

1946 SEPTEMBER

RADIO RETAILING

& Television

CALDWELL-CLEMENTS, INC.

TELEVISION •

June 48 or 53

RADIO-FM

ELECTRICAL

APPLIANCES

PHONOGRAPHS &

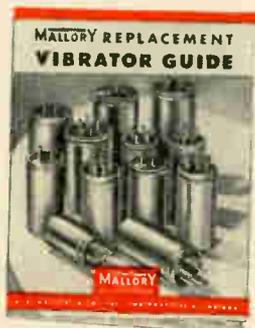
RECORDS

SOUND &

SERVICE



You'll find a Mallory Vibrator in 8 auto radios out of 10



WANT A COPY? *A complete list of replacements for all pre-war auto radios. Valuable service information too! Ask your Mallory distributor.*

YES, Mallory Vibrators are the most widely preferred and the most widely used of all vibrators made today. There must be good reasons why this year, as for many years past, 80% of all automobile radios have been equipped with Mallory Vibrators. There *are* good reasons.

Mallory is the largest producer of vibrators in the business. It has the most extensive manufacturing "know-how"—the most active staff of research experts. Every Mallory Vibrator that reaches the market is checked and double-checked against tough specifications.

These are some of the reasons why Mallory manufactures 80% of all vibrators used in original equipment. They are the same reasons why Mallory Vibrators are your best bet for replacements, too. See your Mallory distributor. He has a complete line of 6, 12 and 32 volt Mallory Vibrators.

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.

APPROVED PRECISION PRODUCTS

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

RADIO & Television RETAILING*

Including RADIO & Television TODAY

ORESTES H. CALDWELL
Editor

M. CLEMENTS
Publisher

JOHN L. STOUTENBURGH
Managing Editor

STEPHEN I. HALL
Merchandising Editor

DARRELL BARTEE
News Editor

HAROLD R. ELLIS
Technical Editor

CHARLES F. DREYER
Art Director

Assistant Editors
RUTH MORRIS
E. T. BENNETT

BUSINESS DEPARTMENT

LEE ROBINSON
Sales Manager

M. H. NEWTON
Business Manager

EDWIN WEISL, JR.

B. V. SPINETTA
Circulation Manager

BEN MORRIS
Promotion Manager

J. COSIN **B. HALL**
Research Production

BRANCH OFFICES

CHICAGO
R. Y. FITZPATRICK
201 N. Wells St. RAN. 9225

CLEVELAND
DAVID J. O'ROURKE
Citizens Bldg., 850 Euclid Ave.
MAin 8270

LOS ANGELES
THE ROBERT W. WALKER CO.
684 S. La Fayette Park Pl.

SAN FRANCISCO
63 Post St. Suffer 5568

RADIO & Television RETAILING, September, 1946, Vol. 44, No. 9, 75 cents a copy. Published monthly by Caldwell-Clements Inc., 480 Lexington Ave., New York 17, N. Y. M. Clements, president; Orestes H. Caldwell, treasurer. Subscription rates: United States and Latin American countries, \$1.00 for one year, \$2.00 for three years. Canada \$1.50 for one year, \$3.00 for three years. All other countries \$2.00 for one year, \$4.00 for three years. Printed in U. S. A. Re-entered as second class matter April 21, 1944, at the Post Office at New York, N. Y., under the act of March 3, 1879. Member of Audit Bureau of Circulation. Copyright by Caldwell-Clements, Inc., 1946. *Trade Mark Reg. U. S. Pat. Off.

IN THIS ISSUE

SEPTEMBER, 1946

★ Radio, FM, Television

COVER—The Big Four	
EDITORIAL—A DEALER'S PLACE IS IN THE HOME	29
RADIOS, APPLIANCES, RECORDS & TELEVISION TODAY	30
YOUR STOCK HAS WINGS	34
"BIG FOUR" MONEY MAKERS	36
"CONTACT" MEANS BUSINESS	38
NEW RECEIVERS FOR EARLY AUTUMN MARKET	40
SERVICE LINKED TO MODERN SELLING	44
FM SETS REACH DEALERS	46
LIST OF HOME RADIO MANUFACTURERS	48

★ Records, Phonographs, Accessories

COVER—Record News	51
DISC STOCK CONTROL	53
PROFITS IN NEW PRESSINGS	54
NATION'S LEADING TUNES	56
OHIO DISC MERCHANDISER	59
NEW PHONO LINES	60
NEWS OF THE RECORD INDUSTRY	64

★ Electrical Appliances

COVER—Choosing Instalment Plan	83
THE LIGHT THAT NEVER FAILS	85
YOUR SHOWROOM'S A STAGE	86
DESIGNED TO SELL APPLIANCES	88
NEW ELECTRICAL APPLIANCE MODELS	90
MIRRORS REFLECT CHARM	98
FORMS OF BUSINESS	102
LIST OF HOME ELECTRICAL APPLIANCE MANUFACTURERS	104

★ Service and Sound

COVER—Overhaul Summer Portables	105
SPEAK UP AT ELECTIONS	107
THE LATEST IN TEST EQUIPMENT	108
EASY ALIGNMENTS FOR NEWEST SET CIRCUITS	110
FIXING WEAK SPOTS IN RECORD CHANGER MOTORS—Part II	112
TRACE TELEVISION FAULTS FAST	114
TESTED SERVICE IDEAS	118
NEWEST ITEMS FOR PA MEN	120
NEW AIDS FOR BUSY SERVICERS	122
TELEVISION TOPICS	126
JOBBER NEWS	128
CAN YOU USE BROADCASTING?	130
NEWS OF THE INDUSTRY	134-166

**27,000 COPIES
EVERY ISSUE**

Verified by
**AUDIT BