convenience that minimize sales resistance. As more materials are released greater quantities of White Cross products will become available:

Now in our 55th Year of Appliance Manufacturing

NATIONAL STAMPING & ELECTRIC WORKS
3242 W. LAKE STREET CHICAGO 24, ILLINOIS

**YOUR TRILMONT
DISTRIBUTOR
IS READY—**

**with Prompt Deliveries
. . . not vague promises**



THE manufacturers of Trilmont Safety* Electric Heaters anticipated "trouble ahead"—ordered their materials early and got into production immediately . . . with the result that Trilmont distributors will get their full quota in July (not "sometime").

To make sure that *you* will be ready for the early fall buying period, put your order in now for America's best-known, fastest-selling heater in its price class—a price that assures you more profit per unit than the total retail price of conventional heaters!

*NOTE: The Trilmont Model 'A,' which won The National Safety Award has been augmented by a new model 'AA' which answers the problem of how to get sufficient heat on low voltage lines.

Don't leave your customers "out in the cold" . . . be sure to get your Trilmonts NOW. Write today for name of nearest distributor.

MODEL A—1200 WATTS—10 AMPS @ 120 VOLTS

MODEL AA—1320 WATTS—12 AMPS @ 110 VOLTS

\$33⁰⁰ including Excise Tax and Heavy Cord Set
95c extra in Western Zone

TRILMONT PRODUCTS COMPANY

24TH & WALNUT STREETS • PHILADELPHIA 3, PA.



Big appliance sales are frequently the result of a previous phono record purchase by the customer.

**Moving Window Displays,
Records, Advertising,
Brings 'Em In**

Attracts Street Traffic

• When your store is on the main street, you use one policy on selling electrical appliances. If you are on a side street, a different set of rules applies.

That is the philosophy of one of the leading main-street dealers in the Carolinas. He is R. E. Mehlman, 1438 Main St., Columbia, S. C.

Selling Pointers

"Because we are on the main stem", said Mr. Mehlman, "we use traffic-builders, window display and heavy advertising expenditures. These things go with our location.

"You'd be surprised how floor traffic on phonograph records leads up to electrical appliance sales. This traffic brings people closer to the major articles we want to sell.

"Records have always been a part of our business. We started as a talking machine dealer.

"In 1927, we added appliances to our line. First, refrigerators. Next, washers. Then ranges, both gas and electric. Finally, in 1939, we added pianos.

Varied Stock Important

"We attained a greater volume on these major items than on radios and records before the war. At the same time, all these lines seemed to supplement each other to make

a well-rounded main-street store.

"We kept my name as the trade name. So we can sell any type of article for which we find a demand at this location.

Bright Displays Stressed

"To build store traffic on records, I use a noted manufacturer's trade mark. But it does more than that. It identifies my store."

Window display is highly important in a downtown location, Mehlman thinks. He trims his own windows.

"With the large amount of pedestrian traffic, I am careful to keep up the appearance of the store," he said. "I get a lot of comment on my window displays. We often resort to something different.

Unique Windows

"Motion attracts attention, particularly when it is a bulky object that moves. I use this basic principle to display major appliances, console radios and pianos.

"To accomplish this, I built a large wheel into the floor of one window. We keep merchandise revolving on there, especially big, heavy products.

"Using this wheel, I can develop special displays. For example, I constructed a frame of pipe and

strapped a refrigerator to it. Then I mounted this frame on a mechanism so that as the wheel turned around, the refrigerator did a flop-over.

"I had propped open the door, and had fastened the dummy fruits, vegetables and meats so that they stayed in place regardless of the position of the refrigerator. This display attracted tremendous attention."

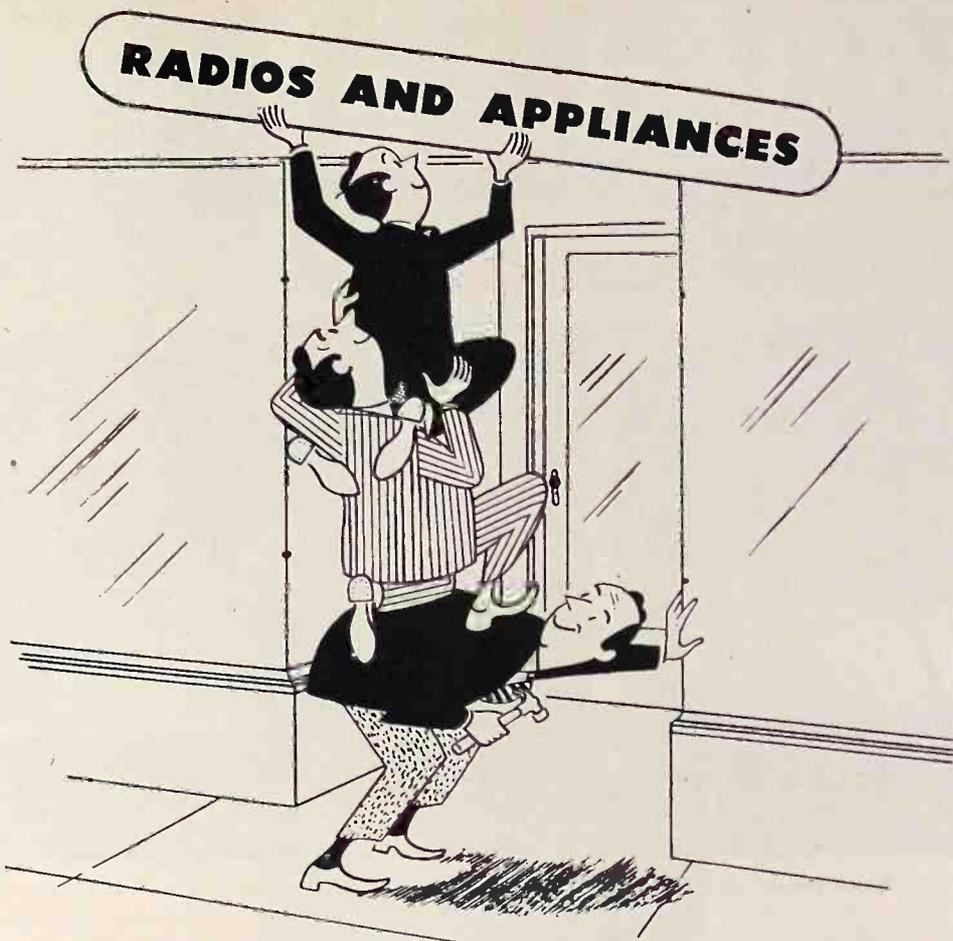
Emphasizes Promotion

Mehlman believes heavy advertising is essential to a main-street dealer. He is a consistent advertiser in "The Columbia Record", taking full-page space whenever possible. He has also done spot radio announcements that tied in with the program of a national refrigerator manufacturer.

Future Prospects Bright

Mehlman has moved his store twice since 1924, but always within the same block on Main Street. And as long as he keeps his central location, he intends to build heavy store traffic on such merchandise as phonograph records in order to sell his major appliances and console radio receivers most efficiently.

Dealer Mehlman's unique sales methods pay; attract customers.



YOU'LL STAY "ON TOP"...

when GRAYBAR is your booster

It takes a strong three-man combination to reach a top spot in today's radio and appliance business.

To start with, it takes a manufacturer with his feet on the ground . . . one with sound sales and distribution policies. Manufacturers of Graybar-distributed merchandise are firmly established companies — leaders in quality, product design, and sales promotion.

Distribution via Graybar is the most economical and efficient way of making merchandise and sales promotion plans conveniently available to you. And, through your Graybar representative, you can get expert merchandising help.

Graybar is entirely independent of any manufacturer — and therefore is free to select the lines which are sure sellers. The Graybar Merchandising Men in your area are local men. They know local sales conditions — yet have behind them the merchandising know-how of an alert, national selling organization. Via Graybar, you get practical ideas for better store layout, window display, personnel training, and other phases of your business. Look forward to being "on top" if your distributor is *Graybar Electric Company . . . offices and warehouses*

in over 90 principal cities. Executive offices: Graybar Building, New York 17, New York.

4677

Next Month...

Beginning in the next issue of this magazine, Graybar will publish a series of advertisements highlighting the important aspects of modern merchandising.



Merchandising Department

HOME RADIO • MAJOR APPLIANCES • TRAFFIC APPLIANCES

MARSHALL-WELLS STORES

PHIL ANDERSON, *Owner*



Well-lighted, properly-balanced window displays make appliances stand out in this Minnesota store.

Reap Profit from Farms

Retailer Stresses Appliances, with Eye to Expanding Electrical Lines

• Electricity is rapidly becoming an indispensable factor in postwar farm life, and rural appliance dealers with foresight are taking cognizance of this fact in formulating future selling policies.

Phillip W. Anderson, manager of Phil Anderson's Marshall - Wells store, Staples, Minn., is determined to cash in on this great new market, which was ushered in primarily as a result of the government's Rural Electrification Administration.

Good Future Possibilities

For the dealer who is a "go-getter", Anderson feels that opportunities for selling, service, and profits are unlimited in a community with newly expanded electrical facilities. With this thought in mind, Anderson invested \$16,000 in an up-to-date store on the main street, devoted to the sale of major electrical appliances.

Formerly in the hardware busi-

ness, Anderson started his first store in a Staples side street 12 years ago. Now, in his modern establishment, he intends to sell the newest in midget radios, washing machines, refrigerators, freezers, electric ranges, water heaters, and traffic items such as toasters and percolators.

Opening Attracts Consumer

Public interest and reaction to Anderson's merchandise has been exceedingly good. On opening day 2,000 of Staples townfolk turned out to see the latest in electrical equipment.

Ample lighting, cleverly placed in strategic spots, high-lights the interesting displays, and helps bring customers in. Extensive advertising, carried regularly in the local paper, is another indispensable means of attracting trade. In addition, Anderson sends out direct mail promotion pieces to the farm folk

in the more outlying areas and finds he gets results from these methods.

The most essential, and intangible, asset which Anderson has is the good-will and fellowship he enjoys in the town. His integrity and honesty is unquestioned. His customers call him "Phil", and buy from him as they would from a friend—not a "merchant."

Anderson does many of his own displays, all of his own bookkeeping, manages the store, helps sell on the floor, and unloads freight when necessary.

Surveys show a huge potential market for appliances, created not only as a result of expanding REA lines, but by the growing awareness to the advantages of electrical living which are constantly pounded home by consumer magazines, the radio, and motion pictures. Realizing this, Anderson is getting set for "bigger and better" days, by catering to the folks down on the farm.

SERVICE & SOUND

Section of **RADIO & Television RETAILING**

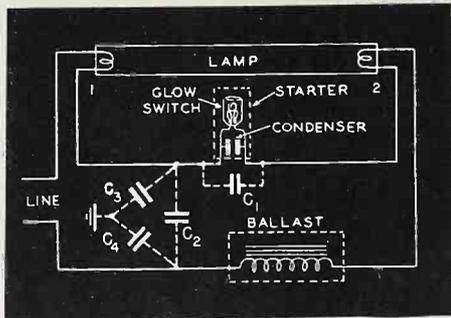
Quieting Fluorescent Static

New Improved Methods for Clearing Radio Interference from Lamps

• Fluorescent lamps without filters inevitably interfere with radios. No modern lamps are without such preventives, built into the starters or ballasts. Nevertheless, as every radioman knows, fluorescent interference exists.

Poor starters cause the greatest trouble. Manual starters often lack any sort of filter, and even early glow switch starters repeated this mistake. All modern units contain condensers as illustrated at the right. However, inadequate values are sometimes used.

Unless the capacitor is large enough to cancel out the r-f generated by the mercury arc at the cathodes, an interfering buzz may reach nearby radios by radiation



Interference filter C1 is .005 mf, 400 wv a-c, to aid glow switch starter condenser. C2, C3, C4 are .07 mf, 200 wv a-c.

from the lamp through space, by conduction through the common power line, or by radiation from the same source.

Replacing the starter with one having a better filter, or shunting a small capacitor C1 across the starter electrodes, will effect a practical cure. Leading manufacturers recommend .005 mf for sizes up to 40 watt and .01 mf for 100 watters.

When the radio is played within 9 feet of the lamp, however, even the remaining static radiation may be bothersome. If the receiver cannot be moved away, a good outside antenna with shielded lead in should be run to the set.

The "egg crate" type of louver also lessens radio interference. Designed principally to reduce glare, it has a shielding effect if made of metal and grounded to the fixture. A further help is to enclose the lamp in copper wire screening, preventing radiation. Use two layers of extra-wide-mesh screening to provide a good shield with negligible light loss.

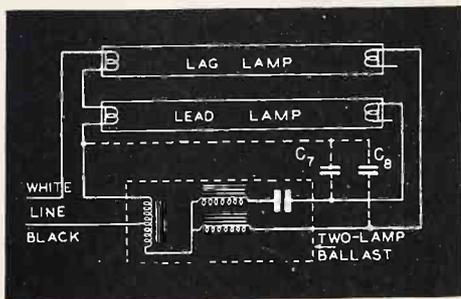
The delta-type 3-capacitor filter,

illustrated above, will block interference from conduction and radiation by the line. Make the capacitor ground to the fixture, in turn well grounded to earth via the wiring conduit. Plugging the radio into a different feeder line may also help. In persistent cases, try a standard LC filter at the set or the fixture.

Finally, all lamps may cause interference due to poor connections. True to an unsuspected degree of incandescent lamps as well as fluorescents, the remedy is to clean the socket contacts and to use a lamp holder with firm connections and plenty of surface area.

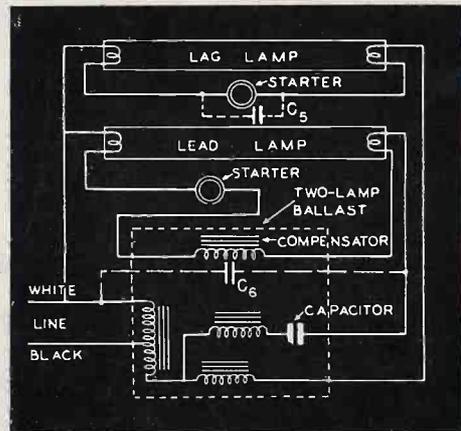
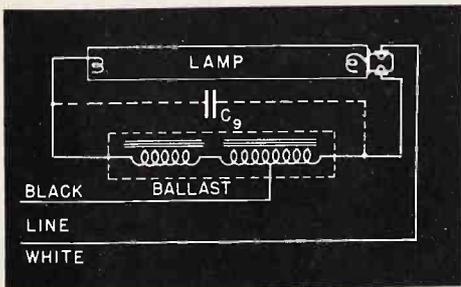
Some radiomen are embarrassed by customer complaints of fluorescent interference. Others, aware of this, make certain that the service department is well prepared to use this field of radio service as another means for attracting reliable customers. It's easy to convert lamp static to sales.

Lead-lag lamps using glow switch starters are filtered by C5 and C6, .005 mf, 400 wv a-c capacitors.



▲ C7, C8 are .005 mf, 600 wv a-c, to filter 40-watt or smaller instant-start lead-lag lamps.

▼ C9 is .005 mf, 1000 wv a-c, filtering single instant-start slimline. Newest ballasts may come already filtered.





RCA deals out another winning hand of Utility Displays to help you sell more

YOU GET THE MOST WHEN YOU HANDLE RCA BECAUSE . . .

1. You're associated with the best known name in Radio.
2. You have the benefits of engineering leadership.
3. You get the best in time-tested sales and business aids.
4. You have the advantage of expert merchandising and technical counsel.
5. You are supported with sales-getting displays tied in with RCA.



THE FOUNTAINHEAD OF
MODERN TUBE DEVELOPMENT
IS RCA



TUBE DEPARTMENT

RADIO CORPORATION of AMERICA

HARRISON, N. J.

Get your drawing cards to bigger profits today



HERE is a set of attention-compelling Display Cards designed to boost your service business and increase your sales of RCA Electron Tubes.

These full-color, easel-type window and counter cards identify you with RCA— help build customer confidence in the work you do. Each card measures approximately 10½ x 15 inches— large enough to be a real traffic stopper and to lead more customers *your way*.

Get your *full share* of the radio servicing business while it is at its peak. These forceful signs will help you. Get them from your RCA Tube Distributor today.

Then—push RCA Electron Tubes and watch your business grow!

Listen to "THE RCA SHOW," Sundays, 2:00 P.M., EDT, NBC Network

All-Speech PA Rentals

Wide-Angle Distribution of Highs Can Be Used to Minimize Poor Acoustics in Halls. Use this Technique to Multiply Jobs

• Some PA men shun outdoor rentals. Others avoid jobs where the beer flows free. And many will turn down their own grandmother's request for dance music. But when it comes to lectures, testimonials, graduations, meetings . . . every alert PA renter is in there pitching.

All-speech rentals are clean, well-paying jobs. However, they provide difficult installation problems. Sound dealers who concentrate on straight indoor speech amplification should use a system designed especially for this work.

High fidelity output is definitely not desirable. High audio power is superfluous. But absolutely essential is intelligibility . . . which depends upon the relative loudness of the amplified sound and its reverberation, and the presence of certain frequencies needed for understanding speech.

What the Setup Needs

In the quiet of a lecture hall, very little power is required. As for frequency response, any amplifier that has level output from 200 to 4,000 cycles will provide good intelligibility, although for "natural" quality, the system should cover from 75 to 8,000 cycles. Without equalizer controls for separate adjustments of the low and high frequency output, however, the wider frequency range may be a liability, not an asset.

The final factor, reverberation, is the greatest cause of speech unintelligibility. In rental installations, it is impractical for the PA dealer to treat the room with sound-absorbing materials. Nevertheless, it is possible to overcome a good part of the handicap with the use of high-frequency projectors.

The loudspeaker's low-frequency output is only slightly directional. Echoing from hard, bare walls in a reverberating room, it reaches the audience in many waves, mutually out-of-phase, coming from all directions. The result is a badly jumbled sound.

The high frequency component of a loudspeaker's output, on the other hand, is fairly directional. Furthermore, it undergoes greater losses from "bouncing" off walls, with consequently less reverberation or echo. In listening to a lecturer in a reverberating room, people instinctively move to sit in a direct line with the axis of the loudspeaker, for the directional high-frequency portion of its output adds considerably to the intelligibility.

Keeping this fact in mind, the PA technician should, in such a room, 1.—adjust the equalizer controls to deliver more highs and less lows to the speakers, 2.—prevent rearward radiation and back-wall bounce by enclosing the back of the speakers, and 3.—use a horn projector, rather than a cone speaker.

Why Horns Are Used

Horns have poor bass response, but are efficient for highs, whereas cone speakers are inefficient for highs, and better for lows. Unfortunately, however, horns have excessive directional properties, making audience coverage in a wide room very difficult. To overcome this fault, newer horns feature wide-angle projection.

Simplest is the type which uses a re-entrant horn, at the mouth of which is a plate shaped to produce 360 degree coverage in a fairly

wide vertical angle. This is suspended vertically over the audience.

Its one big drawback is that the lecturer's ability to keep attention focused upon himself is made more difficult with an overhead speaker because there can be no illusion of the reinforced sound coming from the lecturer's podium. To get around this, several manufacturers produce high-frequency horns, excellently suited to speech, which project sound from the speaker's platform over wide horizontal angles up to 180 degrees and in a narrow vertical beam, covering the entire audience equally.

Choose One of These

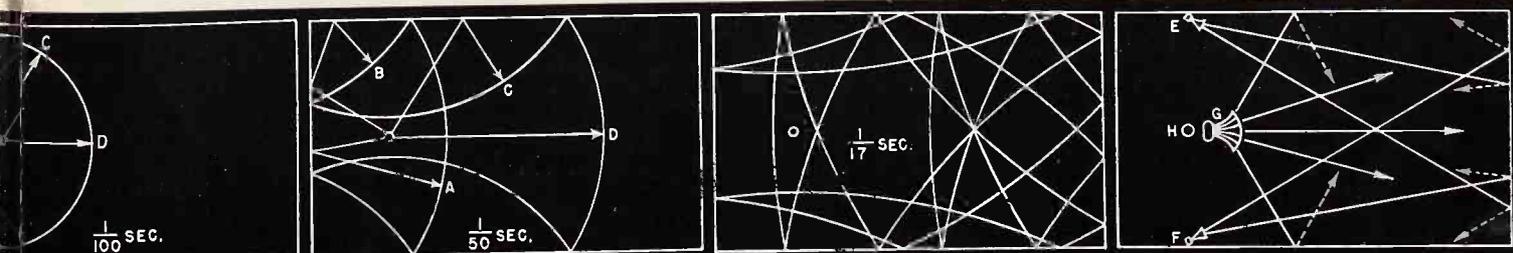
In speech work, the low frequencies should be as strong as the reverberations in the room will permit. Therefore, in an adaptable system, both low and high frequency speakers, with a suitable cross-over network, are required.

Several makes of coaxial speakers, using a cone woofer with a concentric horn tweeter coming through the cone, are on the market. Some of these tweeters are of the cellular construction, which result in wide-angle distribution of highs. Others are of the simple directional horn type. In general, the cellular construction is expensive. Alternative ways of producing wide-angle distribution have been developed, but have not been offered for sale thus far.

All-speech rentals are more difficult, and the capital outlay greater, than many other types of PA jobs. In any given town, however, the man who is most able to deliver clear and intelligible speech reinforcement to the listeners' ears will make good money in this field.

1/100 second after being produced by non-directional dynamic, low-frequency sound wave has struck front wall, bounced away. In 1/50th second, all but portion D of wave has spread out to follow original sound toward rear of room. 1/17th second pattern does not include

bounce from floor, ceiling, columns, angled surfaces. In "good" room, as pointed out in diagrams by Hale J. Sabine, acoustic engineer, reverberations multiply for 1 to 2 seconds. Dotted lines show how highs are weakened by bouncing, piped in beams by horns at E & F, or G.



Simplified Repairing

Part I Explains Easy Servicing Procedure

● Although most intermittent troubles in record changers are faults of the records, persistent difficulties due to wear and tear of ordinary service arise in many changers. Of these, one of the most common is improper needle landing.

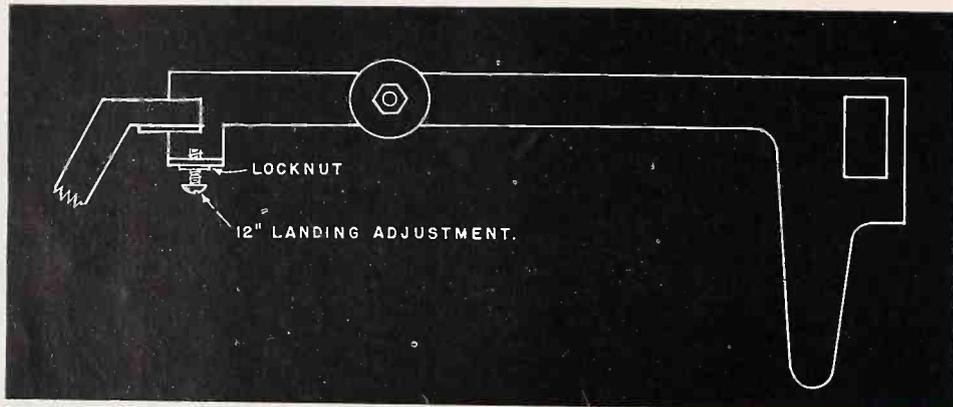
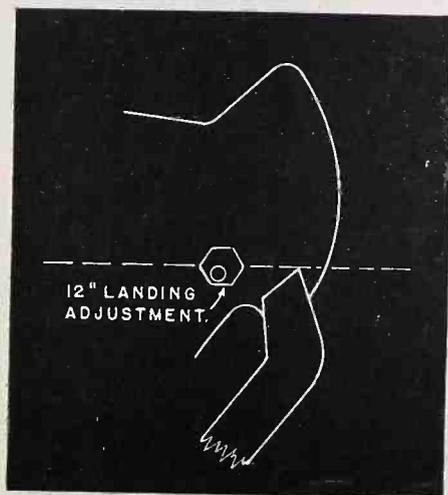
At the commencement of a record changer's cycle, the tone arm or pickup moves into position and is lowered to land on the record's feed-in groove. Sometimes the tone arm lands at an incorrect point, or misses the record completely. Known as improper needle landing, this may have any of several causes.

Why They Go Wrong

At one extreme is the simple case in which someone has moved the shielded pickup lead wires in such a manner as to put a strain on the tone arm, preventing it from moving freely. An immediate "repair" is made by redressing the leads at the base of the pickup.

At the other extreme are those cases in which the needle landing requires adjustment for no particularly apparent reason. Even after weeding out the occasional complaints which have their origin in variations of record diameters, a great number remain which can be explained only by the gradual and imperceptible wear on certain parts

The 12" adjustment of most RCA changers is made by rotating the hexagonal stud located on the cam-shaped plate. It is important to keep the heavy part of the stud to the rear of the unit, to prevent interference with the 10" action.



The 12" Capehart adjustment is made on a lever arm under the motorboard, after the 10" setting.

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When a changer has been used for a great deal of manual operation, play may develop at the point where the pickup arm is hinged to its shaft. This side-to-side leeway causes erratic tone arm set-down action. Tightening the mechanism at this point may in turn require resetting of the needle landing action.

Check Other Actions

Once the tone arm has lowered on to the face of the record, other factors may cause trouble mistakenly identified with needle landing. Little difficulty along this line is encountered when the changer is playing modern records with the spiral feed-in groove, provided the needle is in good condition.

If the needle is dull, however, the pickup arm may skid across the face of the record, or fall off the edge. The reason for this is simple to explain. Most modern changers have a whisker spring which bears against the tone arm shaft. Its purpose is to give the pickup a boost into the first record groove, after the needle landing is completed.

How to Trim Whiskers

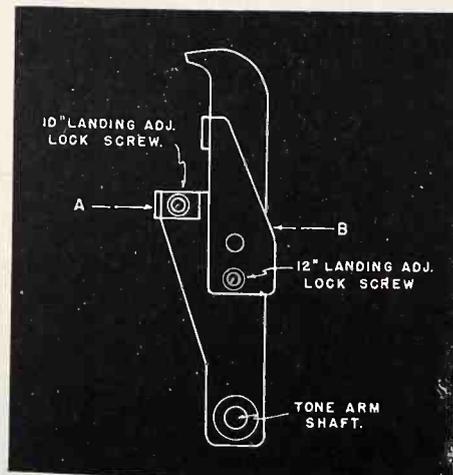
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tone arm does not enter the grooves at all, or slides back off the record.

This, to repeat, is not a needle landing fault. The remedy is to adjust the spring tension by flexing, or to replace it. Older type changers with no whisker spring may require that the turntable motorboard be tilted in such a direction as to assist the pickup in entering the grooves.

In the last five years much attention has been given to the bent-shank type of needle. Owners of changers have purchased these needles, and subsequently some have had difficulty with improper start of play action. The increase in distance from the tone arm pivot to the needle tip, due to the bent-shank needle, is in some cases sufficient to cause the pickup to miss the record, or balance precari-

On Seeburgs, loosen 10" screw A, slide stop against striker plate, retighten. Set 12" with B.



for Record Changers

for Needle Landing Faults in Many Popular Makes



Raise tone arm of Zenith models to remove lift pin, before loosening lock screw.

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It is virtually certain that after the principal cause of improper needle landing is discovered and remedied, it will be necessary to make a final readjustment. Listed in the table, are some of the most popular changers, with an outline of the procedure for making the adjustments.

Before any adjustment is attempted, the servicer should study the operation of the parts of the changer involved in moving the

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(Continued on page 150)

MAKE	MODEL	TYPE of ADJUSTMENT							LOCATION of ADJUSTMENT								
		Separate 10" & 12" positioning screws	Common 10" & 12" positioning screw	Separate 10" & 12" rotating studs	Separate 12" rotating stud	Separate 12" positioning screw	Common 10" & 12" tone arm rotation on shaft or crank	Separate 10" tone arm rotation on shaft or crank	Separate 10" & 12" positioning stop on striking plates	Through Motor Board	Above Motor Board						
									Left of tone arm	Front of tone arm	Right of tone arm	In line with spindle & arm	Base of pickup on shaft	Side or top of tone arm	Under cover of record stack holder	Below motorboard on crank of tone arm shaft	See illustration or numbered note
Admiral	RC-150	•															(1)
	RC-160		•														
Capehart	P1, 2, 3, 4					•											
Continental	RC50, 51, 52, 53							•									
Defrola	N-100, 200												•				
Emerson	819003																
Federal	306																
Galvin	B2RC, B3RC, B4RC																
Garrard	RC1A, 2A																
	RC4, 5, 6, 8		•														
General Electric	RC10, 11, 30, 31, 40, 41		•														
	RC50, 50C, 50X, 51, 51C, 51X		•														
General Industries	F100, FE119, FE119																
	LRP158, 160, 162																
General Instrument	Spec. #T-18J967-4																
	K, L, 17																
Magnavox	101, 102		•														
	C120, 120L, 125, 125L; RC130, 130L																
New Products Corp.	201, 202, 203																
	RC4, 5, 6, 8																
Oak Mfg. Co.	RC10, 11, 30, 31, 40, 41		•														
	RC50, 50C, 50X, 51, 51C, 51X		•														
Philco	M61, 71			•													(2)
	220, 221, 223, 320, 321, 323																
Radio Products Corp.	HRL, 35-1108, 1169																
	35-1180, 1231, 1233																
RCA	35-1234, 1236																
	35-1239, 1241, 1259, 1261, 1266, 1268, 1269, 1270, 1271, 1276, 1279, 1285, 1286, 1289		•														
Seeburg	35-1293																
	RP-139A, 139B, 140, 145, 145E, 152, 152A, B, C, D, J, 153, 155																
V-M	RP158, 160, 162																
	MI-4831 Portable																
Webster	RC50, 51, 52, 53																
	B, BR, C																
Zenith	J Series Early																
	J " Late																
Zenith	J " Std. Late																
	J " Non-Std. Late																
Zenith	JM " Std. Late																
	JR " Non-Std. Late																
Zenith	JR " Early																
	JR " Std. Late																
Zenith	200-B																(3)
	11, 21, AC-21, AC-DC 21J, 22, 23, 24, 25		•														
Zenith	40, 41																(2)
	50, 56																
Zenith	210		•														
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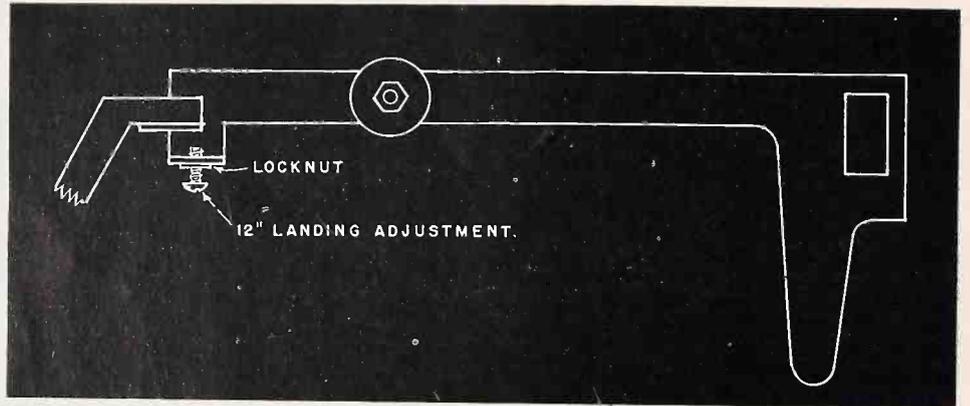
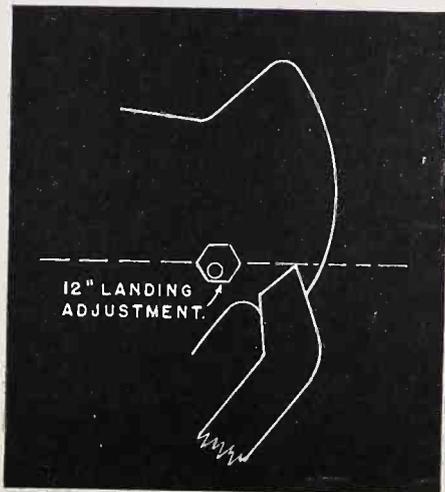
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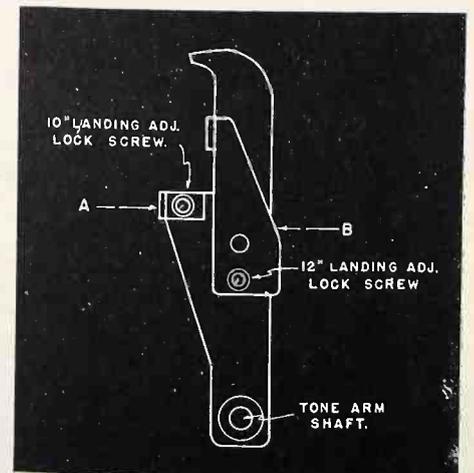
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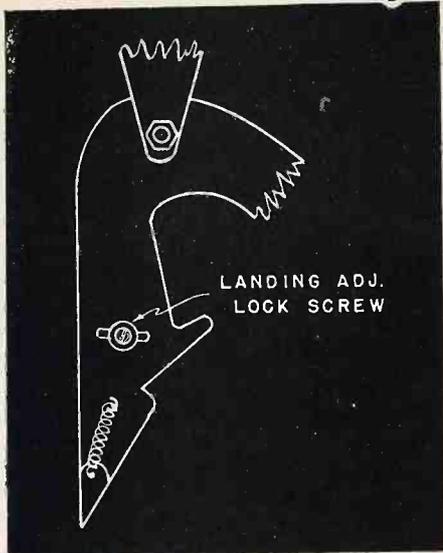
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	35-1234, 1236																	
RCA	35-1239, 1241, 1259, 1261, 1266, 1268, 1269, 1270, 1271, 1276, 1279, 1285, 1286, 1289																	
	35-1293																	
Radio Products Corp.	RP-139A, 139B, 140, 145, 145E, 152, 152A, B, C, D, J, 153, 155																	
	RP158, 160, 162																	
Seeburg	MI-4831 Portable																	
	RC50, 51, 52, 53																	
V-M	B, BR, C																	
	J Series Early																	
Webster	J " Late																	
	J " Std. Late																	
Zenith	JM " Non-Std. Late																	
	JR " Std. Late																	
Zenith	200-B																	(3)
	11, 21, AC-21, AC-DC 21J, 22, 23, 24, 25																	
Zenith	40, 41																	(2)
	50, 56																	
Zenith	210																	
	S-11680, 11468																	

HIGH SENSITIVITY

The Fault in an Erratic Oscillator Is Easily Found,

• Even a thoroughly experienced servicer cannot help reacting with some momentary puzzlement to that occasional set which we all find on our bench from time to time . . . the one which gives every indication of normal gain and sensitivity, producing loud scratching while the antenna is being connected, but which produces no steady signals.

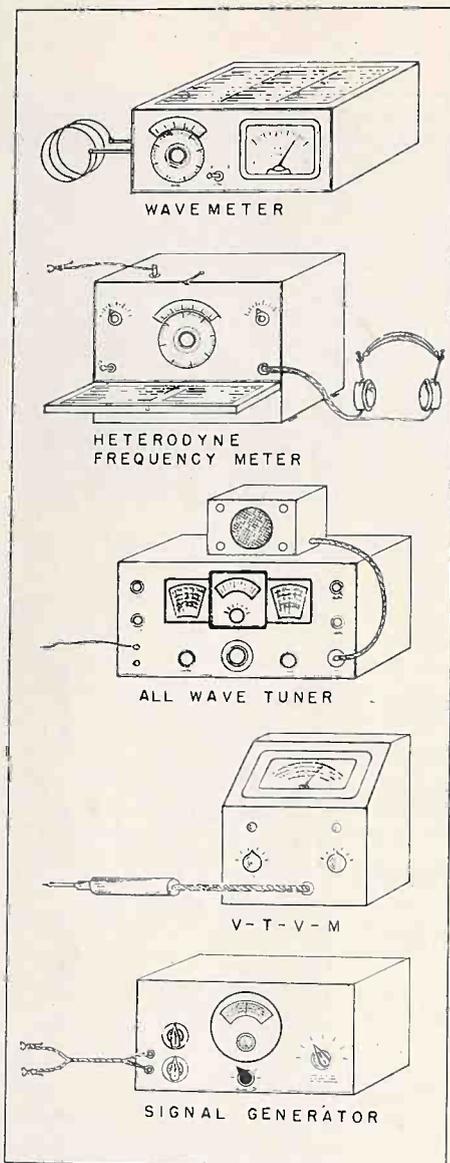
The fast-working radioman who uses his screwdriver to localize this trouble by clicking the tube grids and the stator contacts of the ganged capacitor, may be fooled again by the presence of clicks right through from the 2nd detector up to the antenna. About the only indication he may find, to identify the cause of the trouble, is that the r-f stage may be rather weak.

Why Generator Is Best

Here, then, is a case where the habitual use of proper test instruments for localizing trouble will save time and guesswork, for when using a signal generator to check for signals, starting with the i-f stages and working back, it becomes immediately apparent that although the i-f signal is amplified by the mixer grid, the r-f signal is not, which instantly throws suspicion upon the r-f oscillator.

It may be confusing to some radiomen, that the noise clicks come through the mixer, even though "regular" signals do not. The reason is, that a regular signal such as one from the signal generator, is basically a sine-modulated r-f of definite frequency. For example, if 1500 kc is applied to the mixer grid and the oscillator is not working, the 1500 kc will be amplified. Since the i-f circuits, tuned, for example, to 455 kc, will reject 1500 kc, the signal will not be heard in the output. Were the oscillator working, of course, the 1500 kc would be changed to 455 kc i-f and amplified on through the set.

If a click-type signal is used, however, such as that produced by the scraping of an antenna wire or uninsulated screwdriver on the grid caps of the r-f stages or on the antenna lead, sharp, erratic oscillations are produced. These



The signal generator is better than a "click" test for isolating trouble to the oscillator, while the wavemeter and VTVM are useful for checking regeneration.

contain surprisingly high intensity radio frequencies throughout the spectrum, including those of i-f frequency. Tapping the grid of the mixer will cause the i-f component of the noise to be amplified by the mixer and accepted by the i-f stages.

Even when tapping the r-f stage's grid, the noise signal will be amplified, including the i-f component. The coupling between the r-f plate and the mixer grid, since it is generally tuned to r-f frequency, will tend to discriminate against the i-f component. However, the latter signal will sometimes be so strong,

that notwithstanding the loss in the mixer's input circuit, the signal will be picked up and amplified in the i-f's.

Working back to the antenna connection, still more of a loss is experienced by the i-f component, because now there are two tuned circuits working against it. Even so, there will generally be enough strength to the signal to cause it to reach the i-f stage and be amplified, though it may be suspiciously faint.

Instruments other than the signal generator may be used to check on the operation of the oscillator. The top three instruments shown at the left will indicate the frequency as well, while the wavemeter and the vacuum-tube-voltmeter will give an indication of the relative strength of oscillation. The value of this feature is seen when the next step in the trouble-shooting process is attempted . . . that of tracing the cause of the inoperative oscillator to a faulty component.

Feedback Complications

In amplifier and detector stages, relatively simple factors such as the tube, the connections and switch contacts, the resistors, capacitors and coils are involved. A volt-ohmmeter, some substitution parts, and a bit of logic will determine the specific cause of the trouble. In oscillators, however, one new factor, the matter of regeneration, is added to the others.

As shown on the illustration at top right, the regenerative feedback in the basic oscillator circuit involves both plate and grid currents, the tuned circuit, the plate-to-grid coupling, and the r-f bypass capacitors. Both insufficient and excess regeneration can cause the oscillator to quit working.

Many things can cause the amount of regeneration to differ from that value put in by the set's designer. One familiar cause is a variation in the characteristics of the oscillator tube, or of the oscillator elements in a converter tube. This, for example, was the cause of the recent troubles experienced with the 1A7GT tubes in portable receivers. Another trouble which

BUT NO SIGNALS

When the Right Troubleshooting Method Is Used

caused oscillators to stop working, and which showed up in the same sort of set, was low B+ voltages, resulting from discharged batteries.

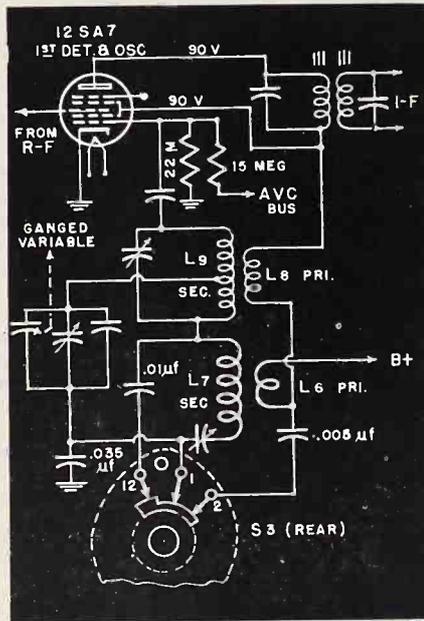
In a word, anything in the set which causes a low amplification in the oscillator tube, will in turn cause low regeneration in the oscillator feedback circuit, and, if the effect is sufficiently marked, finally cause intermittent operation or stop oscillations. Every experienced servicer is familiar with the exasperating habit of the critically-regenerative intermittent oscillator, in which sometimes even a bit of noise, such as made by scraping an antenna connection or tapping a B+ lead with a voltmeter, is enough to start up oscillations one time, and stop them the next.

How to Isolate Trouble

Since tubes are by far the most frequent offenders in this connection, the one used in the oscillator stage should immediately be checked by the substitution method. The next step, in the case of a multi-band set, is to switch bands, to see if the oscillator is dead on all bands, or only one. In the latter case, the trouble may be in the switch contacts, in the coil or trimmers of the defective band, or in any of the other components which enter into the band in question. Bent or burnt wafer switch contacts and shorted trimmer leaves are the most frequent source of trouble.

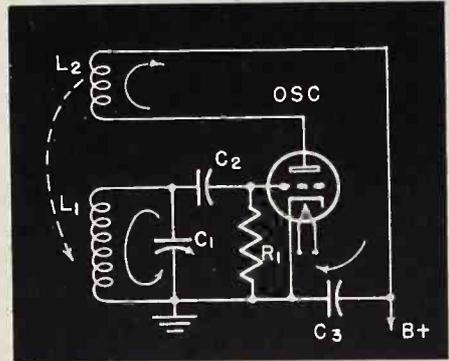
Also in the tuned circuit is the coil. Especially in older sets, coils occasionally develop open circuits. Sometimes this is caused by poorly soldered connections, or the use of a corrosive soldering flux. Occasionally an open coil will result

from excessive current in a winding caused, perhaps, by a leaky capacitor. Or the coil may be mechanically damaged, possibly by a poorly-trained servicer. Sometimes unsuspected, but nevertheless a frequent cause of open oscillator coils, is the expansion of some coil forms under the influence of atmospheric changes. Repeated strains finally break the tightly-wound wires.



Simplified schematic of RCA 56X5 oscillator (s-w position). Poor contact 12 at switch S3 may cause oscillator to work intermittently on broadcast frequency, although band switch is on short-wave position.

In single-band sets, or when all bands of an all-wave receiver are dead, another frequent occurrence is a short between plates of the variable capacitor. In all-wave receivers this is easy to check, since the oscillator variable is generally in series with a padding capacitor, and is not wired directly across the



R-f arrows show that oscillator feedback is influenced by almost all circuit parts.

coil. Therefore, an ohmmeter can be used to detect shorts.

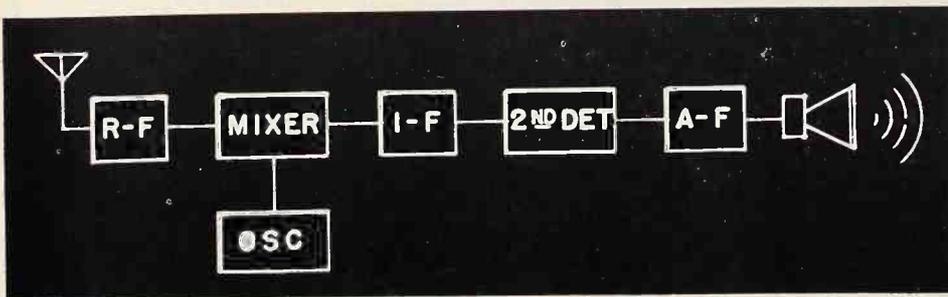
In the case of a one-band set, or one using special cut plates in the oscillator section, the variable may be wired directly across a coil whose d-c resistance may be too low to allow an accurate check for shorted variable plates. The quickest test is to turn the variable through its entire range, listening carefully for scratching noises. Be sure to turn through the entire rotation, especially at the high frequency end of the band.

Tell-Tale Losses

This last-named test is also advisable, in order to determine if the oscillator operates on any part of the bad band. To make a positive check of this, measure the oscillator's grid bias with the vtvm, or its relative output with a loosely-coupled wavemeter. A certain amount of falling off or increase in bias or output is normal, while tuning from one to the other limit of the band. But sudden excessive variations may be caused by dirty plates in the variable capacitor, or by poor switch contacts which leave extraneous sections of the r-f coils connected in the circuit.

A final cause of non-oscillation which originates in the tuned circuit is most frequent in sets which have oscillators working at high frequencies, such as all-wave receivers, FM and television sets. In such circuits, changing the position of a coil with respect to the chassis or other grounded object, like filter capacitors, or changing the routing of r-f leads, or the placement of capacitors, will stop oscillations.

Block diagram of superhet. Oscillator, being outside line of amplifiers, does not affect gain.



Newest Set Circuits

Alignment Pointers and Service Dope Condensed for Fast Work

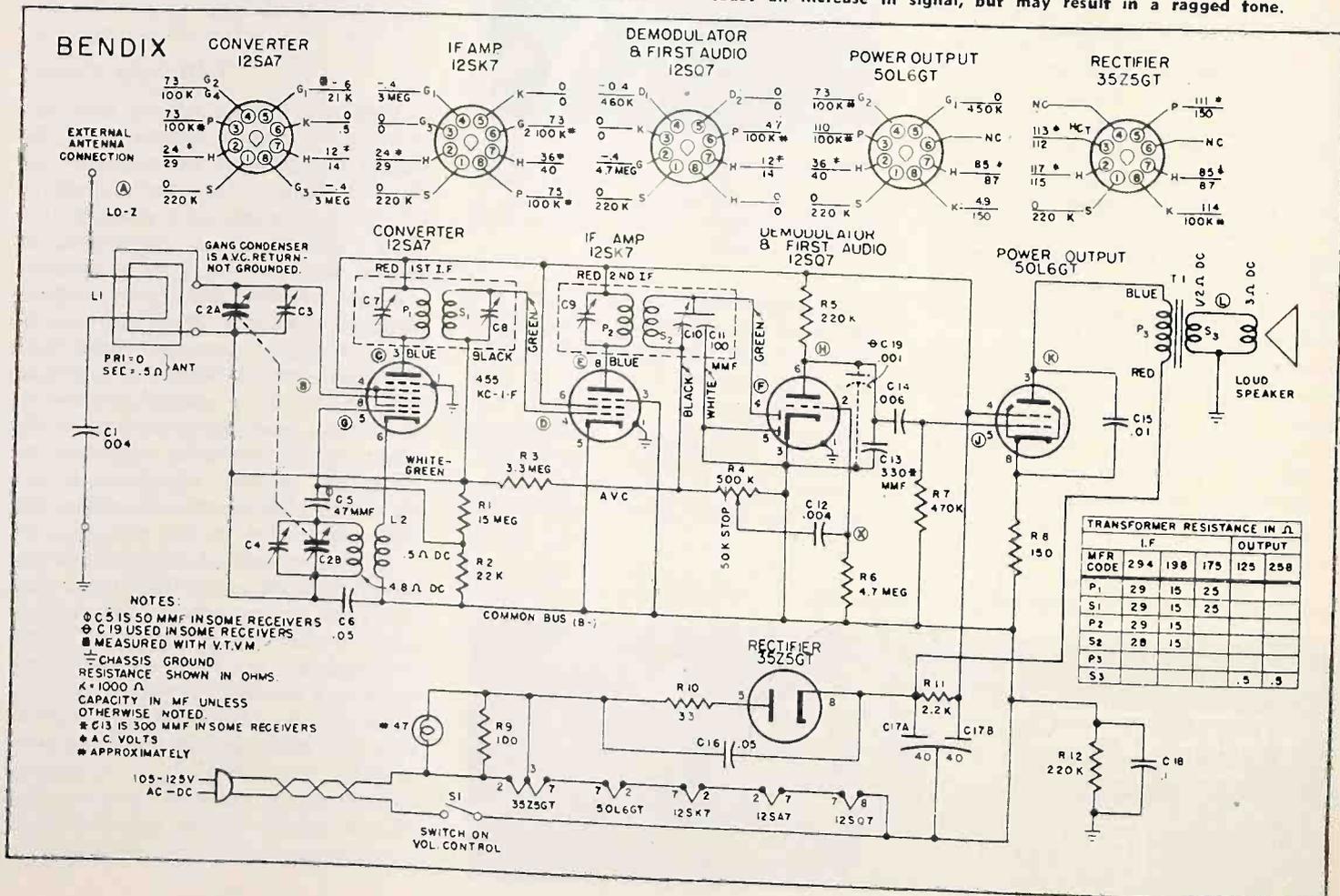
BENDIX MODELS 526-A, B & F are aligned with the metal bottom plate in position. Models 526 C, D & E do not have such plates. Adjust the i-f trimmers for maximum signal at 455 kc, coupling the signal generator to the external antenna through a .02 to .1 mf capacitor. Facing the front of the chassis, make sure that with the tuning capacitor fully meshed, the center of the dial pointer falls exactly 2" from the left edge of the dial backplate. Open the ganged capacitor until the pointer is 5-15/32" from the left edge of the backplate, and adjust the oscillator and antenna trimmers for maximum signal at 1550 kc, coupling the signal generator by radiation to the receiver's loop. At 580 kc, the dial pointer should fall 2 1/2" from the left edge of the backplate.

MOTOROLA MODEL 65F11 is a combination automatic record player and radio. The latter is a Motorola (Galvin) chassis HS-31. The i-f stages are aligned at 455 kc by coupling the signal generator across the external antenna connection and chassis. If the i-f stages are badly out of alignment, it may be necessary to couple directly to the stator of the antenna section of the variable capacitor. Permeability tuning is used in the i-f circuits. The r-f is aligned by coupling the signal generator to the receiver's loop through radiation. With the dial set for 1500 kc, vary the oscillator trimmer atop the ganged capacitor, and the antenna trimmer mounted on the loop, for maximum signal. Make a final check for band coverage from 335 kc to 1620 kc.

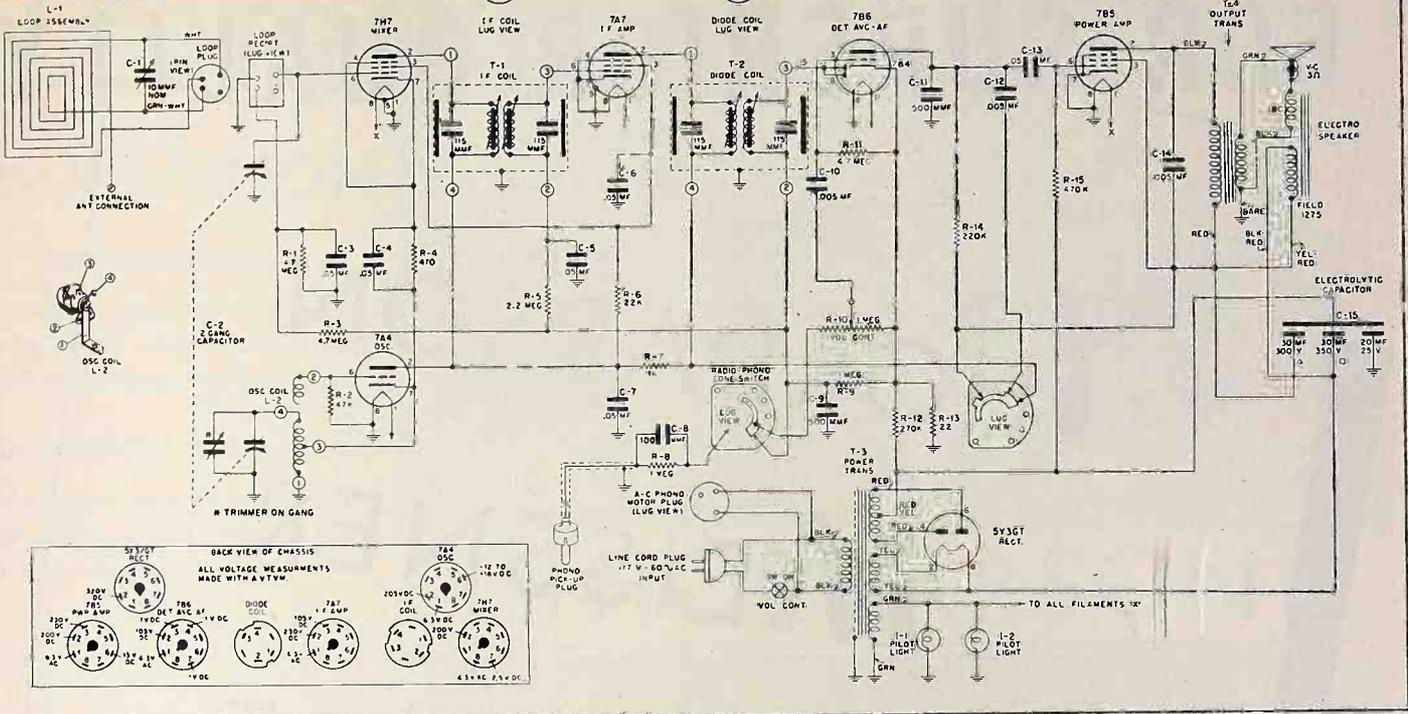
FARNSWORTH MODELS EC-260, & EK-262, 3, 4 & 5 are aligned with the low side of the signal generator connected to the chassis through a line blocking capacitor of .1 mf. The i-f stages are aligned at 455 kc through a .1 mf capacitor in series with the high side of the generator and the stator of the antenna section of the ganged capacitor. To align the r-f stages, connect the signal generator lead through a 250 mmf capacitor to the antenna wire which protrudes from the loop. Align first the oscillator trimmer atop the ganged capacitor's front section, and then the antenna trimmer which is mounted on the loop, both at 1500 kc. Check the pointer calibration at 600 kc. The overall band coverage of the receiver should be from 540 kc to 1620 kc.

Bendix Model 526 series have had several changes since the schematic diagrams were first published. Resistor R10, in the earliest models, was located in the plate lead of the rectifier, as shown below. The purpose of this resistor is to prevent damage in case of tube flash-over. In the position shown, it will protect against plate-to-cathode flash-over. Later models had this resistor wired in series with the cathode lead instead of the plate lead, thus protecting against cathode-to-filament flash-overs as well. In those sets, the r-f line by-pass capacitor C16 will be found

connected from pin 5 to pin 8 of the 35Z5GT rectifier. Latest sets of this model delete the resistor entirely, as is the case with resistor R9 across the pilot light. A radio ground is used in this set, with the ganged capacitor returning to the B— through the AVC circuit. Never connect the ground lead of a VTVM or signal generator to the variable capacitor's frame. To check the AVC action, simply short either the tuning capacitor frame or the large pulley to the B— bus. This should cause an increase in signal, but may result in a ragged tone.



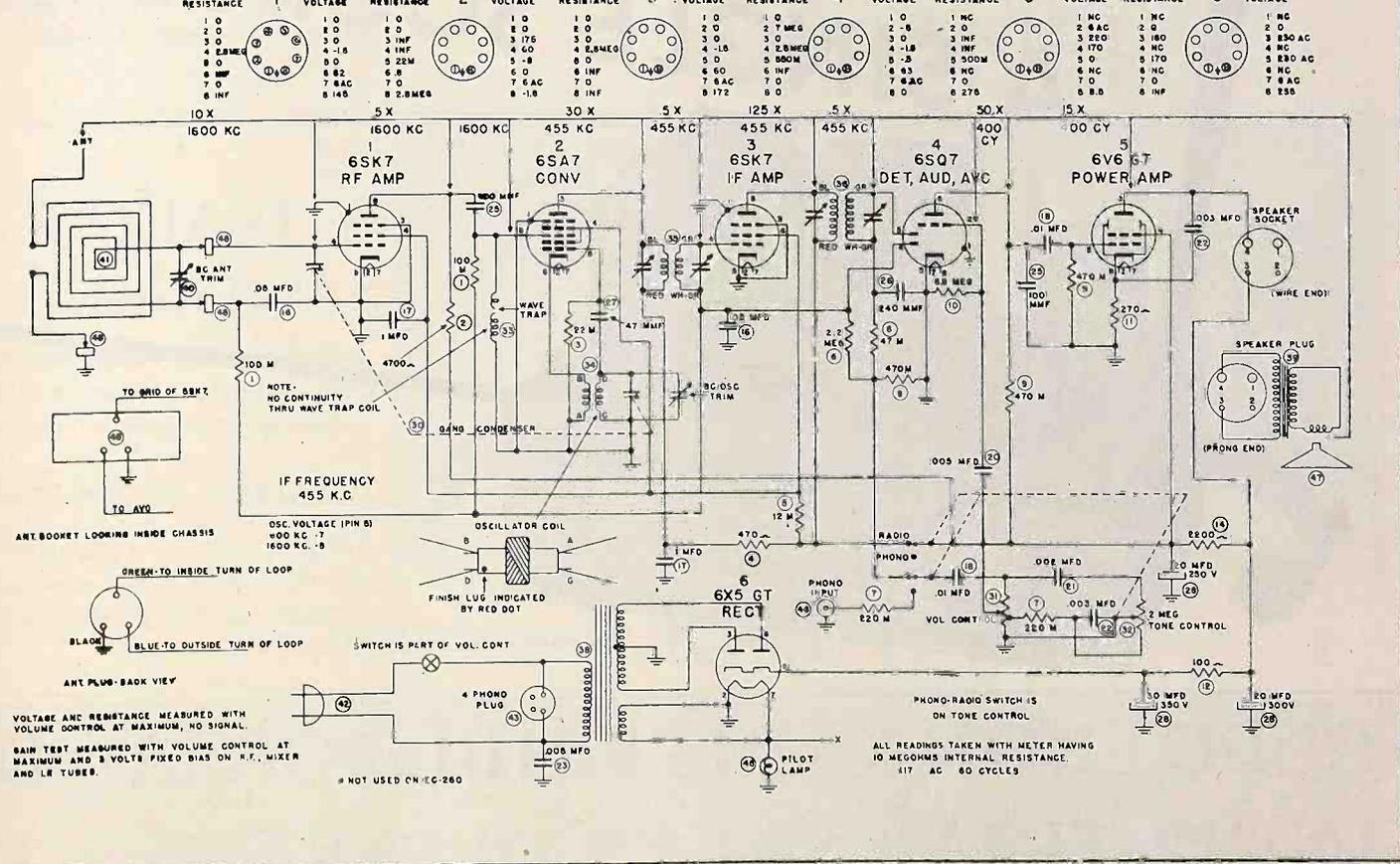
MOTOROLA



▲ Motorola Model 65F11 uses a compact 6-tube straight a-c chassis, with a 6½" dynamic speaker. The converter circuit has exceptionally high gain as the result of using a separate triode oscillator. The converter's cathode return for both d-c and r-f is made through the cathode tap of the oscillator coil L2, thereby having no effect on the mixer grid voltage . . . a usual source of poor conversion gain in small superheterodynes. The radio-phono-tone switch is shown in the radio-bass position. The next position in a clockwise direction opens the connection to capacitor C-12, while the third clockwise position connects the phono to the top end of the volume control, and disconnects the mixer, oscillator and i-f stages from B—. The final or fourth position reconnects the first a-f plate bypass capacitor C-12 for bass tone operation, without connecting the first three r-f stages.

Farnsworth EC-260 and EK-262, 3, 4 & 5 are straightforward 6-tube a-c superheterodynes. As shown on the schematic diagram, both antenna loop and speaker are conveniently coupled by means of plugs. The detector diode, pin 5 of the 6SQ7, is also used to supply the AVC voltage to the r-f, converter and i-f stages. Pin 4 of the 6SQ7 is used simply as a convenient soldering terminal, and is not active in the circuit. The rather complicated tone control circuit is actually a dual attenuator. Moving the center contact arm upward on the schematic diagram, attenuates the high pitched tones by shunting them to ground through .002 mf capacitor 21. Moving the arm downward, attenuates the low pitched tones at the fixed tap on the volume control. Capacitor 22, .003 mf, provides some permanent attenuation of the highs at low volume. 70 mf of filter capacity are used in the 2-section filter.

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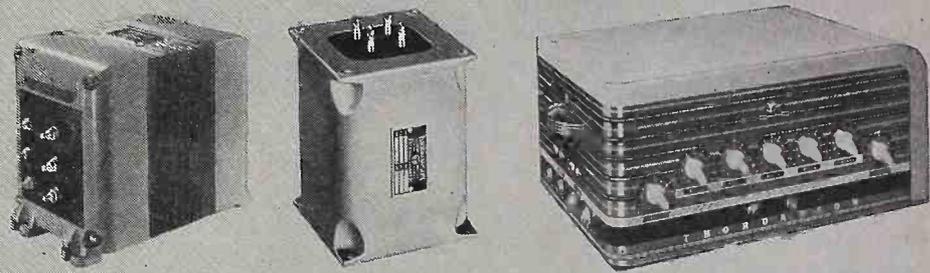
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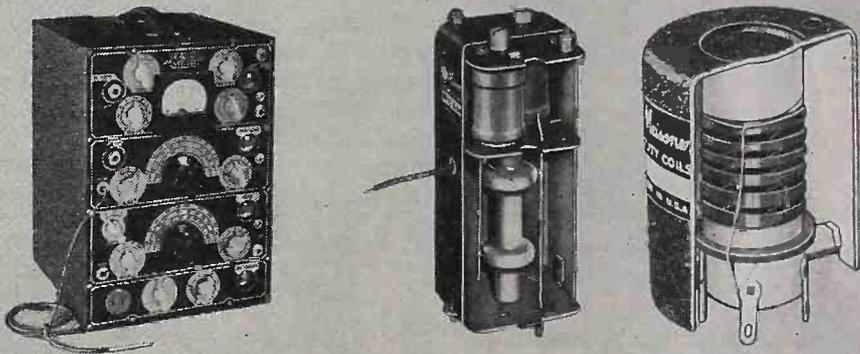
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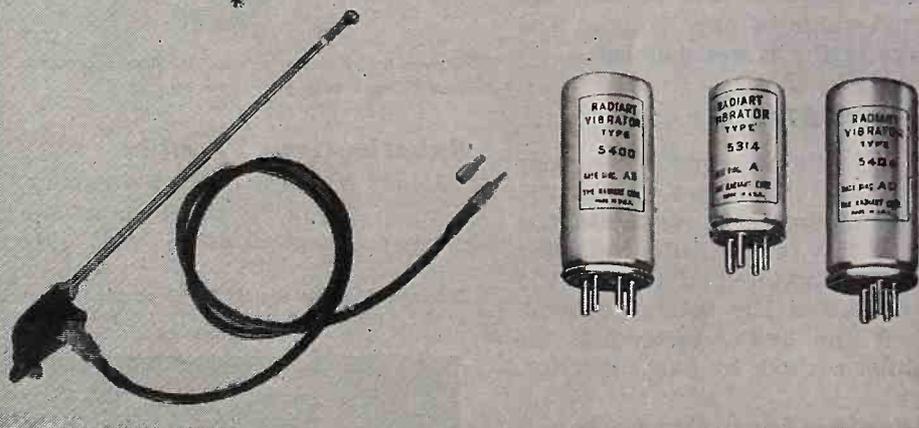
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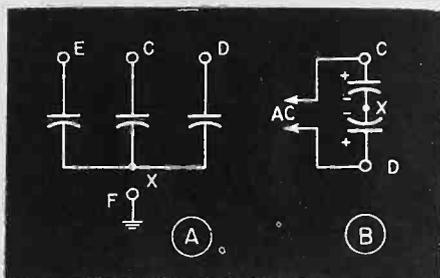
936 NORTH MICHIGAN AVENUE, CHICAGO 11, ILLINOIS

Helpful Short-Cuts

Filter Repair Explained

A communication from Alfred B. Werhan of Manlius, N. Y., suggests a fuller explanation of the service note entitled "Filter Capacitor Repair" in our March issue. The illustration shown is a revision of the one which originally appeared. It will be seen that notwithstanding an open in the common negative lead at X, section 1 & 2 of the 3-section electrolytic capacitor may be used in series as an emergency expedient.

This produces the equivalent of the "non-polarized" electrolytic ca-



How d-c electrolytics can be used on a-c.

pacitor used in some d-c sets and in a-c motor circuits, having the negative foils connected together, and the positive foils C & D used "back-to-back" across the line. Either end may be considered either positive or negative. If the values of both sections are equal, the total resulting capacity will be half the original value of one section. The voltage rating is **not** doubled.

Arvin 1127

If the volume control has poor control of volume, yet checks OK on the ohmmeter, investigate the 12 mf., 25-v. electrolytic capacitor in the can mounted adjacent to the 6R7 tube and the volume control. This is the 2nd detector-first a-f amplifier cathode by-pass capacitor.

Soldering Iron Extension for Fine Work

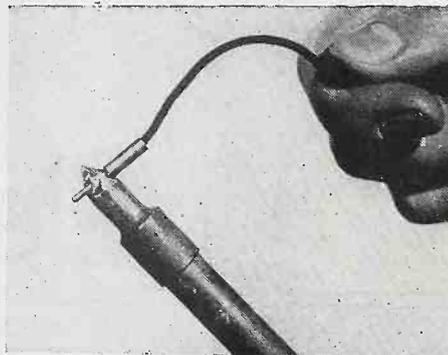
For soldering fine wire in locations difficult to reach with the regular iron tip, an extension may be made as illustrated.

Bare number ten or twelve wire is tightly wrapped around the iron tip with the extended wire end flattened and tinned.



Tin the part of the tip which the wire covers. Heaviest wire gives the best results.

A spare tip can be very handy where considerable soldering of phone jack tips is done. Drill a hole through the tip as illustrated, and tin the inside of the hole. To prevent vaporizing the tinning, save the tip solely for this type of work.



Clamp the iron in a vise, leaving the hands free to work with pliers and wire.

Substitution Trouble

Henry E. Hasse of St. Petersburg, Fla., in following the instructions given on page 69 of the May 1944

issue, jotted notes while substituting a 1R5 for a 1A7G. As part of the procedure, he wired a 150M resistor, by-passed by a .01 mf capacitor, in series with the screen grid of the 1R5, and used a 40M oscillator grid resistor. As a result, the screen voltage was reduced to 20 volts, with the stage showing poor transconductance gain.

Increases Gain

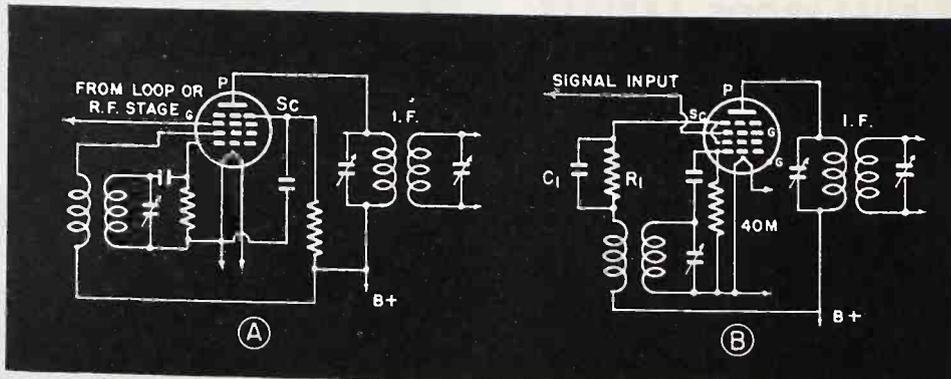
In this case, upon lowering the screen dropping resistor and changing the oscillator grid resistor to 100M, normal gain was achieved. It is nevertheless recommended that the suggested values continue to be used in future cases. These values were found by experience with many tube substitutions to be the best compromise between the desire for conversion gain and the need to avoid super-regeneration which otherwise often occurs. As a rule, the screen voltage will drop to 30 volts.

Limit the Feedback

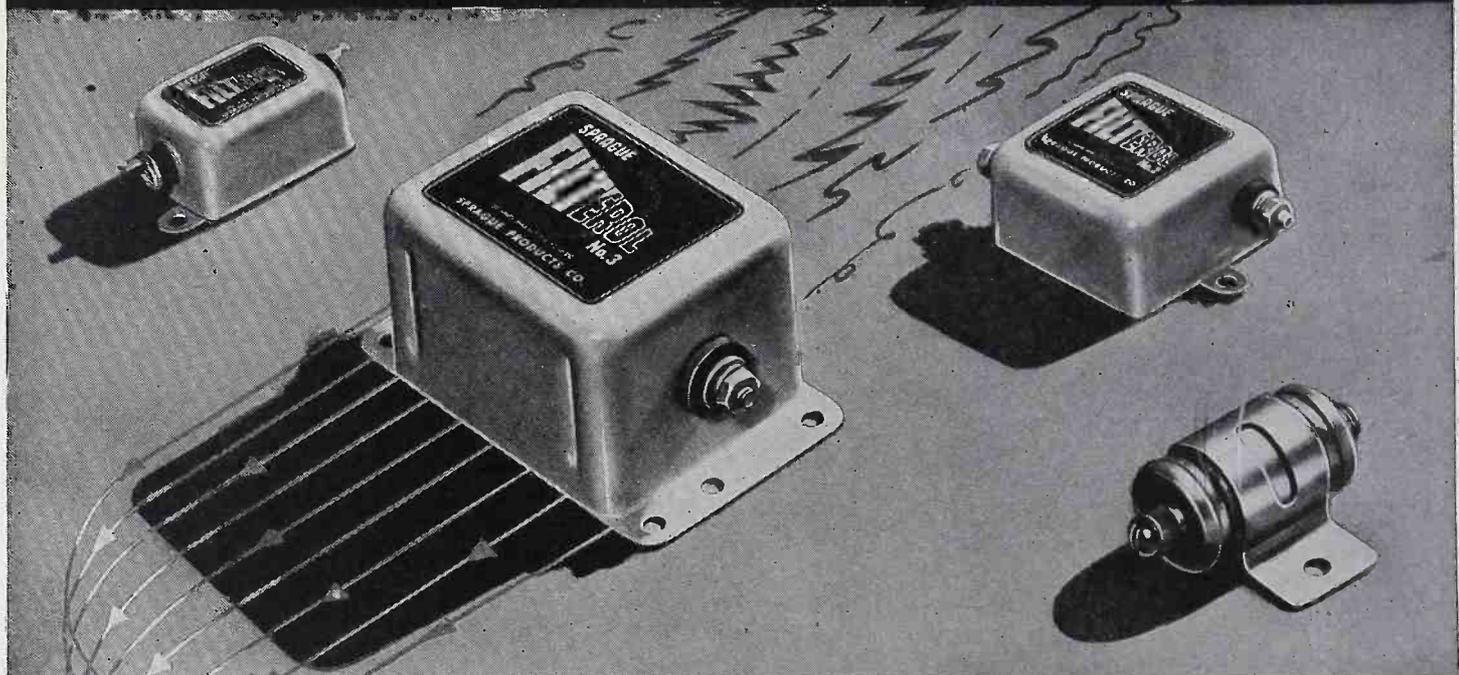
An alternate preventative for super-regeneration, when the feedback oscillator is used, is to remove several turns of wire from the feedback coil. Since the overall results are about the same for both methods, the easier—using a dropping resistor—is preferred. When the feedback is not great enough to cause super-regeneration, the resistor values may be adjusted for best performance, as per Mr. Hasse's observations.

Exact predictions of the most desirable amount of resistance cannot always be made, because the oscillator circuit, number of coil turns, and the plate supply voltages, vary.

Diagram A shows typical 1A7G circuit. B indicates circuit suggested for replacing the 1A7G with a 1R5. R1 is 150M ohms, C1 is .01 mf. Hasse replaced 40M ohm grid leak with 100M ohms.



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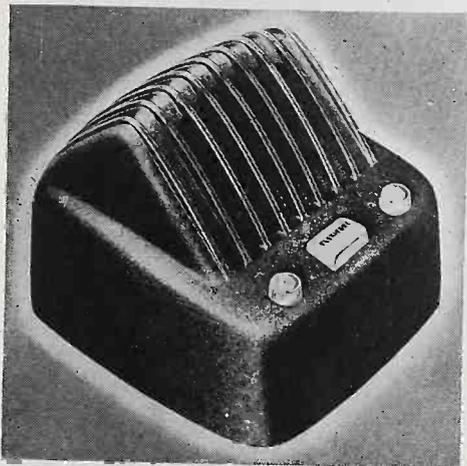
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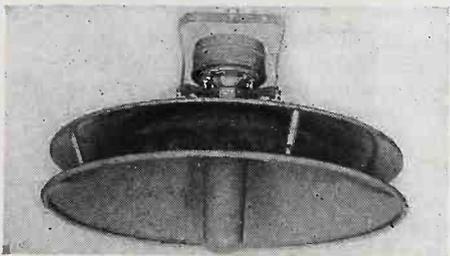
Operadio's new 9-station master intercom, Model 4A11, is part of a complete line. All units have die-cast metal cases with a smooth gray-tan finish. When the center "paging" key



is pressed, all incoming calls are re-amplified and come through paging speakers or horns. 6-, 10- and 20-station masters, single remote speaker stations, and telephone handsets are also in the line. Operadio Mfg. Co., St. Charles, Ill.—RADIO & Television RETAILING

Atlas RADIAL HORN

This new outdoor reflex projector with a coverage of 360° comes in two types. Model RC-36, reflexing a 3' air column into an overall height of 18", has a bell diameter of 24". Model



RC-48 squeezes a 4' air column to 21", ending in a 28" bell. Complete with overhead mounting bracket, the projector will mount any driver unit having a standard thread. Atlas Sound Corp., 1451-39th St., Brooklyn 18, N. Y.—RADIO & Television RETAILING

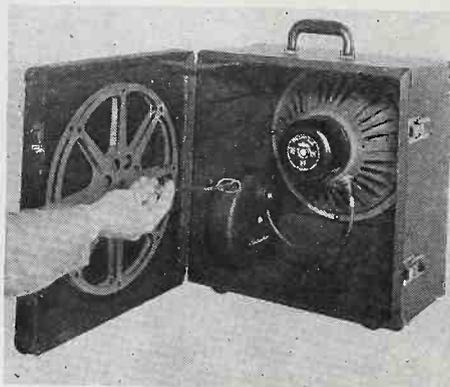
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Cordomatic REEL

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much the same fashion as a window shade. Comes with instructions for mounting in any speaker box. Cordomatic Division of Vacuum Cleaner Corp. of America, 1724 West Indiana Ave., Phila., 32 Pa.—RADIO & Television RETAILING

Bell PHONO-PA

Model 2078 is a phono-PA system known as the Schoolmaster. The amplifier delivers 25 watts with less than 5% distortion from a pair of 6L6's. Two microphone inputs, treble and bass equalizers and phono volume are controlled from the front panel. Desk microphone and tone arm are crystal types. The turntable will take up to 16" transcriptions, and spin at 33 $\frac{1}{3}$ and 78 rpm. The output transformer has ad-



justable impedances. Made by Bell Sound Systems, Inc., 1186 Essex Ave., Columbus 5, Ohio—RADIO & Television RETAILING

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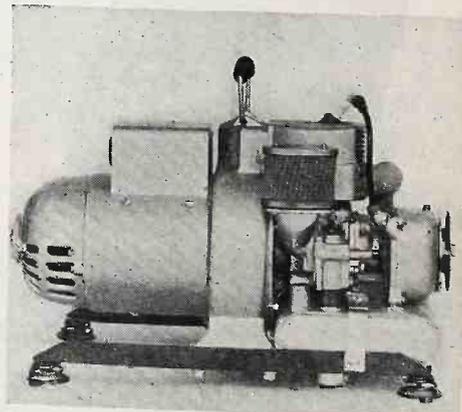
$\pm 1\frac{1}{2}$ db. Negative feedback and r-c coupling is used. A choice of high or low impedance input is optional, while the output impedances are 4, 8, 250 and 500 ohms. Mark Simpson Mfg. Co., 186 W. 4th St., New York 14, N. Y.—RADIO & Television RETAILING

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Here is merchandise you need. Electronic merchandise you can sell at a profit, with or without further processing. And there's plenty of it! Enough to "plug the gap" until your normal sources of supply can replenish your shelves and stockrooms.



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find immediate use for. It's all in the catalog—carefully described—priced—easy to find and easy to order. And of course it's all top-quality equipment, made to Government specifications by America's finest electronic manufacturers.

It's Army and Navy gear—now being returned to the regular channels of trade by the War Assets Administrator. Acting as agent, Raytheon has a plentiful supply for you—together with a carefully indexed, easy-to-choose-from catalog that's literally bursting with news about the kind of goods you *want, need, and can obtain* right away. *Send for this catalog*—it means business for you. Good business, ready business, profitable business.

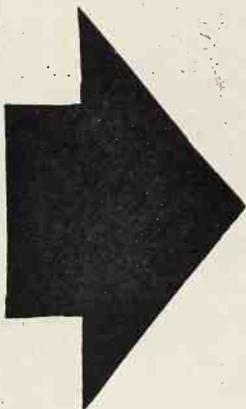
Most of the equipment is in the communications field—but there are large supplies of components too, electrical and electronic parts that you and your customers can

You'll be missing a bet if you don't take immediate advantage of this opportunity to *sell merchandise at a profit*. The market is hungry for this equipment. The business is there. Get your share of it.

Sending for the Raytheon catalog is the first step. Do that at once. Then get in touch with Raytheon for technical advice and merchandising plans for speedy action.

RAYTHEON MANUFACTURING COMPANY

Acting as Agent of the
War Assets Administrator under Contract No. 51A-3-46
60 East 42nd Street, New York
West Coast Office: 2802 N. Figueroa St., Los Angeles 31, Cal.



RAYTHEON MANUFACTURING COMPANY

60 East 42nd Street, New York 17, N. Y. R&TR 7

GENTLEMEN: Send your new Catalog of salable and immediately-available items of war surplus electronic equipment to

Name.....

Firm Name.....

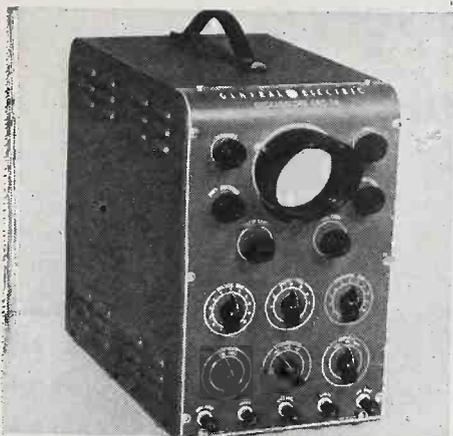
Street Address.....

City..... State.....

New Servicing Helps

GE OSCILLOSCOPE

Type CRO-3A uses a 3" cathode-ray tube with a green screen. The sweep range is from 10 cycles to 30 kc. Both horizontal and vertical amplifiers have



a flat response up to 30 kc, dropping 1 db for each 10 kc thereafter up to 100 kc, resulting in a sensitivity of .3 volt per inch deflection in the range up to 30 kc. General Electric Co., Electronic Dept., Schenectady, N. Y.—RADIO & Television RETAILING

Simpson GENERATOR

Model 415 Signal Generator covers the range from 70 kc to 130 mc on a direct-reading dial, using 7 bands. The r-f output, practically constant throughout the entire frequency range, is completely controlled by two attenuators, and its frequency is independent of line



voltage fluctuations. Modulation of 0 to 100%, when using either the 400 cycle internal sine voltage or an external source from below 60 cycles to over 10 kc, is available. The modulation control also provides up to 20 volts of 400 cycle audio for external use. Simpson Electric Co., 5200 W. Kinzie St., Chicago 44, Ill.—RADIO & Television RETAILING

Marion MULTI-RANGER

Marion's new Multi-Ranger may be used in constructing a multimeter. The 3-colored scale ranges are 0-10-50-250 d-c volts, 0-10-50-250 a-c volts, 0-500 low ohms, 0-10 megs high ohms, and -10 to +14 dbs. The basic sensitivity of 400 microamps, and the internal resistance of 500 ohms make the meter suitable for either 1000 or 2500 ohms-per-volt readings on d-c and 1000 ohms-per-volt on a-c. D-c current can be measured on the d-c scales. Circuits are supplied with each instrument, with instructions for constructing single or multiple meters. Marion Elec. Instr. Co., Manchester, N. H.—RADIO & Television RETAILING

McMurdo Silver VOMAX

Model 900 Vomax is a VTVM using 5 differently-colored scales with one zero setting to cover all ranges of all measurements. 6 a-c scales cover up to 1200 volts, including ac and r-f from 20 cycles up to 100 megacycles, with an effective circuit loading of 6.6 megohms shunted by 8 mmf. The polarity



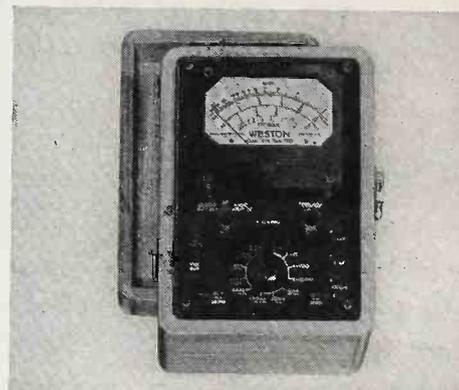
is reversible on 6 d-c voltage ranges covering up to 1200 volts at 51 megohms input resistance, and 6 additional ranges covering up to 3,000 volts at 126 megohms input resistance. 3 db ranges are provided, while 6 ohm scales cover up to 2,000 megohms. McMurdo Silver Co., 1240 Main St., Hartford 3, Conn.—RADIO & Television RETAILING.

Cherry RIVET GUN

The Jr. Riveter is a light-duty blind riveter operated like a pair of pliers. A $\frac{3}{32}$ " diameter blind rivet is installed to fasten materials of various thicknesses, such as spade type mounting screws to aluminum shielding, or dial cords to angle brackets. Cherry Rivet Co., 231 Winston St., Los Angeles 13, Cal.—RADIO & Television RETAILING

Weston ANALYZER

Model 779 is a compact lightweight multimeter using a 4" rectangular indicator. The 5 d-c voltage ranges, 0-2.5-10-50-250-1,000 volts, are available at dual sensitivities of 1,000 and 20,000 ohms per volt. Five similar a-c ranges are measured on one scale arc by means of a full-bridge copper oxide



rectifier. Four resistance ranges cover up to 30 megohms, 7 d-c current ranges have full-scale values from 100 microamps to 10 amps, and five decibel ranges reach maximums of -4, +8, +22, +36, and +48 db. Weston Electrical Instrument Corp., 581 Frelinghuysen Ave., Newark 5, N. J.—RADIO & Television RETAILING

Monitor CRYSTALINER

The Crystaliner is a signal generator with only a switch, no tuning dial. To speed alignments, all the usual i-f and r-f frequencies are generated crystal-controlled. Fundamental frequencies have approximately 10 volts output, and strong harmonics are produced every 1000 kc and 7000 kc for short-wave band settings. Panel toggle



switches control the modulator and the 2-step attenuator. Metropolitan Electronic & Instrument Corp., 6 Murray St., N. Y. 7—RADIO & Television RETAILING

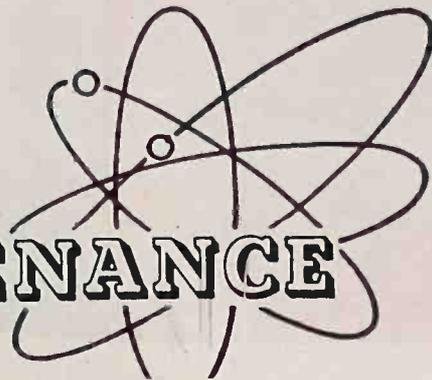
NEW RADIO SETS ON PP. 42 TO 52; NEW ELECTRICAL APPLIANCES ON PP. 114 TO 124.

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RADIO MAINTENANCE



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"MORE OF EVERYTHING YOU WANT"

If you are an alert, enterprising serviceman or dealer—if you want to keep informed of the important angles and developments in radio and electronic maintenance—you can get big dividends from your reading of **RADIO MAINTENANCE**. It is the magazine of realistic servicing—a valuable tool for your shop.

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Lessons from military servicing.
Short cuts and Speedups.
Better Use of Test Equipment.
Money in Proper Shop Layout.
Modern Bench and Tool Equipment.
Large, easy-to-read Schematics.
Trouble-shooting procedures.
Aligning new and old models.
Contacting Prospective customers.
News of the service profession—and many other timely, authentic subjects.

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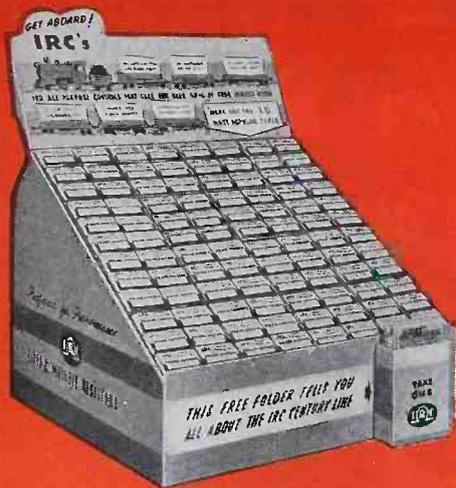
Name

Occupation

Address

City

Zone State



Displays Build Sales

IRC Century Line of 100 volume controls that solve 90% of the servicer's replacement problems is displayed in this jobbers' counter vending package. Distributors' mailing pieces offer metal cabinets for dealer's controls. International Resistance Co., Phila. 8, Pa.

RCA D-1 Sales Server and D-5 Literature Rack form a corner display, illustrating one combination of the 22 standard units in the new store planning service for distributors. Made of heavy-gauge steel, the inclined racks slide the packaged items "down front" to the cus-

tomers. RCA Victor Division, Camden, N. J.

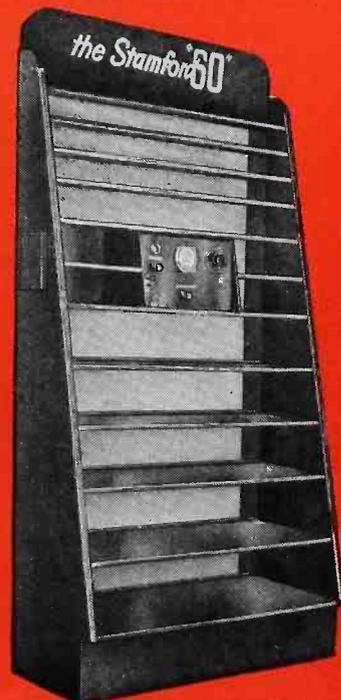
C-D counter card is part of an aggressive sales promotion campaign for distributors. Trade magazine advertising, newspaper mats, dealer stock order cards, streamers and pennants, window and counter displays, catalogs and servicers' stationary are offered. Cornell-Dubilier Elec. Corp., S. Plainfield, N. J.

ICA antenna display is the opening unit in a new series of counter and floor self-service merchandisers for displaying and storing items.

Insuline Corp. of Amer., 3602—35th Ave., Long Island City, N. Y.

Stamford "60" transformer dispenser, of steel construction, measures 72" high, holds the complete replacement line. A built-in testing bridge enables customer to check transformer ratings. Stamford Elec. Prods. Co., Inc., Stamford, Ct.

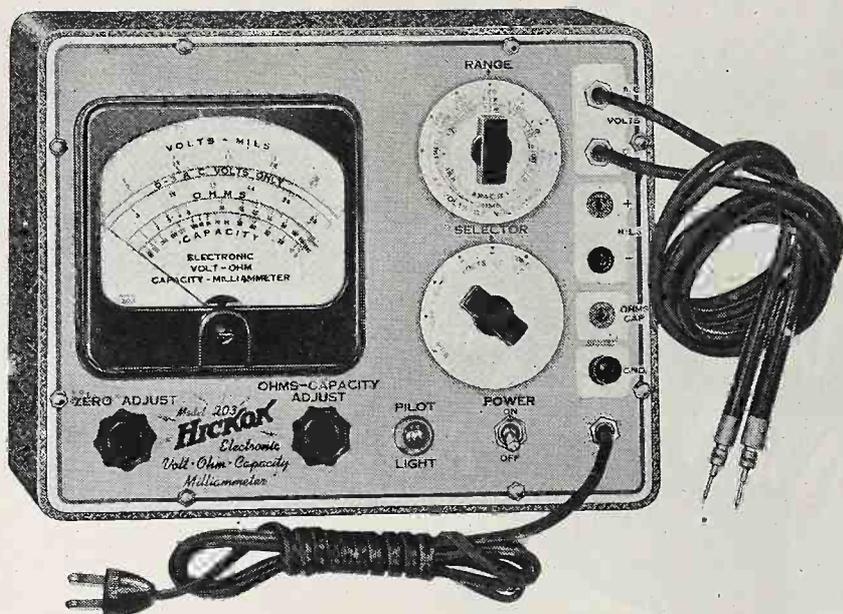
JFD "Grandstand" is a self-service counter display for replacement dial belts. Offered free to distributors, it holds 480 belts in 96 types. J. F. D. Mfg. Co., 4109 Ft. Hamilton Pkwy., Bklyn. 19, N. Y.



THE NEW **HICKOK** 203

five instruments in one

An Electronic Volt-Ohm-Capacity-Inductance-Milliammeter



This new Hickok Model 203 is much more than an improved volt-ohm-milliammeter for it also measures capacity and inductance.

An excellent test instrument for all radio and electronic service work. Accurately measures wide ranges of inductances, capacitances, resistances, currents, and voltages, A. C. and D. C., easily and quickly.

This new Model 203 has a wide range of *capacitance* coverage with a ratio of 1,000,000,000 to one. It also provides for *inductance* measurements.

Features extreme accuracy in A. C. measurements at frequencies ranging well over five megacycles. Regulated power supply, five tubes and a pilot light. Write for literature, or see your distributor. Our deliveries are pretty good now.

SPECIFICATIONS

1. Power Supply Required:
105-125 V, 50-70 cycles, A-C.
2. Consumption:
20 watts at 115 V
3. Ranges:
 - a. Volts, A-C: 0-3, 12, 30, 120, 300, 1200
 - b. Volts, D-C: 0-3, 12, 30, 120, 300, 1200
 - c. Mils (D-C): 0-3, 12, 30, 120, 300, 1200
 - d. Cap: 0-10,000 mmf in 2 ranges
0-1000 mf in 5 ranges
Ind: 50 mh-100 henries (use conversion chart)
 - e. Ohms: 1.0 ohm to 10,000 megohms in 7 ranges
4. Frequency:
A-C up to approximately 5 megacycles.
5. Input Impedance:
 - a. Volts D-C: 15 megohms
 - b. Volts A-C: 12 megohms
6. Tube Complement:
2 6X5GT A-C rectifiers
1 6SJ7 cathode follower
1 6SN7GT vacuum tube volt-meter
1 0D3/VR150 voltage regulator

Dimensions: 9" x 11½" x 7"

Weight: 13 lbs.

Meter: Model S44A

Satin-chrome finish panel

Blue baked crackle lacquer finished case

THE HICKOK ELECTRICAL INSTRUMENT COMPANY

10523 DUPONT AVENUE • CLEVELAND 8, OHIO

DISC CHANGERS

(Continued from page 133)

mountings upon which a changer may be serviced in its normal position. General Cement Mfg. Co. of Rockford, Ill., and the Hollander Radio Supply Co., 549 W. Randolph St., Chicago, Ill., are examples. Some servicers use the expedient of an ordinary stool turned upside down, for changers whose normal position is horizontal.

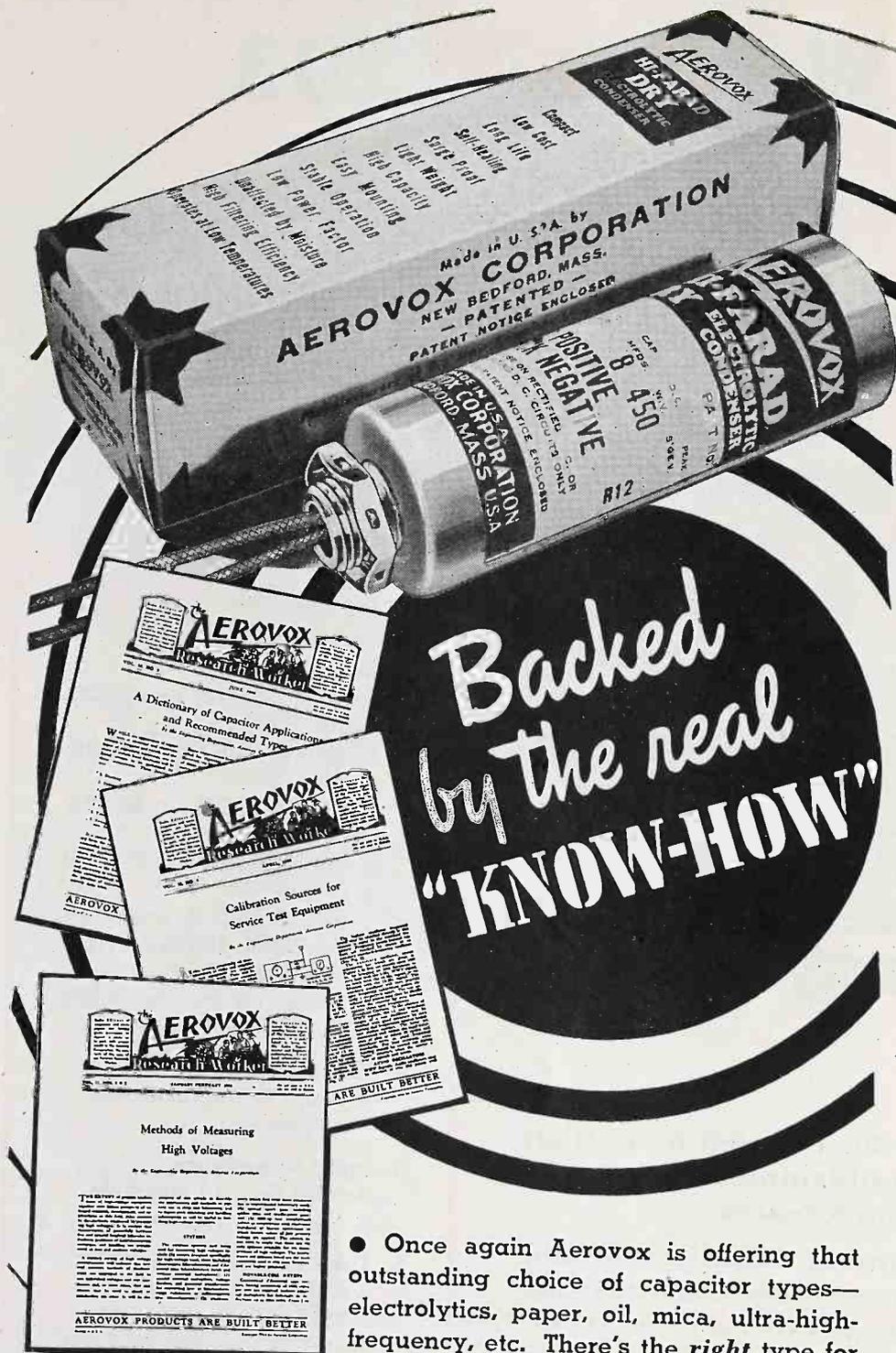
There are three general types of adjusting mechanisms. First, are those which require loosening of the tone arm or the crank on the tone arm shaft, for repositioning of the arm. Second, are those which are adjusted by the rotation of eccentric studs which determine the distance between critically-dimensioned parts. Third, are those adjustments which, made by means of shoe-type stop plates or projecting screws, serve the same purpose as the second group. The type and location of these adjustments on various changers may be found from the table.

In general, adjustments are made for 10" records first. If a separate 12" adjustment is provided, it should be made second. When making adjustments, cycle the changer by hand until the pickup has almost lowered the needle to the record, without quite touching it. Then make the adjustment, and try the result with power on. Several different records must be tried after the adjustment has been locked down tight.

Radio Moves Fast



"Opportunities in the Radio Servicing Field" was the subject of John F. Rider, left, author of the familiar Rider's Manuals, when he addressed RCA Institute's students. Ex-Lt. Col. Rider is shown here with George F. Maedel, Jr., chief instructor at the Institutes.



Backed
by the real
"KNOW-HOW"

● Once again Aerovox is offering that outstanding choice of capacitor types—electrolytics, paper, oil, mica, ultra-high-frequency, etc. There's the *right* type for every application and function.

And to round out the *right job*, Aerovox also provides up-to-the-minute application data in the form of the monthly "Aerovox Research Worker". This real know-how is available to you on request. Be sure you back those Aerovox capacitors with this latest technical information.

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Because of your professional standing in the radio-electronic field, you are certainly entitled to a FREE subscription to the monthly "Aerovox Research Worker". Ask your jobber for it. Ask for the latest Aerovox catalog. Or write us direct.



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Cable: 'ARLAB' • In Canada: AEROVOX CANADA LTD., HAMILTON, ONT.

Amphenol

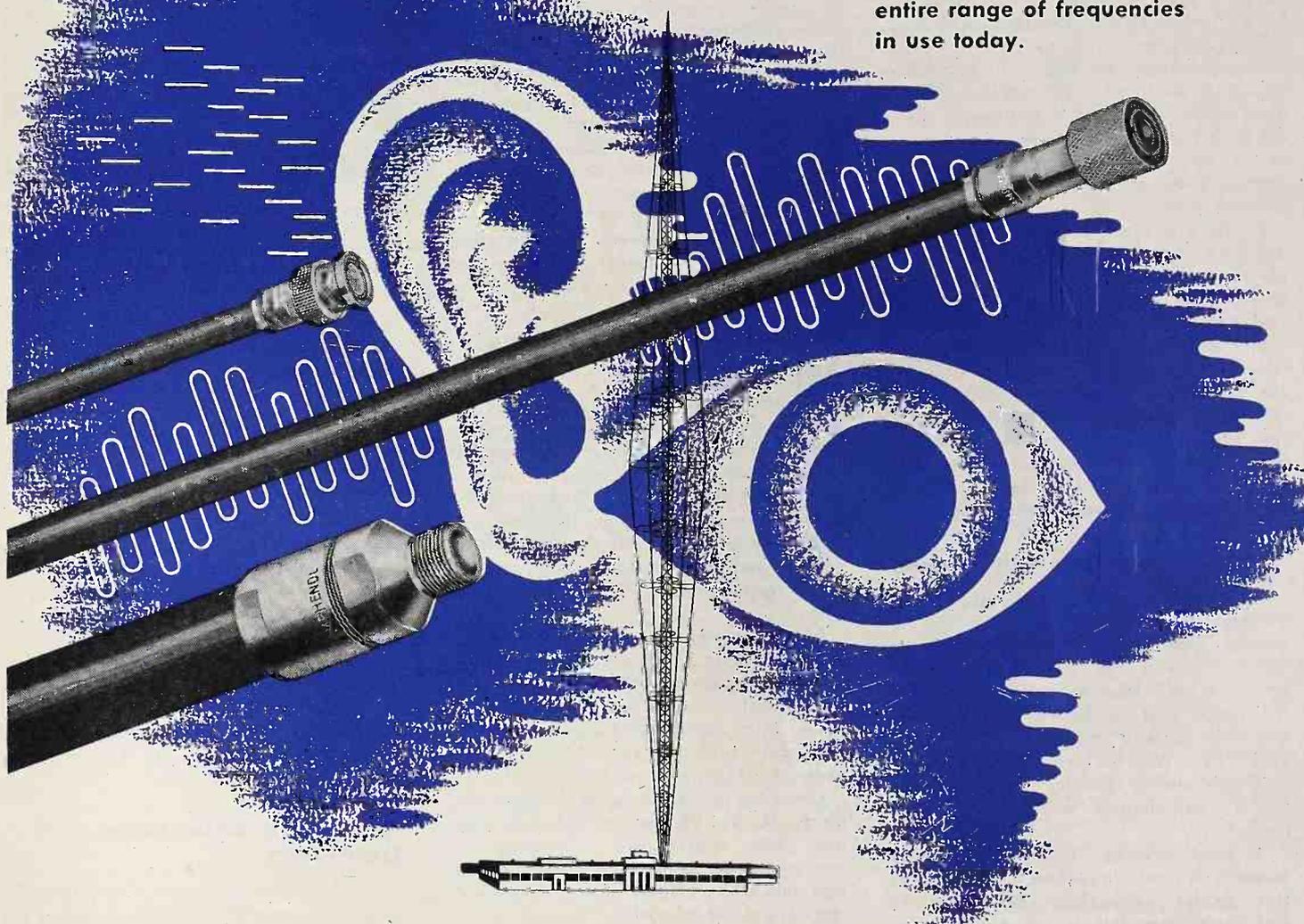
provides the link in

AM

FM

TV

A complete range of electronic components to serve the entire range of frequencies in use today.



● As the emphasis in communications development shifts more and more to the higher frequencies — notably FM and Television — the electrical circuits and the component parts involved require ever greater accuracy in performance. Amphenol engineers have always worked to help push forward the frontiers of the science of electronics — the unrivalled production facilities of Amphenol have supplied the quality components required by new developments in this field.

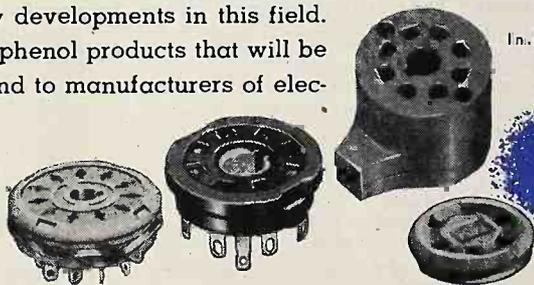
● Among the newest Amphenol products that will be of interest to amateurs and to manufacturers of elec-

tronic equipment are: electrically better Hi-Q tube sockets, octal angle sockets for cathode ray and other tubes — Twin-Lead parallel transmission line — several FM receiving antennas — new cables, including some special ones for Television color cameras and for Facsimile work. Write for complete information.

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CHICAGO 50, ILLINOIS

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COAXIAL CABLES AND CONNECTORS • INDUSTRIAL CONNECTORS, FITTINGS AND CONDUIT • ANTENNAS • RADIO COMPONENTS • PLASTICS FOR ELECTRONICS

TELEVISION TOPICS

Trend in Towers



Preview of the microwave tower being built by Federal Telecommunications Laboratories, in Nutley, N. J. Some video bands are included in the multiple radio services of this "master" broadcaster, 300 ft. high.

Brooklyn Retailer Merchandises Television

At the Winston Radio & Television Corp., 1866 Flatbush Ave., Brooklyn, N. Y., co-proprietor I. Winston has been selling television to the public long enough to know what kind of merchandising is required. Mr. Winston says that selling television is a different matter from straight radio business and there are a few special things to remember, arising from actual store experience in the new industry.

In the first place, there's a tendency to handle prospects in groups, because people come in at broadcast times, and there aren't many sets. This is okay for general promotion of the new art, but if a dealer keeps it up, he's apt to find himself doing a good publicity job for curious prospects, but actually making very few sales. For downright selling, Winston prefers private, personal demonstrations where he can concentrate on one customer rather than trying to answer the queries of a casual crowd.

Mass Market Coming

This retailer believes that the introduction of lower priced video sets is healthy and fortunate for the industry because it puts the thing on a "mass" basis. It will then attract sponsors and the result will be better programming, which is signally important to the business. Mr. Winston feels, however, that once the industry is under way, the higher priced combinations will be the sales leaders.

A good technical knowledge of this business is very important, according to this dealer. Fumbling demonstrations and faulty installations can give the industry a black eye that will last for months. In his own case, Winston has specialized in video installation and maintenance for years, and regards it as a hobby that will become invaluable. He previously sold RCA and DuMont receivers and will continue to stress these and other well-known makes as soon as they are available.

Public Has Said "Yes"

It is pointed out that the use of table model receivers in bars and taverns has done a big and important advertising job for television. The interest has been sustained and many tele fans have been created. It is proof that the art is more than a passing fancy on the part of the folks who have watched it. It indicates that television is a home entertainment device of enormous possibilities. It must be remembered, however, that owners of taverns insist on the larger viewing

screens on account of the viewing requirements of a crowd of folks around a single set.

Winston's Radio now gets plenty of orders with inexpensive promotion. Two large announcement banners are used in the windows and direct mail announcements are sent out to buyers of appliances, records, or radios. The store has also used give-away circulars. At night, the front of the store is darkened so that passers-by can see the television sets in operation inside the store. The report is that the public interest is "terrific".

The store is currently demonstrating the \$129.75 table model made by the Viewtone Co.

Louis-Conn Bout Creates New Video Fans

Telecasts of the Louis-Conn bout on June 19 gave home television a vigorous boost, as the video industry demonstrated its ability to handle this type of event in an interest-stirring way. Owners of the estimated 10,000 television receivers now in use made certain that the sets were in order, and maintenance men noticed an increased number of calls as early as May.

Many set owners invited a number of guests to their homes for a view of the bout, and video receivers in offices were surrounded to capacity. Some of the more enthusiastic fight fans declared that they will never again be satisfied with straight radio coverage of a major bout.

Coverage of the ring at Yankee Stadium, N. Y., by the television cameramen was expert and interesting; it proved to be a dramatic demonstration that this type of sport event is especially well suited for television.

Federal Gets Color License

The Columbia Broadcasting System has announced that the Federal Telecommunication Laboratories Inc., affiliate of the International Telephone & Telegraph Corp., has been licensed to manufacture television transmitter equipment based on CBS' ultra-high frequency color television inventions. Federal Laboratories is the second major firm licensed under these color patents.

Provisions of the agreement between the two companies parallel the contract signed two months ago with Westinghouse. Both arrangements are on a patent royalty basis and cover a 5-year period with options for extension.

H. H. Buttner, president of Federal Laboratories, in announcing the arrangements with CBS said that his company "has completed plans for the manufacture

and delivery, as a complete unit, of high definition, ultra-high frequency color and black-and-white television transmitting stations".

New Line of Picture Receivers

General Electric will market its first television receivers in August or September—a model with a ten-inch direct-view picture, probably priced around \$300. The set will incorporate the standard broadcast band.

GE announced that other sets will promptly follow the first model, and will be of the projection as well as the direct-view types. The complete line of video sets is being made at the GE plant in Bridgeport, Conn.

American Television Directory

Published by American Television Society, Inc., 271 Madison Ave., New York 16, N. Y., 150 pages, \$5.

Here is an accurate desk book with the news on television as well as the appropriate reference material presented in one illustrated volume.

This report on the status of the new industry is initially concerned with the fact that it affects a great number of people. The relation of television to radio is described in detail and the authors have certainly leaned on the right sources for their information.

Retailers and distributors will find this manuscript valuable for their own reading, although the book is not actually slanted for them except perhaps when it deals with the position of department stores in television. And the technical aspects are not neglected.

The publication gets its authority from such figures as David Sarnoff, Allen B. DuMont, Peter Goldmark, and others who know the score. Publishers say that the edition is limited.

from **RADIO NEWS**

For the **RECORD.**

BY THE EDITOR

MUCH has been said and reams have been written about the necessity for the service engineer to apply modern scientific techniques and sound business practices to assure his success in the post war era. It takes no crystal gazer to predict that with the tremendous increase in varieties of radio models the need will be acute for some new short cut to accurate well organized service data. In the past the serviceman needed information on the products of only 36 receiver manufacturers whereas more than 1000 models of 212 radio and phonograph manufacturers will soon be on the market.

One company has already taken cognizance of this complex problem and is producing a radically different, high efficiency technical reference service. The radio service will be provided not only with exhaustive technical data on radio receivers but will have access to the knowledge of a board of 30 specialists in radio, radar and radio servicing to help him solve problems relating to parts selection, shop operation, promotion, accounting and business methods.

The forward thinking of this organization assures servicemen of a pipeline to the two springs of knowledge requisite to their business success; practical well organized technical information and sound business practices. O.R. JUNE ISSUE RADIO NEWS

Here's YOUR problem

Here's OUR answer

Save Up to 50% in Servicing Time!

In Each PHOTOFAC FOLDER You Get:

- ✓ From 2 to 12 clear photos of the chassis, identifying each component part for immediate checking or replacement.
- ✓ Complete specifications on each component, including manufacturer's part number, available replacement type or types and valuable installation notes.
- ✓ A keyed reference alignment procedure for the individual set, with adjustment frequencies and recommended standard connections.
- ✓ Complete voltage analysis of receiver.
- ✓ Complete resistance analysis of receiver.
- ✓ Complete stage gain measurement data.
- ✓ Schematic diagram.



If you think it's going to be easy to service the 1,000 or more radio sets soon to come off production lines, read no further! The Sams PhotoFact* Service is designed for men who *know* there's a tough time ahead — who need and *want* better service information.

The Sams PhotoFact Service provides such information in the form of reliable, fact-filled, illustrated folders that can save as much as 50% of your servicing time. Every post-war radio is visualized in photographs . . . every part listed and numbered . . . every servicing shortcut and installation fact fully set down! No matter how complicated the set, or how new the components, you have the whole story right in front of you.

You get a set of from 30 to 50 PhotoFact Folders at a time. Each set of folders

comes to you in a handy envelope at a cost of only \$1.50 for each group. They cover all new receivers as they reach the market.

Think of it! An absolutely fool-proof visual method of giving you the exact information you want, where you want it, when you want it, for as little as three cents per new radio model! And every bit of information is compiled by experts from an examination of the actual receiver itself — *not from standard service data!* PhotoFact Folder Set No. 1 is being published June 15. Others will follow closely. Reserve yours now!

Also, Membership in
HOWARD W. SAMS INSTITUTE

Answers to hard service problems! Economical shop practices! How to get more customers! These and many other subjects covered by 30 top notch specialists! Complete facts with PhotoFact Set No. 1.

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Cut This Out and Mail It to Your Distributor! If you do not know his name and address, send it directly to Howard W. Sams & Co., Inc. 2924 East Washington Street, Indianapolis 6, Indiana, and we will see that your nearest distributor gets it.

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- Yes, by all means reserve every issue of the Sams PhotoFact Folder Service for me.
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**For Best
Uniform Performance
You Can't Beat the
WEBSTER ELECTRIC
CARTRIDGE**

● The crystal cartridge is the best uniform producer of true tones to be had for popularly priced phono-combinations and record changers.

They prove dependable, have long life and faithful reproduction. Their past record of performance insures their future dependable service. Dealers and users know what they can expect from Webster Electric Cartridges without experimenting. They deliver those popular bass notes along with a full range of tones.

Webster Electric Cartridges are carefully manufactured for correct output, and are widely used. There is a Webster Electric Cartridge to meet your specifications.

Write for full information and a copy of Service Chart RC-147. It will help you select the right Webster Electric Cartridge for replacement use.

(Licensed under patents of the Brush Development Company)

WEBSTER  **ELECTRIC**
RACINE WISCONSIN

Established 1909

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

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

Bonfig Advanced



H. C. Bonfig of Zenith Radio Corp. has been advanced to the post of vice-president and director of sales. For the past 4 years he has been the firm's v.p. in charge of household radios, and has been in radio since 1921.

New NEDA Officers and Directors

Following are the elected officers and directors of the National Electronic Distributors Association: Wm. O. Schoning, Lukko Sales Corp., Chicago, president; A. D. Davis, Allied Radio Corp., Chicago, vice-president; Aaron Lippman, Aaron Lippman & Co., Newark, N. J., treasurer; Richard Weatherford, Radio Specialties Co., Los Angeles, secretary. Directors: Guy Paine, Portland Radio Supply Co., Portland, Ore.; Wm. A. Wilson, Hughes-Peters, Inc., Columbus, O.; Lew Bonn, Lew Bonn Co., Minneapolis; A. Seidler, Electronic Supply Co., Miami, Fla.; Lou Hatry, Hatry & Young, Hartford, Conn.; Ronnie Durham, Radio, Inc., Tulsa, Okla.; Ralph Walker, Walker-Jimieson, Inc., Chicago, Ill.; Ralph Pepper, Radio Distributing Co., Harrisburg, Pa.; Arthur Stallman, Stallman of Ithaca, Ithaca, N. Y.; Milton Deutschmann, The Radio Shack, Boston; Lealis Hale, Hale & McNeil, Monroe, La., and Wm. O. Schoning. Louis B. Calamares is the NEDA executive secretary.

Temple Prizes Keep Workers in the Job

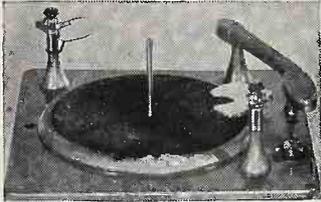
Successful and popular plans for recruiting new workers, and for decreasing absenteeism at the plant of the Temple-tone Radio Mfg. Corp., New London, Conn., are now being used by the Temple radio manufacturer.

Regular prizes of nylons, radios and combos are given to employees with good attendance records, and to those who bring in new workers. A new car is awarded at Christmas as an added incentive, and reports are that employee attendance records are reaching a new high.

The plan was put into effect by Oscar and Eli Dane, president and vice-president, respectively, and Ivon B. Newman, vice-president.

CALRAD "Hard-to-get" RADIO VALUES!

V. M. TWO POST RECORD CHANGER



This Record Changer is a well-made mechanism, will play either 10-in. or 12-in. records. The pickup uses a crystal cartridge. Size 14 in. x 14 in. Packed 2 to a factory-sealed carton, factory guaranteed.

CARTON OF 2 **\$35.00 Special \$18.95 ea.**

5 Tube Super AC-DC PARTS KIT



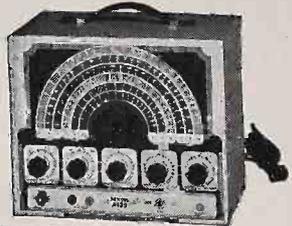
Kits include: Stamped Chassis—Dynamic Speakers—Output Transformer—Volume Control and Switch—2 Shielded I.F. Coils—Antenna and Osc. Coils—Two-gang Super Variable—50 Octal Sockets—20 x 20 Mfd. 150 Volt Filter—5 Tubular Condensers—3 Mica Condensers—6 Resistors—6 ft. AC Cord and Plug—Circuit Diagram.

While They Last **\$8.95 ea.** Lots of 6 **\$50.00**

Approved SIGNAL GENERATOR

Model A-100
Complete

\$47⁰⁰



A-100 to 310 Kilocycles
B-320 to 1000 Kilocycles
C-1000 to 3200 Kilocycles
D-3.2 to 10.5 Megacycles
E-10.5 to 26 Megacycles
E2-21 to 52 Megacycles
440 Standard Audio Frequency (same as WWV) Internal modulation at 440 cycles (same as WWV). External modulation possible from 40 to 30,000 cycles.

Signal Corps TELEGRAPH KEYS



Genuine U.S. Signal Corps telegraph keys brought to you at prices below manufacturing costs! Made with switch to close contacts, polished durable enameled metal base mounted on a bakelite base; key lever is nickel-plated; contacts are brass-silver. Packed in new original boxes.

LOTS OF 10 **75c ea** CARTON OF 50 **60c ea**

WEBSTER RECORD CHANGER

Model 56
Complete

\$26⁴⁵
each



Built to last. Fast change cycle. Simple, fool-proof operation. Automatic shut-off. Feather light needle pressure. Longer life for records. Quiet running Webster 4 Pole motor-cushion mounted.

Webster Model 50...ea. **\$20.95**

AUTO ANTENNAS

- 3 Section
 - 66" Long
 - Brass Tubing
 - Triple Chromium Plated
 - 2 Insulator Type Cowl
- Mounting with Lead Individually Boxed

24 TO MASTER CARTON

\$30.00

LOTS OF 96

\$105.00

Immediate Delivery But Quantity Is Limited

BUY NOW! LOWEST PRICES! STOCKS LIMITED!

Fully Shielded Power Transformers
50 Mill—6.3 Vo. @ 2 amp. C.T.—5 Vo. @ 2 amp. C.T.—650 Vo. C.T. \$2.45 ea. Lots of 10—\$2.25 ea.

Push Pull 6L6 Shielded Output Transformer
30 Watt Peak, to 2-4-6-8-16-250 and 500 ohm line. \$3.45 ea. Lots of 12, \$3.25 ea.

Push Pull Input Transformer, 10,000 ohm plate to push pull 6L6—\$1.10 ea. Lots of 12—\$1.00 ea.

Midget Universal Output Transformer—push pull plate to 2-4-6-8-10-16 ohm voice coil—95c ea. Lots of 10—85c ea.

10 Watt Large Universal Output—\$1.35 ea. Lots of 10—\$1.20 ea.

Single Pentode Midget Output—for 50L6, 6V6, 6F6, etc.—55c ea.

50 Mill Filter Choke 300 ohm—65c ea. Lots of 10—60c ea.

75 Mill Filter Choke 250 ohm—95c ea. Lots of 10—85c ea.

DYNAMIC AND P.M. SPEAKERS

4-in. 450-Ohm Dynamic—Packed 30 to Carton—\$1.75 ea.

4-in. 2500-Ohm Dynamic—Packed 30 to Carton—\$1.75 ea.

4-in. P.M. Heavy Slug—Packed 30 to Carton—\$1.70 ea.

5-in. P.M. Heavy Slug—Packed 30 to Carton—\$1.75 ea.

6-in. P.M. Heavy Slug—Packed 30 to Carton—\$2.25 ea.

TUBULAR ELECTROLYTIC CONDENSERS

10 Mfd. 50 Volt—Lots of 25—21c ea.
25 Mfd. 50 Volt—Lots of 25—24c ea.
50 Mfd. 50 Volt—Lots of 25—28c ea.
16 Mfd. 150 Volt—Lots of 25—25c ea.
20 Mfd. 150 Volt—Lots of 25—29c ea.
30 Mfd. 150 Volt—Lots of 25—32c ea.
50 Mfd. 150 Volt—Lots of 25—35c ea.
20 x 20 Mfd. 150 Volt—Lots of 25—43c ea.

30 x 20 Mfd. 150 Volt—Lots of 25—47c ea.
40 x 20 Mfd. 150 Volt—Lots of 25—55c ea.
50 x 30 Mfd. 150 Volt—Lots of 25—65c ea.
20 Mfd.—350 Volt—Lots of 25—39c ea.
10 Mfd.—300 Volt—Lots of 25—39c ea.
20 Mfd.—25 Volt—Lots of 25—39c ea.

Standard Brands, Tubular By-Pass Condensers

.001-.002-.003-.005-.006-600 Volt ... \$6.75 per 100
.025-.01-.02-600 Volt ... \$7.75 per 100
.05-600 Volt ... \$9.75 per 100
.1-600 Volt ... \$12.00 per 100
.25-600 Volt ... \$18.00 per 100
.5-600 Volt ... \$22.00 per 100
4 Mfd. 600 Vo. T.L.A. Oil Condenser, screw base, Upright aluminum can, 1/2 in. x 3/4 in. ... \$4.50 list, replaces 8 mfd. 600 Vo. electrolytic.
Carton of 40 ... \$38.50.

FINEST QUALITY MIDGET MICAS:

.001-.0001 .005-.00005 } \$5.00 per 100
.002-.00025 .006-.0005 }
Astatic Low Pressure, curved arm, crystal pickup with Sapphire Stylus Permanent Needle, has cartridge which replaces LP6-LP21-LP23. \$3.75 ea; Lots of 10—\$33.50

Standard Low Pressure Crystal Pickup. \$2.50 ea; Lots of 10—\$22.50

Signal Corps Dual Headsets—8000 ohms high impedance, with 2 rubber ear cushions, cord and phone plug, individually boxed, \$12.50 list, net \$2.25 ea., lots of 12, \$25.

456 K.C. Antenna, Oscillator and R.F. Coils, 25c ea.
456 K.C. I.F. Coils Input & Output, medium size can ... \$45.00 per 100 asst.

Weston Volt ohm meter Model 663—\$49.50 with carrying case & leads.

Universal 4-Prong Electronic Vibrator...\$1.75 ea.

6-Prong Synchronous Mallory Vibrator...\$1.75 ea.

Kit of 50 assorted Bakelite Knobs for 1/4-In. shaft, with set screws ...\$2.50 per kit

Midget Ceramic Trimmers—3-30 mmf., \$6.00 per 100

Western Electric—0-200 Microammeter—3 in bakelite case. \$4.25 ea.

Tinned Copper Shielding—1/8 in., 1/4 in., 3/8 in. \$1.50 per 100 ft.
Rubber Sheathed "Mike" Cable, shielded, single Conductor 100 ft. for \$ 5.95
500 ft. for \$25.00
Moulded Octal Sockets 1/2-In. mtg. with metal ring \$7.00 per 100
6 ft. A.C. Cords with plug ... \$20.00 per 100

Volume Controls, less Switch—1 1/2-in. shaft

250,000 ohm. Lots of 100
1 Meg \$30.00
2 Meg

250 ft. Coil Underwriter Approved Zip Cord—\$4.75 per coil.

Turner Juke Box Type Crystal Microphone with 100 ft. shielded mike cable—\$9.95 ea.
Transmitting type variable Condensers, Dual Double Spaced 110 Mfd. per section \$1.00 ea.
Dual Double Spaced 170 Mfd. per section \$1.00 ea.
Single Gang Dual Spaced 440 Mfd.—\$1.00 ea.
Single Bearing Midget Condenser 14 plate—100 Mfd. 50c ea.

Midget Open Circuit Jack—Lots of 10—\$1.50
Midget Closed Circuit Jack—Lots of 10—\$2.00
Midget Double Circuit Jack—Lots of 10—\$2.00.

SIGNAL CORPS JACKS

Signal Corps Jacks, fits all standard plugs.
Open circuit, Mallory type SC-1 equivalent of Signal Corps Jack #JK 34A...\$12.00 per 100
\$100.00 per 1000

Insulated Banana Tip Jacks, red or black \$8.50 per 100
Insulated Banana Plugs, solderless, side screw connection, red or black...\$10.00 per 100
Standard Barrel Type Phone Plug...\$20.00 per 100

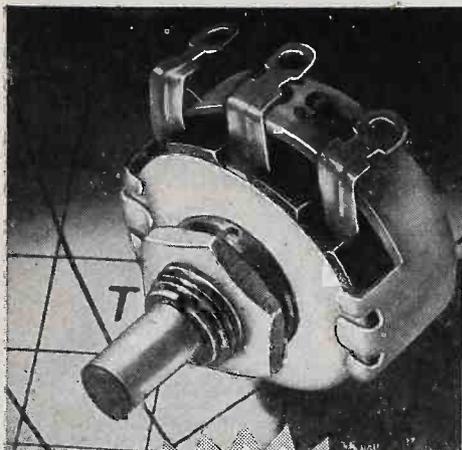
Sterling #4 Pocket Volt-Amp meter with carrying case—\$1.00 ea.

Patch Cord 4 ft. with 2 P.L. 55 Plugs—49c ea.

MAIL ORDERS FILLED: 25% deposit with order, balance C. O. D. References—Bank of America, Santa Monica & Vermont Avenues Los Angeles, California

CALIFORNIA RADIO & ELECTRONICS CO.

Dept. No. T, 711 No. Vermont Ave., Los Angeles 27, California



*It's a
CLAROSTAT!*

★ AND that tells the story. For Clarostat is the name and guarantee of a better composition-element control such as is now found in the finest radio-electronic assemblies where trouble and failure just can't be tolerated.

The *stabilized* element, exclusive in Clarostat controls, sets new performance standards. Extreme immunity to humidity, temperature and other severe climatic conditions. Rated at 1 watt. Resistance values of 500 ohms to 5 megohms. With or without power switch.

★ Ask your jobber . . .

Ask for these Clarostat servicing aids . . . Composition-element Controls, Wire-Wound Controls, Greenohms (those tougher power resistors), Power Rheostats, Ballasts, etc. Ask for catalog—or write us.



CLAROSTAT MFG. CO., Inc. • 285-7 N. 6th St., Brooklyn, N. Y.

SALES HELPS

"Rubaiyat" Needle Sales Promoted

Continued promotional plans for sales of the "Rubaiyat" ruby-tipped phonograph needles made by Bonot Co., Stamford, Conn., are going forward in the form of national advertising, dealer aids and displays, enclosures, newspaper mats, radio scripts, etc.

The \$5 needle, which carries the "Forever" guarantee, and has a "surface control" feature to cut down hiss and scratch, is said by E. B. Murphy, Bonot president, to offer record collectors "the most sweeping protection among all types of needles."

Signs, Cards, Banners, Decals from Garod



Merchandiser for half a dozen sets.

Garod Radio Corp., 70 Washington St., Brooklyn, N. Y., has launched its new merchandising and point-of-sale campaign with an "Authorized Dealer Identification Program". The program gives

For Plastic Model



Counter or window display in 7 colors—this new eye-catcher comes from Stewart-Warner as a background for the firm's new plastic table model 9002B. "Strobo-Sonic" tone is played up.

the dealer his choice of several planned promotion packages, or separate display pieces, to fit the need of his individual store.

A typical display deal, promotion package No. 4, includes a 4-color rayon banner; 4-color process window display card featuring the dancing star, Zorina; a 4-color process counter display card featuring singer Joan Roberts; a 3-color window streamer; a set of 26 actual photographs of the Garod line; a 3-ring binder for the photographs; an indoor electric sign in 3 colors; a 3-set window display stand; a floor type small set display stand; complete line wall chart; plus a quantity of complete line consumer folders.

Other material available as individual items include: a Garod authorized dealer decal; a small "authorized dealer" display card; a trade-mark electro; and a

Kitchen Pattern Used in New Display Piece



A colorful kitchen-tile background, to set off a trio of the 1946 freezers and refrigerators, is offered in this new display released by Philco.

larger "Garod Radio" logotype electro.

The large floor display stand, illustrated, is 65 x 53 x 10 in. It is sturdily constructed of heavyweight fibre board. Trade-marks and type matter are professionally silk-screened in color to enhance the color value of the plastic radios.

"Lox-in" Merchandiser



Two colorful counter displays available for dealers. Self-service display, left, contains 12 packaged filters; one at right has 36 individually packaged filter units.

Frigidaire Offers Film

The Frigidaire Division, General Motors Corp., announces completion of its new technicolor motion picture, "Frozen Freshness". This thirty minute sound film incorporates up-to-the-minute information on frozen foods gathered by the firm's home economics department.

"The primary purpose of 'Frozen Freshness' is to give the public a complete and factual picture of the essentials in getting the most out of frozen foods. This will avoid food waste, disappointment and costly experimentation in the home," L. A. Clark, assistant general sales manager of Frigidaire, stated. Copies of the film will be available free of charge.

Schick Counter Display



Available to dealers is a counter demonstrator featuring new Schick Shaverest. This wall holder for shavers turns current on automatically when shaver is lifted; reels cord up after shaving.

Color Replicas of Washer Posters

Distributors for Bendix Home Appliances, Inc., have circularized to dealers the poster shown at right. These are replicas of 24-sheet posters which will appear later in national advertising.



Switzer Display Aids

Switzer Bros., 1220 Huron Rd., Cleveland 15, O., have available a 250-watt, portable, "black light" unit for use in displays with their fluorescent lacquer-

enamels. These enamels emit brilliant colored light when exposed to invisible radiations from the "black light" equipment. This equipment is used for achieving unusual effects and vivid contrasts.

**BUILT
FOR
YEARS
OF
SERVICE**



**Plays 16"
Transcriptions**

Portable 2-Speed Electric Phonograph & Public Address System Model 40-M

Here is a portable electric phonograph-transcription player and public address system all in one. Engineered to exacting standards, providing qualities found only in professional broadcast equipment. Plays either regular records at 78 RPM or electrical transcriptions up to 17 1/4" diameter at 33 1/3 RPM. Dual speed motors of professional rim-drive type, eliminating all gears and governors and providing constant unvarying speed at either 33 1/3 or 78 RPM.

Exclusive National Distributor

AMPLIFIER

5-tube, 12 watt undistorted output. Tone and volume control. Microphone input jack with microphone volume control.

SPEAKER

12" permanent magnet, heavy duty, built into removable top with 15 feet of speaker cord. Two speaker outlets for second speaker use.

PICKUP

True tangent featherweight needle pressure — wide range sealed in crystal in non-resonant housing.

CASE

Sturdy plywood with black leatherette covering with plated hardware 12 1/2" x 13 1/2" x 20", weight 39 pounds.

CAPACITY

Serve audiences up to 500 under normal acoustic conditions.

PORTEM

DISTRIBUTING, INC.

33 WEST 46th STREET

New York 19, N. Y. Wisconsin 7-8863

Wholesalers at Work

Tennessee Jobber Enlarges Operations

S. C. Tucker, Sam Hubbard, Jr., and Jerome Brode have been added to the Mills-Morris Co., Memphis, Tenn., sales organization. Mr. Tucker will make his headquarters in Tupelo, Miss., and the others will be located in Memphis with the radio and electrical appliance department.

Construction of the \$100,000 addition of the Mills-Morris firm, which will provide the 26-year old company with 47,000 sq. ft. of floor space compared to its present 23,000 is being completed. The new building will be located at 183-187 So. Dudley, adjoining the firm's present headquarters. When completed, the two buildings will have a combined frontage of 215 ft.

Approximately 4,000 sq. ft. will be devoted to display space. Offices will be airconditioned, and there will be special offices for salesmen and a conference room for manufacturers' representatives.

R. R. Meadows, general manager, said that the new building will be used to distribute Motorola radios, Marquette home freezers, radio tubes, batteries, parts and equipment, and electrical appliances.

Schultz Expands

New and spacious quarters have been taken by H. Schultz & Sons, Newark, N. J., distributors, at 620 Market St. Modern show rooms, offices and warehouse have been opened at the new address, which Schultz reports is "one of the finest buildings of its type in New Jersey . . . where we are prepared to serve our dealers in an even more satisfactory manner than before."

Kansas Jobber Sets a Style in Stores



Good looks and efficiency are combined in the new "parts counter" at S. A. Long Co., Inc., Wichita, Kan. The two-story modernized building of this distributor includes big showrooms on the second floor, repair sections to help dealers, kitchen and dinette facilities, etc., all in the trim style of counter shown above. Zenith calls it "one of Kansas' first jobber modernization jobs."

Detroit Firm's Sleek New Headquarters



Some 1,200 Michigan dealers applauded this layout at Allied Music Sales Co., Detroit, when the distributor held its grand opening of new headquarters at 3112 Woodward Ave. Allied handles Sentinel radios, Elgin kitchens and other lines; M. M. Lipin is president of the firm.

Temple Appoints Three

Appointment of three new Temple distributors has been announced by Oscar Dane, president of Templetone Radio Mfg. Corp., New London, Conn. These are Arnold Distributing Co. Inc., 139 Orange St., New Haven 10, Conn.; Temple-Connecticut, Inc., 14 McDonald St., New London, Conn.; and Bailey Tire Sales Co. Inc., 325-29 Elm St., Manchester, N. H.

Executives of Arnold Distributing Co. are Robert A. Kelsey and Harry Garson. Temple-Connecticut executives are Bruno Weingarten and Daniel Rosenburgh. W. A. Bailey heads the Bailey Tire Sales Co.

Finds Dealers Ordering Fall Stocks

Arvin-Salmanson Co of New York, Inc., distributors for Arvin radios and appliances, took display space at a recent merchandise exhibit in Atlantic City, N. J., and report exceptional success for the showing of Noblitt-Sparks products there.

The jobber displayed four models of radios, with list prices of \$12.95 to \$26.95, and four models of heaters from \$8.50 to \$12.20, along with the new Arvin "double laundry tub."

David M. Goldman, general manager, reports that "a tremendous volume of business was booked, particularly on heaters, for immediate delivery . . . it is very evident that dealers are stocking up on electric heaters for Fall selling."

Appointed by GE

The General Electric Co., Bridgeport, Conn., has named Deryl Case as assistant manager of the distribution services division of the appliance and merchandise department. P. M. Torraca has been appointed a member of the home bureau.

Branch appointments for operating managers include: O. S. Simpson for the Pittsburgh Appliance Distributing Branch; C. E. Curtis for the Cincinnati Appliance Distributing Branch; and L. K. Ennes for the Philadelphia Appliance Distributing Branch. H. L. Luttenbacher was named as local manager of the Minneapolis sales office.

Herman Signs with Bell

The Louis M. Herman Co., Boston jobbers, are now distributors for the products of Bell Sound Systems, Columbus, Ohio. Mr. Herman said that the new Bell line "has a terrific appeal, both to the radio man and to the public . . . the new Bell communicators and phonographs are in a class by themselves."

"Reps" Active; Chapters Get New Members

Three new members have been added to the membership roster of the New England Chapter of the Representatives of Radio Parts Manufacturers, according to word received from the new president, Ray Perron. They are as follows: William A. Holliday, 176 Federal St.; William S. Gibson, 1018 Commonwealth Ave., and Harold A. Chamberlain, 31 Milk St., all of Boston, Mass. Henry P. Segel was recently elected secretary of the Chapter.

The following new associate members were recently added to the roster of the Mid-Lantic Chapter: George G. Scarborough; Malcolm A. Peckham, 130 S. Fairview Ave., Upper Darby, Pa.; John F. Orsi, 1123 Real Estate Trust Bldg., Philadelphia, Pa., and Howard J. Fairbanks, 401 N. Broad St., Philadelphia 8, Pa. Mr. Fairbanks transferred his membership from the New York Chapter.

The Chicagoland Chapter made a gain in membership recently when it added five new regular members and six new associate members to its roster, according to advice received from the secretary, R. Edward Stemm. The names and addresses of the new members are as follows: Claude Booth, 2911 N. Central Ave.; Bruce Cumming, 201 N. Wells St.; L. C. McCarthy, 9 So. Clinton St.; Edward Singer, 1722 W. Arcade Pl., and Oren H. Smith, 225 W. Huron St., all of Chicago, Ill. The associate members are: William E. Burgoyne, 9 So. Clinton St.; E. F. Classen, 612 N. Michigan Ave.; Frank Gassner, 201 N. Wells St.; Harper D. Roth, 21 E. Van Buren St.; Arthur H. Peterson, 600 So. Michigan Ave., and Frank O. Glaubitz of the same address, all of Chicago, Ill.

George D. Norris, secretary of the Northwest Chapter, recently moved his office to 2407 1st Ave., Seattle 1, Wash.

Exposition Scheduled

Initial plans have been completed for an electronic, radio and television exposition, to be held at Grand Central Palace, Lexington Ave., at 46th St., New York City, Oct. 14 to 19 this year. On four floors of the exposition building, 90,000 sq. ft. of space has been leased.

Copper Shortage Slows Appliance Production

Copper has now become the last apparent hurdle to full production by the electrical appliance industry, reports from manufacturers indicate. Production lines at many plants are curtailed or even shut down by a lack of component parts made of copper, such as motors, cord sets, switches and wire.

The scarcity of these parts was in turn ascribed to world-wide labor difficulties at copper mines, refineries and fabricators. Although a price rise by OPA to a new ceiling of 14 $\frac{3}{8}$ c a pound paved the way to wage settlements, it will be many weeks after the last strike is settled before appliance manufacturers can again receive full deliveries of copper wire and parts, industry leaders assert.

DETECTS SMALL LEAKS



Condensers with even the slightest leakage will not get by this compact, modern tester. You get positive indication on the electron ray tube and the correct reading on the easy-to-read expanded scale.



CONDENSER TESTER MODEL 650-A

Range—.00001 to 1,000 mfd.

Automatic Push Button Controlled—Amazing in speed and simplicity of use. Capacity readings almost instantaneous! Leakage test by just pressing a button.

The Model 650 is a modern accurate and complete instrument for detecting faulty condensers—Electrolytic, Paper or Mica. New method for Leakage

Test reveals otherwise unnoticed condenser defects.

Scale is Glass Enclosed and is equipped with the new Jackson Scale Expander indicating pointer—doubles effective scale length.

Measures All Values—Direct reading in Microfarads.

Ranges

.00001 to .001 mfd.	.1 to 100 mfd.
.001 to .1 mfd.	50 to 1000 mfd.

Measures Power Factor on direct reading dial. Power Factor range calibrated from 0 to 60%.

Complete Selection of Test Voltage. 20 volts to 500 volts.

Electron Ray Tube indicates exact balance or shows if leakage is present.

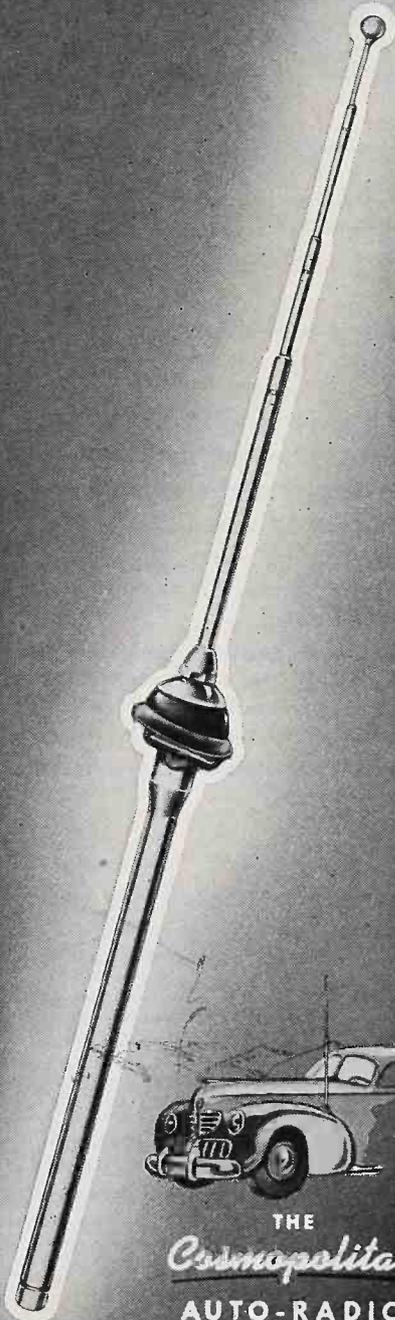
Instantaneous Leakage Indication—Counting of flashes eliminated. No other guess-work with this modern tester. Has special built-in amplifier stage which actually responds to slightest leakage, if present. Thus all leakage defects may be located.

JACKSON

Fine Electrical Testing Instruments

JACKSON ELECTRICAL INSTRUMENT COMPANY, DAYTON, OHIO

*
Antenn-gineered
by
SNYDER



THE
Cosmopolitan

AUTO-RADIO
ANTENNA

© COPYRIGHT 1946

SNYDER

MANUFACTURING CO.

PHILADELPHIA 40, U. S. A.

STORE DEMONSTRATORS

In an effort to help keep the radio appliance business as "clean" as possible in its postwar days, the editors of RADIO & Television RETAILING have revived trade discussions of various merchandising practices prevalent before the war. One of these discussions concerns the practice of using factory demonstrators in retail stores.

Robert M. Oliver, vice-president and general sales manager of Proctor Electric Co., Philadelphia, makers of automatic electrical appliances, has outlined his views on this subject in some detail, in an exclusive interview with RADIO & Television RETAILING. Mr. Oliver's statement follows:

"The problem of factory demonstrators has long been a point of contention within the industry. Most manufacturers have resorted to paid demonstrators because of competitive pressure, feeling that they must do so or lose all of the store's business to competitive manufacturers who are employing full or part-time demonstrators.

For the Best Results

"It is my opinion, and this opinion is a carefully considered one, that both the store and the manufacturer would be much better off without factory demonstrators. If one considers that the sales floor personnel of a store can either function as a selling team for all products which the store handles, or loaf, and let the factory demonstrator do the job for a particular product, it can be readily seen that instead of stimulating sales in many cases the factory demonstrator slows them down.

"Factory demonstrators are in no way to be confused with well-trained, skilled factory personnel who cooperate with the retailer in the training of that retailer's sales force. The type of demonstrator I am talking about is the demonstrator who actually goes to work for the store, and functions ostensibly as an employee of the store but is actually paid by the manufacturer.

Influence of Outsider

"Some buyers may think that they are driving a good and hard bargain when they are able to persuade a distributor and manufacturer to provide them with such a demonstrator. Actually, instead of driving a hard bargain, they are bringing someone on to their sales floor who, unless unusually gifted with tact and diplomacy, disrupts the morale of the entire store force and detracts immeasurably from the efforts of the others in selling the manufacturer's products.

"I think that it would be far better for merchandising managers of stores to recognize that the retail selling function is predominantly theirs and the wise course to pursue is to utilize every available facility for training their own personnel to sell the products they are offering to their customers.



Robert M. Oliver

"I have seen time and time again instances where a factory demonstrator not only does not pay her own way, but actually interferes with an otherwise good selling job which the housewares sales organization can accomplish.

"It is my belief that not only will manufacturers and distributors be glad beyond measure to get out from under this expensive, unethical, and many times illegal selling practice, but that store managers and really smart merchandisers will be equally glad.

"Recent decisions in litigation resulting from the Robinson-Patman act certainly indicate that no matter what the merits of the demonstrator are, manufacturers and distributors had better apply the brakes and look long and carefully before they rush headlong into one of the more serious of the industry prewar evils."

Truesdell Says Buyers Wait for Known Brands

L. C. Truesdell, general sales manager for radio and television, Bendix Aviation Corporation, sees it is evident that the public has largely learned "to wait for what they want." Asked whether sales of unknown or lesser brand radios are slowing up, Mr. Truesdell agreed that, generally speaking, they were.

"Only in the resort markets did we find 'easy sales' prevailing," he said. "There people are seeking only temporary satisfaction and do not seek the insurance value offered by a major name in the radio business. Elsewhere the going ranged from slow to tough in spite of large space ads and merchandising attention."

Electromatic New Plant

Len Welling, sales manager of the Electromatic Mfg. Corp., 88 University Place, New York City, has announced the acquisition of a new plant in Yonkers, N. Y. The structure will increase the active floor area over four-fold. New Electromatic radio-phonographs are now being delivered from the Yonkers factory. Main offices will continue at the New York city address.

Emerson and General Instrument in Merger

Benjamin Abrams, president of Emerson Radio & Phonograph Corp., and Abraham Blumenkrantz, president of General Instrument Corp., have announced that their respective boards of directors have taken action recommending a merger of General Instrument into Emerson Radio & Phonograph Corp.

General Instrument Corp. and its subsidiaries, including the F. W. Sickles Co., will continue to function as a separate division of Emerson, continuing its present management and personnel. The merger will not, in any manner, affect the policies or customer relationship of General Instrument Corp.

Stockholders' meetings have been called for the purpose of action upon the merger.

Philco Official Honored

William Balderston, vice-president in charge of operations for the past two years, has been elected executive vice-president of the Philco Corp., Philadelphia. The announcement was made by John Ballantyne, president, following the organization meeting of the board of directors. All other officers of the corporation were re-elected to serve for the ensuing year.

Mr. Balderston joined Philco in 1930, when he organized the car manufacturers' division to handle sales of automobile radios to the motor industry. He was elected a director and vice-president in 1941.

Chicago Radio Man Heads "The Reps"

Fred R. Ellinger, of the Ellinger Sales Co., 9 S. Clinton St., Chicago 6, Ill., is the new president of The Representatives of Radio Parts Manufacturers. Mr. Ellinger was elected at the "Reps" annual meeting in Chicago; other new officers are L. M. Devee, 4014 Washington Blvd., Indianapolis 5, Ind., vice-president; and W. E. McFadden, 85 E. Gay St., Columbus 15, Ohio, secretary-treasurer.

Mr. Ellinger succeeds Irvin I. Aaron, Milwaukee, as president. Mr. Aaron was named chairman of the board.

Quality Names France

R. S. Agee, vice-president, Roberts & Mander Corp., Hatboro, Pa., has announced the appointment of Paul J. France as district sales representative for western Pennsylvania. Mr. France will also handle Quality sales in adjoining sections of West Virginia and Ohio.

Silex Sales Conference

Silex sales representatives attended a four-day conference held in the company's home city, Hartford, Conn. One day each was devoted to discussions of policies, products and merchandising and the fourth day was used for group tours through the factories.



HOWARD RADIO PHONOGRAPHS

...for those who desire the Finest in Radio and Recorded Entertainment

Lovers of good music will thrill to the rich colorful tone of this new Howard table model. With its fast, silent automatic record changer and skillfully engineered radio, it is indeed an entertainment gem.

Like the larger Howards with FM and *Acousticolor*, its beautifully styled cabinet of artfully

matched woods is a work of master craftsmanship.

This superb product of America's Oldest Radio Manufacturer is being widely advertised to create intensive consumer demand. Your Howard Distributor Representative will show you how to tie-in with this profit-building program.

HOWARD RADIO COMPANY

CHICAGO 13, ILLINOIS

PIONEERS IN FM RADIO

*America's
Oldest Radio
Manufacturer*





TURNER Model 33

meets every requirement
for a **RUGGED**
ALL-PURPOSE MICROPHONE

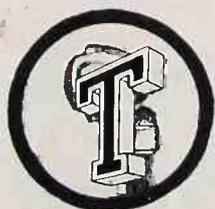
Packed with power to spare — built to take rough handling and bad climate conditions — engineered for smooth response to both music and voice pickups, the Turner Model 33 is an all-around microphone for recording, P.A., call system, studio, and amateur work. A professional unit for professional results. Ask your distributor or write.

Free Turner Catalog
Write for your copy

THE TURNER COMPANY

903 17th Street, N.E.
Cedar Rapids, Iowa

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



TURNER Microphones

LOOK at these
Performance Features

33X Crystal

- Moisture-sealed crystal.
- 90° tilting head.
- Wind and blast-proofed.
- Barometric compensator.
- Chrome finished case.
- Level -52DB.
- Range 30-10,000 cycles.
- Removable cable set.

33D Dynamic

- Heavy duty dynamic cartridge.
- 90° tilting head.
- Wind and blast-proofed.
- Chrome finished case.
- Level -54DB.
- Range 40-10,000 cycles.
- Removable cable set.
- Choice of impedances.

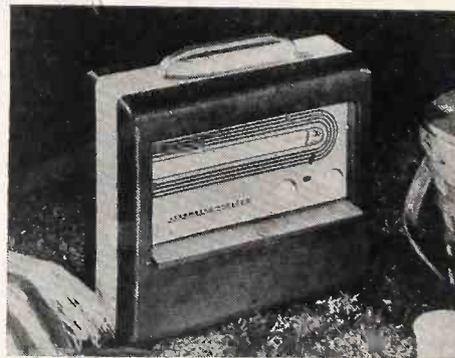
RMA Convention Looks Toward 1946-47

The full list of the radio industry's problems in reconversion and production were under discussion at the 22nd annual convention of the Radio Manufacturers Association, held at the Stevens Hotel, Chicago, June 11-13. The various RMA committees and divisions met during the convention, to select new chairmen, directors and other officers, and to develop new projects and RMA service for the coming year.

The annual RMA membership luncheon was held June 13th, with a feature address and annual report by President R. C. Cosgrove. A special meeting of the RMA board of directors was held the same day to elect the new president: the new board met the following day for reorganization.

The convention closed with the radio industries annual golf tournament on June 14.

Timely Unit



To meet today's vacationist demand, Stromberg-Carlson introduces this "Vagabond" 3-way portable. The set comes in 2-color leather-finish fabric, a 6-tube superhet with 5 1/2" Alnico PM speaker, tuned r-f, built-in loop. It weighs 15 lbs. and measures 11 1/2" by 13" by 6 3/8".

Vet Seeks Position as Mfrs. Rep

A.A.F. Veteran William R. Trevarthen, 4722 Pepperwood Ave., Long Beach 8, Calif., 36 years old, married, with 5 children, is seeking position as a manufacturers representative for radio, television or industrial electronics equipment, for the state of California.

He served as radio mechanic and instructor on radio equipment in the Air Force, and prior to that had 11 years experience as production supervisor in electronics dept. of General Motors Plant in Michigan. Supervisory capacity on precision electronic bombing equipment until induction. Has approximately 5 years radio sales and service work.

Linebaugh in New Job

Harold R. Linebaugh, who for the past 20 years has been identified in the wholesale and retail appliance field, has become the new merchandiser and buyer of appliances for the B. F. Goodrich Co., Akron. Recently he was released from military service with the rank of lieutenant-colonel.

Wall Heads Sales for Detrola Home Sets



Harley R. Wall

Harley R. Wall, who joined International Detrola Corp. in July, 1945, as Michigan state radio sales manager, has been appointed sales manager for all home radio, George A. Bodem, vice-president in charge of sales, Detrola radio divisions, has announced.

In his new post Wall supervises sales to national accounts which market radios, automatic phonographs and other items under the customers' own brand names, as well as directing distribution of the Detrola name line which is restricted to Michigan, it was explained.

Talk-A-Phone Has Extensive Intercom Line

Four basic models make up the new line of inter-communicators manufactured by Talk-A-Phone Corp., Chicago. The low-cost Standard and the higher-power DeLuxe use rotary station selector switches. The Chief and Super-Chief models use push-button selection, the latter incorporating several additional features, such as a "call waiting" light and a "line's busy" light. The first light glows when the master unit is being called by a remote station during a conversation with another, while the "line's busy" light flashes on when the master unit attempts to call a station which is busy. When the called station terminates its conversation, the busy light cuts off, indicating a clear channel for the master unit's call.

Up to 100 stations may be controlled by special high-power multiple units, while extra-power amplifiers tie in for paging purposes.

ECA Expands to Handle Surplus Govt. Equipment

Electronic Corp. of America, agent for the War Assets Corp., has rented an additional 8-story warehouse at 49-51 John St., Brooklyn, N. Y., for use in the sale of surplus electronic equipment.

ECA now operates four warehouses for this purpose. The principal one, at 353 W. 48th St., New York City, has opened a new salesroom. A Philadelphia sales office has been opened at 1913 Arch St.

Among the items being handled are re-

ceivers, transmitters, test equipment and electronic components of all kinds. The merchandise is available to distributors, jobbers, manufacturers, exporters and industrial users, although in accordance with the regulations of the War Assets Corp., veterans and government agencies have first priority.

Handles Promotion for Radiant Screens

The new sales promotion manager for Radiant Mfg. Corp., 1140 W. Superior St., Chicago 22, Ill., is Earle F. Heffley, Jr., an ex-Lt. of the Navy. He was formerly assistant advertising manager for Bell & Howell Co. Radiant is a manufacturer of projection screens.

Servicing of Appliances Important, Says White

At the annual meeting of the Edison Electric Institute, in New York City, R. L. White, president, Landers, Frary & Clark, and president of NEMA, stressed the importance of servicing electrical appliances.

"Sales, particularly of major appliances, are often made because the consumer has confidence that there will be service and if I were a dealer, I would be very much interested in giving good service as a good-will builder and to encourage repeat sales," White said. He also pointed out that wholesalers benefit from the good-will resulting from good service, as does the manufacturer.



The
14 VOLUMES of
RIDER MANUALS
cover the 60 million
receiving sets now
in American
Homes

FOR 16 YEARS

Standard in Efficient Servicing Depts.

During the past sixteen years Rider Manuals have maintained their position of unchallenged leadership because they have consistently demonstrated their reliability, their accuracy and their unquestioned value as time-savers in the localizing of troubles in faulty receivers. In the fourteen volumes of Rider Manuals will be found such vital material as receiver schematics, voltage data, alignment data, resistance values, chassis layouts and wiring, and trimmer connections. The sixty million sets issued previous to 1942 are the sets most likely to develop faults—and Rider Manuals provide the only single source upon which you can depend for accurate, complete, authoritative servicing data covering the important receivers issued from 1929 to 1942.

Volume XV is now in preparation; it will have the greatest number of pages in any volume yet issued. Its increased size will result from the inclusion of extra servicing information, additional data that are not ordinarily available on manufacturers' schematics. It will be necessary

and useful information that will save a serviceman hundreds of hours a year.

In the meantime be sure you have all fourteen volumes. Check the list below and order from your jobber today.

RIDER MANUALS (14 VOLUMES)

Volumes XIV to VII . . .	\$15.00 each volume
Volume VI	\$11.00
Abridged Manuals I to V (1 Vol.) . . .	17.50
Record Changers and Recorders . . .	9.00

Publication Resumed with June Issue!

Get on the Mailing List for "Successful Servicing"

A monthly paper, dedicated to the financial and technical advancement of the electronic and radio maintenance man. Free distribution—Just

MAIL COUPON

JOHN F. RIDER PUBLISHER, INC.
404 (e) FOURTH AVE., NEW YORK, N. Y.

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JOHN F. RIDER PUBLISHER, INC. 404 Fourth Avenue, New York 16, N. Y.

Export Division: Rocke-International Electric Corp. 13 E. 40th Street New York City Cable: ARLAB

New Photo-Vision Line for Dealers



First model of "Photo-Vision" line, with tubular posts, marble base, tiny fluorescent light.

Now being launched as a new product to be offered leading dealers is "Photo-Vision", which is a striking picture-frame-and-stand lighted at the top by a shaded fluorescent tube. It is a device for enhancing the beauty and interest of favorite photographs by giving the pictures effective no-glare lighting to bring out depth, detail and character.

The frame has a marble base and comes in a variety of sizes, styles and finishes. Prices range from \$25 to \$45. The product is marketed by Photo-Vision, Inc., 35 W. 43rd St., New York City. M. Ross is president of the firm—Mr. Ross sees a vast market for the product because of its universal appeal.

It is suggested that customers will wish to frame such subjects as brides, youngsters, graduates, weddings, confirmations, servicemen, anniversaries, family groups, etc., in this new way. Entirely new treatment can be given any specially-prized photo, both black-and-white and color.

Some radio dealers, it is said, like the idea of spotting several of the "photo-lights" around the store, for use as salon lights, night-displays, radio lamps, or night-lights. The product also has an extra tie-in with stores which have photo departments. "Photo-Vision" uses a standard size miniature fluorescent tube, 4, 6, or 8 watt.

Hotpoint Sales Heads

Edison General Electric Appliance Co. has announced the following appointments:

District sales managers: H. L. Cushing, Dallas, Tex.; W. R. Hall, Boston, Mass.; S. J. Houston, New York; D. H. Risher, Charlotte, N. C., and W. A. Summers, Buffalo, N. Y. The following have been named as sales promotion managers: L. O. Braun, eastern region, and W. W. Gibbs, southern region.

Census Report Shows Increase in Radio Homes

The U. S. Census Bureau has released the details of its new study of the characteristics of the 37,600,000 occupied dwelling units of the country.

It was found that almost 34,000,000 of these homes, or 90%, have radios. The report says that in 1940, less than 29,000,000 or 83%, had receivers. Among urban homes today, almost 22,500,000, or 95% reported radios, but in rural non-farm dwellings the figure is 90% and in farm homes, 77% are owners of sets.

This data is based on a 1945 sampling of 68 areas in 42 states, and includes information on size of household, plumbing equipment, rentals, size of dwelling unit, and home ownership.

No effort was made in this study to determine how many homes with radios have more than one set. In this connection, however, it was revealed in the survey that 78% of the dwelling units housed four persons or less; households of five or more persons amounted to 22% of the total.

New Ohio Jobber Firm

Max G. Bauer has established the Pioneer Radio Supply Co., 2115 Prospect Ave., Cleveland, Ohio, where he will handle a full line of replacement parts, amateur, sound and industrial electronic equipment.

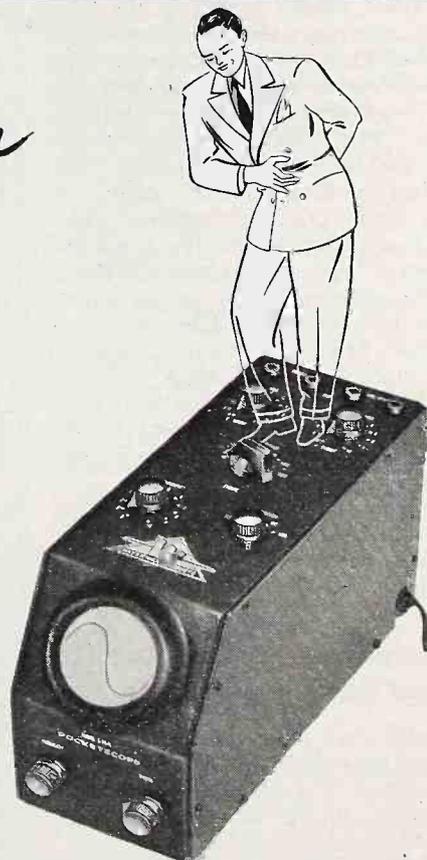
modestly...

We take a bow

Reception of POCKETSCOPE—the pocket-size oscilloscope—at the Chicago Radio Parts Show, was marvelous. For all the kind expressions of praise so generously given, we thank you.

Yet, with pardonable pride, we can appreciate the enthusiasm shown for this great little multi-use testing instrument. Although revolutionary in its small size (4" x 6 $\frac{3}{8}$ " x 10"), its light weight (5 $\frac{3}{4}$ lbs.) and its low price, it is so soundly engineered, so practical in the multiplicity of its uses and flexibility of positions, as to be readily recognized as a must in every laboratory, for every serviceman, for every engineer that appreciates the wide application of the complete oscilloscope.

FOR DELIVERY: contact your jobber. If he doesn't have the POCKETSCOPE available, contact us direct.



Midget in size... Giant in performance.



WATERMAN PRODUCTS CO., Incorporated, Philadelphia 25, Pa.

OPA Order on Radio Set Price Changes

The OPA order which resulted in the change of radio set prices (MPR 599, Order 18) provides for the "adjustment of ceiling prices previously established for sales at all levels of distribution except resale of 'special brand' radios sold to mail order houses and automobile manufacturers." It covers only the sets delivered by the manufacturer on or after the effective date, which was May 16, 1946. It does not apply to sets in the hands of dealers or jobbers on that date.

The order says that manufacturers of the radios concerned may increase their unadjusted ceiling price to each class of purchaser by 8%.

In the adjustment of distributors' ceiling prices for these sets, the manufacturers who make the changes shall calculate distributors' ceiling prices to dealers in the previous way, except that they shall:

Deduct from the new retail ceiling price exclusive of Federal excise tax the applicable discount of the following:

31% when that retail ceiling price in Zone I is less than \$22.51.

33% when that retail ceiling price in Zone I is more than \$22.50 but less than \$68.51.

36% when that retail ceiling price in Zone I is more than \$68.50.

(2) A distributor's ceiling price for the sale of a radio whose manufacturer's ceiling price was adjusted under this order to a class of dealer other than the one to which he sells in the largest dollar volume, shall reflect the distributor's customary differentials for sales to different classes of purchasers. However, in no case may a distributor's price to a dealer reflect less than the following discounts from the retail ceiling price (exclusive of Federal excise tax) of the radio:

28.5% when that retail ceiling price in Zone I is less than \$22.51.

31% when that retail ceiling price in Zone I is more than \$22.50 but less than \$68.51.

33.5% when that retail ceiling price in Zone I is more than \$68.50.

Gerl Announces Plan to Up Cabinet Output

Absorption of the Hastings Mfg. Co. by Sterling Wood Mfg. Co. of Chicago is announced by Joseph Gerl, president of Sterling. This move will enable Sterling to own its present factory site at 1858 W. Hastings Ave. in Chicago, Gerl said. Gerl is also president of Sonora Radio & Television Corp.

Sterling Wood Mfg. Co. has recently completed an expansion program designed to increase its production of cedar chests and radio cabinets. Sterling is one of the large cedar chest manufacturers of the country, producing at the rate of 34,500 chests per year. Since V-J Day, Sterling has also manufactured wood radio cabinets for Sonora. Present radio cabinet production at Sterling is 23,000 monthly, and it is planned to raise that monthly output to 30,000 by August, Gerl said.



The New TELEX Magnetic Under Pillow Speaker...

For Private Radio Listening without Disturbing Others...

The Telex magnetic Under Pillow Speaker, attached to any bedside radio and slipped under a pillow, enables the listener to hear any radio program without disturbing others.

Exceptionally high fidelity reception. Molded of durable plaskon. Wafer thin yet virtually indestructible. Comes complete with 10-foot rubber cord, plug, special jack and mount, and complete instructions for hooking up to any radio.

LIST PRICE \$12.60 Including tax

TELEX, INC. ELECTRO-ACOUSTIC DIVISION
MINNEAPOLIS • MINNESOTA

VERTROD

MODEL 103 — FOR ALL FREQUENCIES
ONE OF OUR FOURTEEN MODELS

"It's a VERTROD product—the finest"

The VERTROD Model 103 is the most perfect scientific development approaching complete freedom from man-made static yet evolved — at the same time providing greatest efficiency on all frequencies. No single Antenna Kit is sold before it has been laboratory tested for perfection.

- For Communications, Broadcast and Short Wave receivers — Broadcast and Long Distance Foreign Reception — WITHOUT NOISE.
- Can be used on AC or AC-DC Receivers.
- ALL Wave reception — 500 KC to 30 MC (600 to 10 meters).
- No Line Filters necessary — so perfectly balanced.
- No Lightning Arrestor required.
- Greatest Noise-Excluding Antenna yet developed in a laboratory
- Transformers and Transmission System balanced against NOISE at all frequencies.
- Patented VERTROD Base which smoothly rotates in an arc of 180° to mount on any surface.
- Only 4 inches of space needed to mount VERTROD.
- 9-foot Hard Aluminum Rod consisting of 3 sections of 3 feet each.
- Length of Transmission Cable may be increased without upsetting the Transformer Balance.
- No Poles—No Insulators—No Climbing—No Hanging Aerial Wires.

This VERTROD Antenna, Model 103 consists of a 3-section, 9-foot Hard Aluminum mast mounted on a sturdy patented Rotary Base. The Base rotates smoothly in 2 mounting brackets to describe an arc of 180°, permitting VERTROD to be mounted erect on any surface, having 4 inches of space. Inside the Base is hermetically sealed an Antenna Transformer to match the impedance of the rod to the Transmission Cable. The Radio Set Coupler, another transformer sealed in a plastic shell, matches the impedance of the Transmission Cable to that of the Radio Set in-put. This electrical combination forms a completely balanced Transmission System capable of piping Radio Frequency signals of frequencies 500 KC to 30 MC (600 to 10 meters) from Rod to the Radio Set in-put. Each VERTROD is laboratory tested for perfection.

CONTENTS OF KIT

3 Sections of Hard Aluminum Rod
Rotary Base and Mounting Brackets
2 Transformers
15' of Transmission Cable
Nail-it Knobs, Ground Clamp Screws
and Instructions

U.S. Patent No. 225810
and Electrical Circuit System A. R. Inc.
Patents—No. 19854 191807 202944
Other Pending

Shipping Weight 5 lbs.
List Price \$12.00

VERTROD
CORPORATION

Office:
60 EAST 42nd STREET
New York 17, N. Y.

Factory:
17 WILLIAMS AVENUE
Brooklyn 7, New York

Retailers Guests at ECA Plant Opening

Several hundred dealers were guests of the Electronic Corp. of America when the firm opened its new plant at 170 53rd St., Brooklyn, N. Y. Retailers saw a straight-line production area of city-block size, balcony labs and executive offices, display rooms, television equipment and other features.

ECA sets seen by dealers at the big opening included table and personal models, combinations, portables and record players. A featured unit was the new ECA 12-tube AM-FM combination with push-button tuning and tone controls—this is the set that eliminates lifting of any top or swinging doors.

Nance Joins GE Officials

Charles E. Wilson, president of General Electric Co., has announced the appointment of J. J. Nance as a member of the president's staff. For the last five years Mr. Nance has been vice-president of Zenith Radio Corp., Chicago, and previously he was for many years with General Motors Corp.

Promotes Bendix Washer

Nineteen million books of matches have carried Bendix washer advertising on

Discussion of Radio Tube Applications



Radio servicemen in the Olean, N. Y., area got practical tips on "Tubes, Their Design, Characteristics and Applications" when the Sylvania engineer J. H. Cannig addressed the Servicemen's Association there. On hand for the event were presidents Reese and Swanson of the Olean Jamestown, N. Y., associations, respectively; Chet Johnson and Carl Peterson of Johnson Radio & Electronic Equipment Co., Jamestown jobbers; H. G. Kronenwetter and John H. Hauser of Sylvania.

380,000,000 separate occasions, it is estimated by Walter J. Daily, advertising and promotion director for Bendix Home Appliances, Inc., South Bend, Ind.

Printed in three colors, the matchbooks are imprinted with the name and address of the distributor or dealer. Copy on the cover designates the dealer or distributor as the handler of the Bendix automatic home laundry. The back cover reads: "Of course you'll want a Bendix, home-improved automatic Home Laundry, as soon as you can get one." The top fold urges: "Enter your order now."

Alex Lewyt Honored

A Certificate of Appreciation from the War Department has been awarded to Alex M. Lewyt, president of Lewyt Corp., Brooklyn, N. Y., for patriotic service during World War II.

The award took place at the offices of Col. B. R. Olmsted, district chief of the New York Ordnance Department, who made the presentation. Mr. Lewyt was cited for his managerial and engineering assistance to the chief of ordnance and to the New York District.

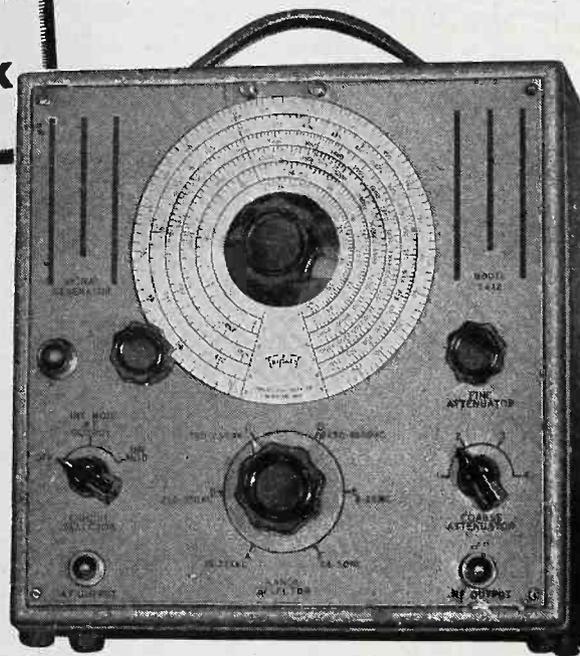
For the Man Who Takes Pride in His Work

FM AND TELEVISION BAND COVERAGE ON STRONG HARMONICS. STRONG FUNDAMENTALS TO 50 MC.

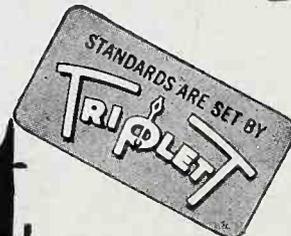
Another member of the Triplett Square Line of matched units, this signal generator embodies features normally found only in "custom priced" laboratory models.

FREQUENCY COVERAGE—Continuous and overlapping 75 KC to 50 MC. Six bands. All fundamentals. **TURRETTYPE COIL ASSEMBLY**—Six-position turret type coil switching with complete shielding. Coil assembly rotates inside a copper-plated steel shield. **ATTENUATION**—Individually shielded and adjustable, by fine and coarse controls, to zero for all practical purposes. **STABILITY**—Greatly increased by use of air trimmer capacitors, electron coupled oscillator circuit and permeability adjusted coils. **INTERNAL MODULATION**—Approximately 30% at 400 cycles. **POWER SUPPLY**—115 volts, 50-60 cycles A.C. Voltage regulated for increased oscillator stability. **CASE**—Heavy metal with tan and brown hammered enamel finish.

There are many other features in this beautiful model of equal interest to the man who takes pride in his work.



Model 2432
Signal Generator



Triplett

ELECTRICAL INSTRUMENT CO. BLUFFTON, OHIO

Bowers in Big-Scale Radio Production

New radio line of the Bowers Battery & Spark Plug Co., Reading, Pa., will shortly be expanded to include more new table models, consoles, and radio-phonographs. The firm recently purchased the Triumph Industries plant at Elkton, Md., which includes 175 buildings on a 75-acre plot; the radios will be manufactured there, along with flashlight dry cell batteries and battery chargers.

Report from Bowers is that "our radio production line is now operating and we expect to have between 300 and 400 employees producing radios in the very near future." The company also has plants in Ohio, Massachusetts, Georgia, Oregon, New Jersey and Colorado, besides the two in Pennsylvania.

Libbey Glass Ready for Extra Tubes

To meet the increasing demand for glass tubes and bulbs for new television and radio sets, the Libbey Glass Co. has added three experts to its Industrial Products Division staff. Added to the technical staff are John P. Kearney and James Logue, who will both specialize in glass for electronics. L. E. Durholt has been assigned work on sales development of industrial glassware.

Templetone on Air

The FCC has granted a broadcasting license in the Boston area in the Templetone Radio Mfg. Corp., New London, Conn. Located in Boston, the station will use the call letters WTRC on a wavelength of 1090 kilocycles. The station will operate on one kilowatt, daytime hours.

Bogen Promotes Harman



Sidney Harman has been advanced to the post of sales manager for David Bogen Co., Inc., makers of sound and intercom equipment. He succeeds Haskel A. Blair, who now gives his full efforts to Blair-Steinberg Co., sales reps.

PERCO'S NEW CATALOG

IS NOW AVAILABLE

featuring

COILS



- Antenna, R. F.
- Oscillator
- Universal adjustable
- Intermediate frequency transformers
- Trimmer condensers

THE PIONEER
ELECTRIC & RESEARCH CORP.
7212 Circle Ave., Forest Park, Illinois

Write TODAY for your free catalog! Our new, 1946 catalog is available without any obligation on your part. Order one now. It's FREE!

PULL THE TRIGGER- START TO SOLDER

with new Transformer Type
SPEED IRON*

HEATS IN
5 SECONDS



Release trigger and circuit breaks automatically. Intermittent heat saves power when continuous use is unnecessary. Fast heating, SPEED IRON is always ready for use.

- SOLDER IN TIGHT PLACES—AROUND CORNERS
- PERFECTLY BALANCED—EASY TO HANDLE
- STAYS TINNED—NO TIP BURNING
- LOW VOLTAGE, HIGH CURRENT FROM BUILT-IN TRANSFORMER
- IMPACT RESISTANT PLASTIC CASE AND HANDLE—STAYS COOL

WELLER MFG. CO.

516 NORTHAMPTON ST. • EASTON, PA.

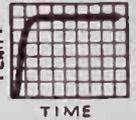
*TRADE MARK REG. U. S. PAT. OFF.



100 WATTS
115 VOLTS
60 CYCLES

NEW TRANSFORMER PRINCIPLE FOR FAST HEAT

TEMP.



TIME



SEE WHAT YOU SOLDER

Ask for SPEED IRON at your RADIO PARTS DISTRIBUTOR

NEW BOOKLETS

Walter L. Schott Co., Beverly Hills, Calif., manufacturers of the WALSCO line of radio chemicals and electronic hardware, announces that catalog #46 is ready for free distribution upon request. This new 16-page catalog contains the complete line of items offered—over 200 hardware items and adhesives, solvents, polishes and other chemicals—also several new products, including the patented WALSCO staple driver.

Metropolitan Electronic & Instrument Co., 6 Murray St., New York 7, N. Y., offers guaranteed delivery from stock of any item in its new catalog of signal tracers, signal generators, multimeters, tube testers and VTVM's. Full descriptions of the items are accompanied by net price listings in this 12-page booklet, which is available free upon request.

Rauland Corporation's new catalog 546 explains the theory and application of their Visitron phototubes to devices such as burglar alarms, door controls, safety devices and smoke alarms. Free copies may be obtained from The Rauland Corp., 4245 No. Knox Ave., Chicago 41, Ill.

Solar Capacitor Sales Corp. lists a-c and d-c wet and dry electrolytics, paper can and tubulars, micas and static sup-

pressors, as well as capacity analyzers in its Catalog SC-1, just announced. Servicers should write for complimentary copy to 285 Madison Ave., New York 17, N. Y.

Centralab Division of Globe-Union Inc., 900 E. Keefe Ave., Milwaukee 1, Wisc., will make their new catalog No. 25 available to distributors and servicers on June 1st. The 20 pages explain a revised line of volume controls, switches, trimmers and fixed capacitors. List prices are included.

Sprague Products Company's 40-page catalog for servicers contains details and diagrams for resistors, capacitors, test equipment and interference filters. Requests for this booklet should be made to Sprague Products Co., North Adams, Mass.

Industry Committee on Interior Wiring Design, 420 Lexington Ave., New York 17, N. Y., has published a new "Handbook on Farm Wiring," a 64-page booklet full of new and original material of how farm wiring systems can be economical, adequate and flexible. The Committee represents 10 leading trade associations, whose experts spent a year planning and preparing this book, to help farmers with the details of complete wiring as additional agricultural areas become electrified.

P. R. Mallory vibrator guide lists replacements for auto radio and battery-operated household receivers by receiver name and model number. Buffer capacitor values and circuits, vibrator diagrams, installation notes, servicing procedure and cross-references of several types are included. New list prices are attached to the booklet, which may be requested from P. R. Mallory & Co., Inc., Indianapolis 6, Ind.

Bud Radio, Inc., catalog 146 covers every type of part and assembly base used by radiomen, sound dealers and those who construct special apparatus. Latest prices are listed. Bud Radio Inc., Cleveland 3, Ohio.

Hoffman Radio Corp., 3430 S. Hill St., Los Angeles, Calif., is now publishing its service manual in loose-leaf form, covering all Hoffman products. Complete technical information is given along with schematic diagrams and drawings; revisions and supplements will be made frequently.

Stromberg-Carlson Co., Rochester 3, N. Y., has issued the first copy of its new quarterly publication, the "Merchandiser"—a 12-page illustrated booklet in two colors. First issue includes sales pointers, full news on SC promotions and sales aids, engineering bulletins, and a feature story on the manufacture of SC radio cabinets.

JFD NEW "BIG 4" SERVICEMEN'S BASIC KIT!

A Great New TIMESAVER For Radio Servicemen!
FOUR Basic Radio Service Kits in ONE Package

JFD "BASIC-KIT"

\$18.00 SPECIAL SERVICEMEN'S COST

- **B25A Belt Kit.** Assortment of 25 Dial Belts in Metal Container. Includes FREE 64-page JFD Servicemen's Manual, listing belts for more than 1500 set models.
- **770 Ballast Kit.** Contains five JFD Improved Aircooled AC-DC Adjustable Ballasts. Suitable for more than 95% of all ballast tube replacements.
- **5C25 Dial Cable & Cord Rack.** Contains 5 Metal Spools of fast-moving dial cables and cords.
- **BP-100-MC Plug Assortment.** 100 radio battery plugs, in 25 different popular types. Sturdy Metal Container. Includes FREE Battery plug folder with technical data and schematic diagrams of all plug types.

COMBINATION List Price Value, \$33.35

J.F.D. MANUFACTURING CO.
4109-4123 FT. HAMILTON PARKWAY, BROOKLYN 19, N. Y.

NEED WIRE NOW? Columbia Has It for Radio, Electrical and Communication Applications

5/16" I.D. shielded loom, ideal for auto radio installations	Per 100 ft. \$ 4.80
1/8" I.D. shielded loom with clear polyethylene jacket overall, high dielectric for high voltage work, excellent for antenna leads and other radio and electronic applications	Per 100 ft. 5.75
Per 1000 ft.	
20 Ga. stranded wire with vinylite insulation and cotton braid with tin copper shield overall	\$21.00
18 Ga. shielded wire same as above	26.50
16 Ga. shielded wire same as above	34.50
2 conductor, twisted with tough rubber jacket, small OD suitable for intercom, etc.—	
25,000 ft. or over	9.85
under 25,000 ft...	11.95
3 conductor, twisted, same as above—	
25,000 ft. or over	15.90
under 25,000 ft...	19.50
4 conductor, twisted, same as above—	
25,000 ft. or over	27.50
under 25,000 ft...	32.00

Available for immediate delivery from stock. High voltage glass-insulated wire in Gauges from #24 to #12. Jobbers and wholesalers write for special discounts on above and other wire requirements.

WRITE FOR SAMPLES of Columbia's Newest Plastic Hookup Wire, available in stranded and solid, 12 colors, economically priced. Order from your jobber. If he cannot supply you, write direct.

COLUMBIA WIRE & SUPPLY CO.
5740 ELSTON AVE., CHICAGO 30, ILLINOIS

20 Years Ago

From the July, 1926, Issue
of Radio Retailing
(156 pages)

FARM MARKET—82% of the farms still do not have radios.

WHAT THE INDUSTRY NEEDS—Diversified stores are the most substantial outlets.

SEASONAL SLUMPS—Three ways to handle them—negative, combative and adaptive.

SERVICE SCHOOL FOR DEALERS—Chicago training plan helps to keep repair bills down.

SUMMER MARKET—The ten major outdoor spots where radios are needed.

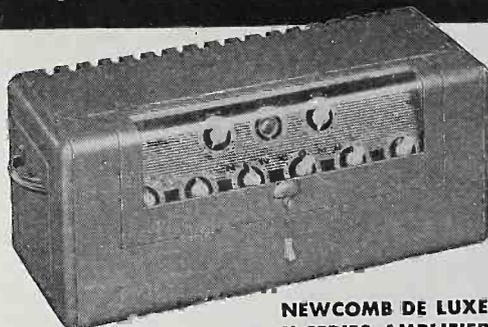
RADIO A PRIMARY PRODUCT—Dealers who do all-year selling jobs get the most consideration.

TIME PAYMENTS—Financing facilities for radio retailers to use.

JFD Co., 4111 Ft. Hamilton Pkway, Brooklyn, N. Y., has just published its new 1946 edition of the JFD Belt Manual—a 64-page booklet offered free to any serviceman or dealer. It contains information on replacement of woven fabric radio dial belts for over 1,500 models. Special coverage is also included on radio drive cable and cord, as well as rubber drives and dial springs.

Commercial Credit Corp., Baltimore 2, Md., have available for dealers a booklet entitled "The 5-Star Plan for Appliance Dealers." H. L. Wynegar, president, in a prefatory letter, stresses that "Financing . . . will be a highly important part of your sales program." Five retail plans are offered for consideration: 1) Purchaser life insurance; 2) Dealer reserve plan; 3) Non recourse plan; 4) Limited liability plan; 5) Dealer guarantee plan. Commercial Credit stresses customer good-will, low cost, efficient credit service, effective collection service, and flexibility in connection with its finance program. Other features listed are prompt service, immediate cash, customer benefits, collection service, and resale follow-up. Also included is a list of local offices offering the 5-star commercial credit plan.

**NOT MERELY AS GOOD AS THE OTHERS
... BUT BETTER THAN ALL OTHERS!**



**NEWCOMB DE LUXE
K-SERIES AMPLIFIER**

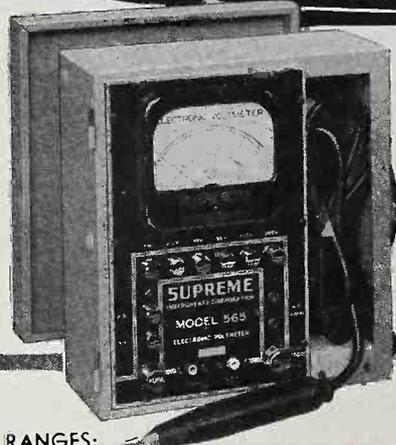
SIMPLIFIED ... CONTROLLED OPERATION
... The Newcomb clear-view, plastic keylock control panel cover prevents unauthorized misadjustments. An expert may adjust controls and lock them in. An outside power switch turns system on and off. No curious "dial-twister" can disturb its operation.

THE KEYLOCK cover is another of the many features that make the name Newcomb outstanding in the sound equipment field. Designed for the postwar quality market, Newcomb amplifiers are unexcelled in the true reproduction of music and voice. Without reservation . . . Newcomb sound equipment will give finer, longer, more trouble-free service than any other system on the market today. Write for information.

THE SOUND OF QUALITY

Newcomb
AUDIO PRODUCTS CO.
MANUFACTURERS
DEPT. A, 2815 S. HILL STREET, LOS ANGELES 7, CALIFORNIA

IT'S NEW! IT'S POST-WAR
SUPREME Model 565
VACUUM TUBE VOLTMETER



NEW PROBE Streamlined Hand Fitting Incorporating new High Frequency Diode

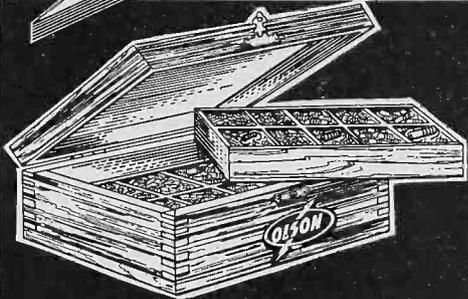
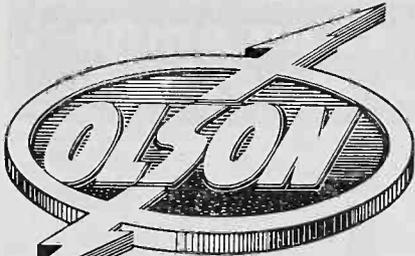
RANGES:
DC 0-1, 2.5, 10, 50, 250, 500
AC 0-1, 2.5, 10, 50, 250
EXTENDED TO 5000 VOLTS BY EXTERNAL MULTIPLIERS

INPUT RESISTANCE:
DC—80 megohms on 1 volt range; 40 megohms on 500 volt range
AC—40 megohms on 1 volt range; 20 megohms on 250 volt range

INPUT CAPACITY OF PROBE: 5 micro-micro farads

FREQUENCY RANGE:
Negligible frequency error from 50 cycles to 100 megacycles.

SUPREME INSTRUMENTS CORPORATION GREENWOOD MISSISSIPPI



OHM CHEST

packed with
100 Insulated Resistors

A tremendous value! This handsome Chest has twenty compartments—10 in the base and 10 in a removable tray. Walnut finish; brass hinges and fastener. Contains 100 resistors stamped with resistance values, 5 ohms to 20 megohms, 1/2 watt to 2 watts, color coded. Every size is popular. No war surplus resistors in this Ohm Chest!

ORDER NOW for immediate delivery.

only
\$4.95
complete
POSTPAID

Free!



With each Ohm-Chest ordered, we send our "Resist-O-Guide" free. Revolving wheels in color show all resistance values.

CLIP AND
Mail today!

This offer good only in U. S. A.

Write for our monthly BARGAIN CATALOGS—they're free!

OLSON RADIO WAREHOUSE

73 E. Mill St., Dept. 33, Akron, Ohio

Send me _____ Ohm-Chests with 100 Insulated Resistors in each, @ \$4.95. "Resist-O-Guide" free with each Chest. I enclose \$_____ Send C. O. D.

NAME.....

ADDRESS.....

Complete Kitchens

(Continued from page 113)

each electrical appliance, to save the housewife needless steps.

To accomplish this, some of the complete kitchens already installed provide for breakfast nooks which transform the old kitchen into a social center of the house. Once again the family eats many of its meals in the kitchen, as previous generations did in these same houses! But now there is a world of difference in the comfort, convenience and layout of the room.

Some of the other old-fashioned large kitchens have been transformed into combination kitchens and laundries. These new layouts make the old kitchen into a complete home workshop for the housewife.

Whether the basic floor space is small or large, the dealer's organization makes careful plans so as to utilize the floor space efficiently.

This business represents an almost perfect example of a specialty dealer, 1946 version. They make each sale on a tailor-made, individual basis.

When they went into business, these two men realized at the outset that there was no specialty sales effort needed in selling such well-established products as electrical refrigerators and washing machines. They expected intense competition on such products from chain stores and department stores in the future.

Retailers Pioneer

Therefore, like every true specialty dealer, they looked for new worlds to conquer. They found them in the task of pioneering the complete kitchen.

In this sales task, there are other things to pioneer as well. Selling the complete kitchen gives an opportunity to do real spade work in introducing electrical appliances not now so widely used, such as electric water heaters, electric ranges and electric clothes dryers.

To sell the packaged kitchen, it is necessary to enter the home of the prospect. This is the distinctive characteristic of specialty selling effort.

The natural habitat of all the men in this dealer organization is in the field. On this fact they base their calm confidence that in the face of any competition from any type of outlet, they will continue to prosper and grow by selling packaged kitchens.

Order from LAKE!
You'll Make No Mistake!

RADIO CABINETS & PARTS

Now Available!



Postwar
2 Post
RECORD-CHANGER

With luxurious brown leatherette portable case, 15" L x 15" W x 10" D. Latest electronic developments make this modern

record-changer the finest on the market today! List price—\$49.95 Dealer's net—\$29.97

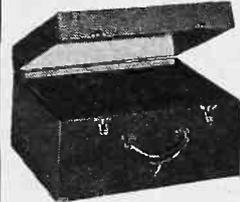
DE LUXE RECORD-CHANGER AND AMPLIFIER CASE

De luxe changer case with ample room for amplifier. Overall dimensions: 20" L x 16" W x 10" H. Sturdily built of 5/8" plywood, deluxe brass hardware throughout. Inside dimensions: 15 1/2" L x 14 3/4" W x 9 1/2" H. Net price.....\$12.95



De Luxe PHONO CABINET

Covered in luxurious, genuine brown leatherette, has deluxe brass hardware throughout, made completely of plywood with brown plastic handle, has padded top and bottom. Motor board 14" x 14 1/2". Overall dimensions 16" L x 15" W x 8" H. Your special net price\$8.95



Portable Phonograph case, of sturdy durable plywood in handsome brown leatherette finish. Inside dimensions 16 1/2" long, 14" wide, 9 1/2" high. Has blank motor board. As illustrated specially priced at

\$6.95

Also blank table cabinets of walnut veneer in the following sizes, with speaker opening on left front side: (*Note: *7 has center speaker grille)

- #1 — 8 1/4" L x 5 1/4" H x 4" D \$1.95
- #2 — 10 1/4" L x 6 3/8" H x 5" D \$2.75
- #3 — 13 1/2" L x 7 5/8" H x 6 1/4" D \$3.25
- #7 — 10 3/4" L x 7" H x 5 1/2" D \$2.50

*Speaker Opening in center of front side.

All types of radio cabinets and parts are available at Lake's Lower prices. A large stock is listed in our catalog.



SERVICEMEN—RETAILERS
Join our customer list today.

Dept. B

Order Our New Catalog Today!
Get on our mailing list!

Lake Radio Sales Co.

615 W. Randolph Street
Chicago 6, Ill.

Become a Leader

(Continued from page 111)

area are also another place at which you can give talks, hold demonstrations or engage booths. All of these things will put you before the public attending such functions.

Newspapers are an exceedingly vital and important means of obtaining publicity for your store. There are many ways you can use them.

The editor is often glad to publish such feature articles, thereby giving you valuable free publicity.

Manufacturers Aids

There is a wealth of information which comes to you through trade papers in the radio and electrical appliance fields and from manufacturers' releases which seems somewhat ordinary to you but which still constitutes news to the people in your area. If you will rewrite this information in your own style and emphasize the newsworthy element of this material, the editor of your local newspaper likewise will find it advantageous to print much of this material.

Films are available from various manufacturers and other organizations which show the advantages of electrical living. Some of these may not help you sell your particular product at all. However, if you take the initiative and obtain and show these films in your community people will link the benefits to be derived from labor saving electrical devices with your store. In this way you will be able to sell many electrical appliances even though the film you have run does not tell a competitive story on the particular brand for which you are franchised.

Beam Messages

Your local radio station may have free time available, particularly during the daytime. If you have developed a reputation as an authority on home appliances you may be able to give talks over the radio showing housewives how to save time, reduce toil and improve their lives through the proper use of various types of electrical appliances.

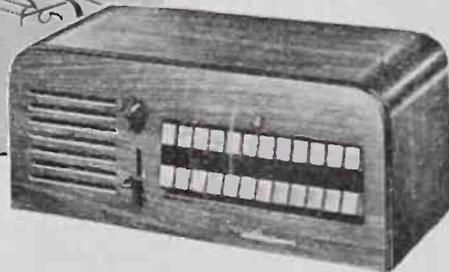
Other avenues through which you may be able to multiply the effects of your personality are business men's associations of various

(Continued on page 172)

AMPLICALL *steps up production*



The built-in quality, high efficiency and multiple uses of the Rauland AMPLICALL Two-Way Intercom, Paging and PA Systems have earned it preferred rating with executives everywhere. AMPLICALL'S great record during the war, when day-in-and-day-out dependability counted most, is enabling Rauland distributors to report larger sales than ever.



AMPLICALL
Intercommunication unit, available for two-way communication between multiple stations.

Electroneering is our business

RADIO · RADAR
SOUND

Rauland

COMMUNICATIONS
TELEVISION

THE RAULAND CORPORATION · CHICAGO 41, ILLINOIS



MANUFACTURERS OF RADIO, ELECTRICAL
AND ELECTRONIC COMPONENTS

VOKAR Corporation

7300 HURON RIVER DRIVE · DEXTER, MICHIGAN

(Continued from page 171)



Is your soldering equipment OUTDATED?

Kwikheat is as modern as tomorrow—the only soldering iron with built-in thermostat plus the many other valuable features shown below. Compare your present soldering equipment with Kwikheat and you'll agree—from tip to plug Kwikheat is in a class by itself!

List .. \$11.00

KWIKHEAT is modern in every respect!

- HOT IN 90 SECONDS
- HEAT CONTROL BUILT-IN
- SAFE... CAN'T OVERHEAT
- LESS RETINNING NEEDED
- LIGHT WEIGHT—13½ OZ.
- COOL PROTECTING HANDLE
- HEAVY POWER—225 WATTS
- EXTRA-DURABLE TIPS

SIX

TIP STYLES

Each \$1.25



VANATTA

KWIKHEAT

THERMOSTATIC SOLDERING IRON

Kwikheat Division - Sound Equipment Corp. of Calif.
3903 San Fernando Rd., Glendale 4, Calif.

kinds, luncheon meetings, chambers of commerce, and the like. It is always a good plan to get up and make speeches even on subjects unrelated to your means of livelihood.

However, these appearances sometimes tend to enhance your reputation as an individual more than they do the reputation of your store. Moreover, you may conceivably become mixed up in some local controversy or become affiliated with a small segment of the population to which other groups are apathetic or hostile.

It is for this reason that most dealers have in the past avoided being candidates for public office or getting into the political limelight by campaigning for other candidates. Some dealers have, however, found it to be an effective means of publicity.

Contests and Prizes

Other kinds of publicity of varying value are those such as sponsoring athletic teams, contests and similar activities. These are, as a rule, most valuable when they tie in with the merchandise a dealer has to sell.

For example, if you carry sporting goods this is a natural tie-in with an athletic team. Organizing concerts, orchestras, personal appearances of stars and other such activities in your area will, of course, help to promote the sale of your radios, radio-phonographs, records and musical instruments far more than they will your electrical appliances.

New Hotpoint Executive



Merrold S. Johnson is the new manager of the advertising and sales promotion division of Edison General Electric (Hotpoint) Appliance Co., Chicago.

IMMEDIATE OFFERING to JOBBERS and DISTRIBUTORS

200,000 RADIO TUBES

Bulk Packed 100 to Carton. Manufactured by RCA, Ken-Rad, Sylvania, Tung-Sol, etc.

6SJ7-GT	\$.43	12HM6	\$.33
6SL7-GT55	9002G35
6L6M67	6SN742
5Y3-GT33	900335
12SH7M39		

V.M. Mixer Record Changer (14"x14").
Packed 2 to Carton... 100 for \$15.00 ea. \$16.75
Signal Corps 8000 ohm Headsets—Cord and Plug—individually boxed with rubber ear cushions—\$12.50 List
In lots of 500.....ea. \$1.50
In smaller lots.....ea. 1.65

MALLORY, OAK, ELECTRONIC, ETC., AUTO VIBRATORS

4 Prong Universal—Individually boxed, Non-Synchronous	\$1.25
7 Prong Electronic—Synchronous75
7 Prong Short Oak—Synchronous75
66" Auto Aerial 3 Section Chrome and Fittings. Individually boxed.....	Lots of 96, ea. \$.90
Lots of 24.....	ea. 1.00
Microphone Floor Stand.....	ea. 4.00

ELECTROLYTIC CONDENSERS

Tubular Compact Blocks, Mfrs. Part No. Blank Tube. No Name.	
50-30 mfd. 150 W.V.....	\$.43
40-20 mfd. 150 W.V.....	.41
30-20 mfd. 150 W.V.....	.40
20-20 mfd. 150 W.V. Emerson replacement.....	.35
Standard Make Tubulars with 100% all aluminum foil construction.	
10 mfd. 50 Volt.....	\$.17
25 mfd. 50 Volt.....	.22
100 mfd. 50 Volt.....	.25
200 mfd. 50 Volt.....	.28
50 mfd. 50 Volt.....	.28
15 mfd. 150 Volt Mfg. Type.....	.23
20 mfd. 150 Volt Mfg. Type.....	.25
24 mfd. 150 Volt Mfg. Type.....	.26
30 mfd. 150 Volt Mfg. Type.....	.27
40 mfd. 150 Volt Mfg. Type.....	.29
50 mfd. 150 Volt Mfg. Type.....	.30

RADIO FREQUENCY MATERIAL

Ant. Coil .000365 Litz.....	\$.20
R.F. Coil .000365 Litz.....	.20
Osc. Coil .000365 Litz 460 KC—3 tap.....	.18
Osc. Coil .000365 Litz 460 KC—4 tap.....	.18
AC-DC—R.F. .000365 Antenna Loops.....	.35
Lots of 500.....	.28
Litz 456 KC IF. Trans. Double tuned.....	.45

TRANSFORMERS

Low Impedance Output Transformer to 3 Ohm Voice Coll. Lots of 500.....ea. \$.25	
100 for...\$30.00 (500 ohm primary impedance)	
Stancor—1 ohm A Choke ½"x½".....	.20
Stancor—Single pentode output to 250 ohm line.....	.25
Stancor—Single button mike trans.....	.25
Shielded 6L6 single output to 4 ohm V.C. and 500 ohm line in 4 steps.....	.50
Shielded Single Filament Trans. 2.5 V.C. 4 amps. 110V 60 cy. Wt. 2 lbs.....	.60
50L6—Single output Trans.....	.50
6V6—Single output Trans.....	.55
6L6—Single output Trans.....	.60
Universal P.P. output Trans.....	.80
Universal P.P. output Trans. Ten Watt.....	1.00
Universal Single output Trans. Ten Watt.....	.90
P.P. 6V6—Output Trans.....ea.	.75
Cutting Head for Home Recorders.....	\$11.50 List \$2.50 Special
Magnetic High Impedance Phono Pickup. Individually boxed.....	1.75
Crystal Low Pressure Arm.....	1.75
Low Pressure Pickups.....	1.75
Low Pressure Hi Fidelity with Built-in Sapphire Needle (LP6 cartridge lists for \$8 alone).....	3.00
General Electric 2 volt Vibrator for Changer Type Set and Portable.....	1.85
Transformer for above.....	.35
Oil Filled Condensers, C-D Type TLA, 2 Mfr. at 600V aluminum can, screw mounting. List \$3.30.....	.35
Oil Filled Condenser, Capactran, TLA 4 Mfr. at 600V aluminum can, screw mounting. List \$4.50.....	.70
Radio Speaker 4" PM Alnico 1 oz. magnet. 54 to carton.....	ea. 1.45
Crescent Speaker 5" PM 2½ oz. magnet. 20 to carton.....	ea. 1.45
Perfection Speaker 5" PM Alnico 5, 1 oz. magnet with 50L6 output transformer, 24 to carton.....	ea. 1.95

SPECIALS

Stancor 30 Watt P.P. 6L6 Output Transformers to 2, 4, 6, 8, 250, 500 ohm lines secondary. Upright fully shielded.....	ea. \$3.50
Stancor 50 Mill Power Transformers 6.3V, 5V and HI voltage.....	ea. 1.70
Stancor P.P. Input Transformer ¼ inch stack of lamination, channel type.....	ea. .85
Stancor 100 Mill 500 Ohm Filter Choke 30 Henry for P.A. or A.C. power supply.....	ea. .75
Mallory Midget Closed Circuit Phone Jacks. \$100 per 1000 lot.....	ea. .12
Tuning Eye Adapter Socket and 5 Wire Cable Assembly, no escutcheon. List price .75—\$100 per 1000.....	ea. .15

D. & D. RADIO

160 Duane St., Dept. RR, New York 13, N.Y.
Cortlandt 7-0371

New Bendix President



Just elected president of Bendix Aviation Corp., Malcolm P. Ferguson succeeds Ernest R. Breech, who resigned to become a key executive for Ford Motor Co. Mr. Ferguson, before his promotion, had been a director and vice-president of Bendix.

Inside Sales

(Continued from page 100)

A washing machine helps to sell a hand iron.

It is easy to make these suggestions in the radio-appliance field in the case of time sales. A minor appliance of almost any kind can be added on to the total sales price of a major appliance and still will increase the amount payable per month only by a dollar or so.

Under these circumstances the alert inside salesman can sell a truly staggering total of small appliances in the course of a year through suggestion alone. Most customers are well pleased to have these small appliances suggested to them at the time they make such major purchases.

All-Staff Selling

This suggestion selling can be done by everyone in your store, not only by the sales force. Your cashier can suggest additional small appliances to customers as they make their payments. Your service man, both on inside and outside work, can suggest new small appliances when he finds the old ones are no longer capable of being repaired.

Suggestion selling will not, of course, work for major appliances. Such leads should be turned over promptly to the major appliance and radio salesmen in your organization.

Even though your major salesmen work a great deal inside for the next few months, it is vital for you to keep thinking of them as essentially outside salesmen.



Raytheon tubes give peak performance. They have been built to this high level of maintained quality through continual testing and research by a company that is recognized everywhere as one of the advanced guard leading the way into the new era of electronics.



Excellence in Electronics
RADIO RECEIVING TUBE DIVISION
NEWTON, MASS. • CHICAGO

IMMEDIATE DELIVERY
VOLT-OHM MILLIAMETER
\$22.50 LESS LEADS



One switch for all tests.
DC Volts: 0/3.5/7/35/350/700 at 5,000 ohms per volt.
Milliamps: 0/7/70.
Ohms: 500-2 megs.; 50-200,000; 5-20,000.
AC Volts: 0/7/35/140/700.
Every serviceman will appreciate this rugged meter with 5,000 ohms per volt sensitivity.

New SUPERIOR Model 400 ELECTRONIC MULTI-METER
Only—\$52.50



RANGES:
DC V.T.V.M. Volts: 0 to 3/15/30/75/150/300/750/1500/3000 volts.
DC Volts: (at 1000 ohms per volt) 0 to 3/15/30/75/150/300/750/1500/3000 volts.
AC Volts: (at 1000 ohms per volt) 0 to 3/15/30/75/150/300/750/1500/3000 volts.
DC Current: 0 to 3/15/30/75/150/300/750 Ma. 0 to 3/15 amps.
Resistance: 0 to 1,000/10,000/100,000 ohms. 0 to 1/10/1,000 megs.

Write for latest bulletin of hard-to-get parts, supplies and equipment. We save you money.

Lifetime
SOUND EQUIP. CO., Dept. RV-7
911-913 JEFFERSON AVE., TOLEDO 2, OHIO

CAMCO
AUTO
ANTENNAS

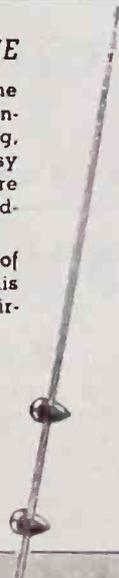


• **COMPLETE NEW LINE**

"Way out front" with the most outstanding line of antennas. Besides critical engineering, Camco Antennas are also "Easy to look at" because they are superbly designed in true modern taste.

An antenna for every type of installation... and all have this in common—rattle proof, Admiralty brass, rustproof, smart styling and handsomely packaged.

Multi-colored dealer sales display helps sell Camco antennas. Write for complete line and prices.



Camco
CAMBURN, Inc.
32-40 57th St. Woodside, N. Y.

Stewart-Warner Officers Re-elected

At the first meeting of the newly elected board of directors of Stewart-Warner Corp. held in Chicago the following corporation officers were re-elected by the board, it was announced by James S. Knowlson, board chairman and president: James S. Knowlson, chairman of the board and president; Frank A. Hiter, senior vice-president; Lynn A. Williams, Jr., vice-president; George L. Meyer, Jr., vice-president; Arden W. LeFevre, vice-president; Wilfred Reetz, controller; Fred P. Kirsch, treasurer, and Albert R. Benson, secretary.

Cerny Announces New Chicago Firm

Joseph J. Cerny, formerly president and general manager of Lectrohm, Inc., which company he founded in 1937, has announced the organization of his new firm, "Resistors, Inc." This company is located in quarters at 2241 Indiana Ave., Chicago 16. Cerny is ably fitted for this job both from the production and merchandising standpoints with more than 20 years' experience in this field to his credit.

In addition to a complete line of resistors, "Resistors, Inc.," will manufacture a wide range of rheostats; individual, small capacity solder pots; metal resistor cages; R.F. and power line chokes; and custom made heating elements.

Anthony B. Cassedy



Appointed director of appliance sales of the Yale & Towne Mfg. Co., with headquarters in the Empire State Bldg., New York City. First appliance shown by the firm when it entered the appliance field was the "Tip-Toe" iron.

Clinton Named Ansley General Manager

Announcement has been made of the appointment of C. A. (Al) Clinton as general manager of the Ansley Radio Corp., Trenton, N. J. Recently he has had charge of purchasing, expediting and material control and had worked closely with the factory in conjunction with production scheduling. Prior to this Mr. Clinton was director of sales for the company in the New England states.

Mr. Clinton is well known in the industry. Before joining Ansley he was eastern representative for the Phansteihl Chemical Co., and prior to that had been sales manager of the Straube Piano Co., Chicago. In addition to his assignment as general manager, Mr. Clinton plans visits to Ansley dealers which will enable him to keep in close touch with them.

New York Rep Seeks New Lines

Harry L. Slater and Martin Slater, who are brothers and World War II vets, are now operating the Cardinal Sales Co., 1454 Plimpton Ave., New York 52, N. Y., as a distributing agency for radio, television and phonograph products. Harry has been in radio 13 years; his previous experience was with Espey Mfg. Co. and with the Sylvan-Wellington Co.

Cardinal Sales now represents the Duosonic line of phonographs, and will consider connections with other manufacturers.

Soundview Marine Co.

Soundview Marine Co., Inc., is the new name for the firm previously known as the Soundview Radio & Television Corp. The company is located at 267 City Island Ave., City Island, N. Y., and is the manufacturer of the "Sea Mate" portable marine receiver—a radio with an all-metal cabinet and a removable telescopic antenna.

IMMEDIATE DELIVERY!
DIRECT FROM STOCK

2A4G TUBES

also types 2050, 2051, 866-A, 884
and other popular types

CHATHAM ELECTRONICS

473 Washington St., Newark 2, N. J.
Telephone MArket 2-1892

NO TEDIOUS HAND TURNING!

That's
What
SELLS
It

**KASSON
Electric Bar-B-Q**
MEAT TURNER

NEW ELECTRIC Meat Turner revolves three times a minute without drudgery of hand turning. Meats barbecued evenly, effortlessly. Equipped with 50 feet of cord, ELECTRIC BAR-B-Q is sturdy, all-metal—won't tip over. Operates on house current (110 Volts AC). Height and width adjustable. Extra, short set of uprights included for use in indoor fireplaces. Holders for drip pan permit basting with natural juices. Distributors, Dealers: Write or wire for literature and discounts on this tested, fast-selling product. Immediate Delivery.

List Price \$39.50 F.O.B. New York
GENERAL DIE & STAMPING CO., 263 Mott St., New York 12, N. Y.

BOOKKEEPING SYSTEM

Especially Designed For
RADIO & APPLIANCE RETAILERS

A direct, easy-to-understand system, devised by experienced men in your line of business. It is in practical use by many leading retailers throughout the country.
This system provides for: Cash Receipts; Cash Disbursements; Purchases; Sales Register; General Journal; General Ledger Control Accounts; Daily Cash Sheet; Stock Record; Customer's Ledger Record; Analysis Sheets; Rebuilding Cost Cards; and Individual Employee's Earning Record with Binders and Indexes for all forms.

Write today for price quotations

HOFFMAN SYSTEMS

2653 NO. MILWAUKEE AVE.
CHICAGO

CLOSING DATES for

**RADIO *Television*
RETAILING**

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.

May we have your continued cooperation in observing these dates. Printing conditions are still critical.

CALDWELL-CLEMENTS, INC.

480 LEXINGTON AVE.

NEW YORK 17

The Star Listens



Jane Russell, of "The Outlaw" movie fame, likes the new Admiral combination for dressing-room relaxation. W. C. Johnson, Admiral's manager of field activities, presented the unit, which has "radio's largest 1-piece plastic cabinet."

New Norge Factory to Make New Compressor

Howard E. Blood, president of the Norge division of Borg-Warner Corp., announces completion of negotiations for the purchase of the Air Products, Inc., Chattanooga, Tenn., plant, and transfer of title from the War Assets Administration.

The new plant will be employed for

the production of a new-type hermetic compressor unit to be used in household and commercial refrigerating devices, according to Mr. Blood. This output, he said, will augment that of the Norge factory at Muskegon, Mich., considered inadequate to meet the firm's needs.

Television Trade-Ins

A survey made by dealers authorized to handle DuMont television receiving sets shows that 90% of the 5,000 owners of pre-war receivers plan to turn them in for new sets, according to S. B. Levaur, sales manager of DuMont receiver sales division.

As a result of this survey DuMont dealers in the New York area, Mr. Levaur said, have arranged to allow a turn-in of pre-war sets on new receivers. Because of the heavy public demand for sets, dealers report there is a ready market for used television receivers.

Pennsylvania Jobber Host to 400 Dealers

Peirce-Phelps Inc., the prominent 20-year-old distributors with headquarters in Philadelphia, have reopened their Harrisburg office at 25 S. 10th St. The new and modern building has complete warehousing, servicing and shipping facilities for a streamlined up-to-the-minute distribution set-up.

Over 400 Central Pennsylvania appliance dealers attended the open house and appliance show at the opening.

New General Mills Iron



General Mills, Inc., Minneapolis, Minn., announces first of Betty Crocker sponsored appliances. Iron features: new method of heat control, safety slide rests, 4-way sole plate, and fabric selector. OPA priced at \$9.75.

Miller Rejoins Sparton

E. C. Bonia, sales manager, radio and appliance division, Sparks-Withington Co., Jackson, Mich., announces that James R. S. Millar has returned to the firm's advertising department, after spending 31 months in the Army.

Opens Canadian Office

Camburn, Inc., of 32-40 57th St., Woodside, N. Y., have opened a Canadian office at the Astral Electric Co., Scarborough Bluffs, Ontario.

Electro
ELECTRICAL AND RADIO EQUIPMENT

BATTERY ELIMINATORS



MODEL "P"

A Complete Line for Every Requirement!

Models to convert dry battery radios to efficient AC receivers. Other models to convert dry battery radio for use only with 6 volt storage battery.

Cost but a few cents per hundred hours of operation. Completely filtered—hum free—silent and efficient. Sturdily constructed—no liquids or moving parts—operate in any position.

MODEL "Q"—Operates any 1.4 volt 4, 5 or 6 tube radio from 6 volt storage or dry battery, or Wincharger. Ideal for farms, camps, autos, boats, etc.

MODEL "R"—Operates 2 volt 4, 5, 6 or 7 tube radio from 6 volt storage or dry battery, or Wincharger. (5 Amp. filament max.)

MODEL "P"—Operates any 1.4 volt 4, 5 or 6 tube radio from 110 volt 60 cy. source. Cuts down current use and saves batteries for portable use.

MODEL "F"—Operates any 2 volt 4, 5, 6 or 7 tube radio from 110 volt, 60 cy. source. (5 Amp. filament max.)

Canadian representative, ATLAS RADIO CORP., Toronto, Canada

ELECTRO PRODUCTS LABORATORIES

Pioneer Manufacturers of Battery Eliminators

549 WEST RANDOLPH STREET

CHICAGO 6, ILL.

MORE SPEED · LESS TROUBLE

with
VACO

SCREW DRIVERS
for Every
INDUSTRIAL NEED

They win employee good-will . . . help promote efficiency, because Vaco drivers, with gleaming Amberyl handles, fit the hand comfortably, are shock-proof and break-proof. There is a Vaco driver for every radio, automotive, laboratory need . . . all industrial uses. Special drivers designed to fill special needs.

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PRODUCTS CO.

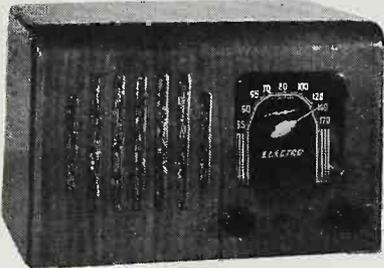
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ATOMIC HEATER & RADIO CORP.
PROUDLY PRESENTS

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A COMPLETE 6 TUBE SUPERHET.
COVERS THE BROADCAST BAND FROM
550-1700 KC.

This set has been fully engineered and
designed to make construction simple. All
parts mounted, cabinet included.

Tubes required—two 12SK7, one 12SA7,
one 12SQ7, one 35L6 and one 35Z5.

Your cost \$15.80 without tubes. Terms
10% deposit with order, balance C.O.D.

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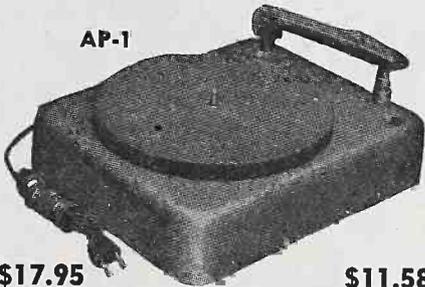
**ATOMIC HEATER
& RADIO CORPORATION**

Dept. R

104 PARK ROW, NEW YORK 7, N. Y.

Chancellor RECORD PLAYER

AP-1



\$17.95

List

\$11.58

In lots of 3 or more

115V AC motor—Shure crystal pickup
—Hammered brown lacquer baked fin-
ish—one-piece aluminum case—plastic
turntable, felt covered—30" amplifier
leads, pin plugs—entirely hum-free—
Attachable to any radio

Dim: 12" x 10" x 3 3/4" Stand. RMA guarantee

APPROVED ELECTRONICS SIGNAL GENERATOR

100 kcs to 52 mcs in 6 bands.
Internal or external modula-
tion continuously variable
from 0-100%. Phase shift
oscillator. Cathode follower
output.

A-100

\$47.00

: A COMPLETE SIGNAL GENERATOR :

Terms: Payment with order or 25% deposit.
Balance C.O.D.—F.O.B. our warehouse.

Write DEPT RR25 for FREE CATALOG of
Radio Parts, Sound Equipment and Accessories

RADIONIC EQUIPMENT CO.
"Chancellor Radios"

170 NASSAU ST. NEW YORK 7, N. Y.

Dates of Future Events of Interest to Dealers

July 8-20: Furniture Show, Summer Mar-
ket, American Furniture Mart, Chicago

July 15-18: NAMM (Nat'l. Assn. Music
Merchants), Trade Show, Palmer
House, Chicago

July 21-25: Southwest Gift Show, Muni-
cipal Auditorium, Kansas City, Mo.

July 22-26: N. Y. Lamp Show, Hotel
New Yorker, New York City

July 29-Aug. 3: Summer Furniture Mar-
ket, Los Angeles Furniture Mart, Los
Angeles.

Aug. 4-Aug. 8: Western Gift, Toy, House-
wares Show, Civic Auditorium, San
Francisco, (Aug. 11-14: Portland, Ore.;
Aug. 18-22: Seattle, Wash.)

Aug. 5-10: Fall Market Week, Western
Merchandise Mart, San Francisco.

Aug. 19-21: Appliance & Housewares
Mart, William Penn Hotel, Pittsburgh

Aug. 26-30: N. Y. Gift Show, Hotels
Pennsylvania-New Yorker, New York
City

Oct. 3-5: 1946 Nat'l Electronics Confer-
ence, Edgewater Beach Hotel, Chicago

Oct. 10-11: Television Broadcasters Ass'n.,
Inc., Postwar Television Conference,
Waldorf Astoria, New York City

Oct. 14-19: Electronic, Radio & Television
Exposition, Grand Central Palace, New
York City.

Oct. 19-27: Oklahoma Builders Ass'n.,
Homes Show, Municipal Auditorium,
Oklahoma City

Oct. 28-Nov. 1: Ref. Equip. Manufac-
turers Ass'n., Fourth All-Industry Re-
frigeration & Air-Conditioning Exposi-
tion, Public Auditorium, Cleveland

Jan. 6-18: Furniture Show, Winter Mar-
ket, Furniture Mart, Chicago

Jan. 27-31: Seventh International Heating
& Ventilating Exposition, Lakeside Hall,
Cleveland

Boeger Heads Duotone Sales

William A. Boeger, Jr., is the new gen-
eral sales manager in charge of domestic
and foreign distribution, and supervisor
of advertising and sales promotion for
Duotone Co., Inc., 799 Broadway, New
York City. Appointment was announced
by Stephen Nester, president and founder
of the firm, which makes phonograph
needles and record accessories.

Jobbers for Presteline

A. Raysson, general sales manager,
Pressed Steel Car Co., Inc., cosmetic ap-
pliance division, Chicago, announced the
following Presteline distributors: Edwards-
Harris Co., Atlanta, Ga.; Williams &
Shelton Co., Inc., Charlotte, N. C.; David
Kauffmann's Sons, Baltimore, Md.; The
Shield Co., Ft. Worth, Tex.; The Corpus
Christi Hardware Co., Corpus Christi,
Tex.

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with the

"RADIO SERVICE STANDARD RATE BOOK"

A manual designed
for the
Radio Service Dealer

—to assist him in determining
charges for service work

—as a convenient guide for order-
ing replacement parts

—outlining step-by-step general
servicing procedures

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Price Formula for Repairs of Radio Equipment

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Record Changers

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Areas and Quotas

can help you!

Here is the first comprehensive
marketing study designed to
help you apply sound, realistic
methods to your sales planning
for radio, electrical appliances,
television. The nation has been
divided into seventy basic
wholesaling areas, each of
which is assigned a potential of
the national total. Individual ter-
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color map supplement. Popula-
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3,072 counties of the U.S. and
their radio homes, plus text on
modern distribution methods
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QUAM

the speaker that's
2 STEPS AHEAD

with
Adjust-A-Cone
and Alnico 5

You can always depend on Quam for the most advanced speaker design. The new Quam Speakers are not one, but two steps ahead. First, all Quam P. M. Speakers use Alnico 5, the magic magnet metal, that provides better performance with greatly reduced weight and size. Second, there's the new Adjust-A-Cone speaker construction, a revolutionary new development that permits precise centering of the voice coil on every Quam Speaker before it leaves the factory, and assures trouble free sales for distributors and dealers. For tops in speaker performance and design—look to Quam.



QUAM-NICHOLS COMPANY

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Chicago 16, Illinois

Jensen

TYPE "RD"

Reproducer

WITH THE NEW TYPE "H"
ARTICULATED
Coaxial



This new Reproducer, combining the Type "H" Coaxial speaker with the new Jensen Type "D" Bass Reflex cabinet, offers superior reproduction of your favorite program material and is unconditionally recommended for FM receivers, high quality phonograph reproduction, reviewing studios, monitoring, and home and public entertainment generally.

The cabinet is beautifully styled and fashioned of satin finish striped walnut. The harmonizing grille fabric is overlaid with a protecting pattern of flat, interlaced bronzed strips.

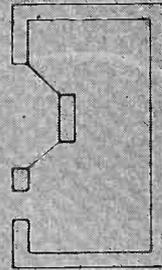
The Type "H" Coaxial, with all **ALNICO 5** design, employs a h-f horn and l-f (15-inch) cone which are electrically and acoustically coordinated to achieve brilliant and natural response throughout the entire useful frequency range. The frequency dividing network has variable control in the range above 4,000 cycles. Nominal input impedance to dividing network, 500 ohms; maximum power handling capacity 25 watts, in speech and music systems.

Model RD-151 Reproducer complete, approximate list price \$180. *Trade Mark Registered

JENSEN MANUFACTURING COMPANY
6625 S. LARAMIE AVE., CHICAGO 38, ILLINOIS
In Canada—Copper Wire Products, Ltd., 11 King Street, West, Toronto

JENSEN BASS REFLEX

Acoustically-correct Bass Reflex Cabinet gives smoothly extended low register. Better than an "infinite" baffle . . . efficiently uses back radiation too.



*Specialists in Design
and Manufacture of Fine
Acoustic Equipment*



The Record Changer Music Lovers Prefer!



It is easy to understand why music lovers prefer the Seeburg Record Changer. They appreciate:

- ... the simple mechanism that means long, trouble-free operation.
- ... the quiet, swift operation that means greater pleasure from programs.
- ... the new feather-weight pickup that assures greater tone fidelity.
- ... the constant speed motor brings the turntable up to speed quickly—and holds it there.

Many phonograph manufacturers recognize the importance of a quality record changer. That is why so many leading phonographs have Seeburg Record Changers.

Wire Recorder

Sound on a wire as thin as a hair! The new Seeburg Wire Recorder permits perfect home recording of speeches, plays, music—it takes radio programs off the air. One simple control knob makes anyone a skilled sound technician. A new development everyone will want in tomorrow's phonograph.

It Will Be Necessary for radio manufacturers to make provision in their circuits to accommodate the Seeburg Wire Recorder. We invite inquiries from radio manufacturers.



MINIMUM FRICTION
SILENT
LONG LIFE
CONSTANT SPEED
TROUBLE-FREE OPERATION

Seeburg

RECORD CHANGERS ★ WIRE RECORDERS

J. P. SEEBURG CORPORATION
1500 N. DAYTON ST. • CHICAGO, 22

This Unique Display **SELLS** RCA Batteries



Ask for Form No. 2F231 when ordering from your RCA Distributor

Has timely display value . . . and handy comparative replacement chart on back

With vacation time in full swing, little radios come outdoors—and little radios have big appetites for "A" and "B" batteries.

RCA's new and distinctive Radio Battery Display Poster-Chart will bring you a large share of this profitable business—right through to the end of the football season.

Printed in two colors, and measuring 14 x 22 inches, it's bound to attract attention in your store window or on the counter—bring more people to your shop. Three cutouts are provided for the display of RCA Preferred Type Radio "A" and "B" Batteries that will service the 29

makes of personal radios prominently listed on the front. A comprehensive battery replacement chart covering all well-known makes of battery-operated radios is affixed to the back of the easel for easy reference.

You'll find this RCA Poster-Chart the greatest little radio battery merchandiser ever offered to the trade. Lose no time in getting one from your RCA Distributor. (Form No. 2F231.)

RCA Batteries are "Radio-Engineered" for Extra Listening Hours.

Listen to "THE RCA SHOW,"
Sundays, 2:00 P.M., EDT, NBC Network



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RADIO CORPORATION of AMERICA

HARRISON, N. J.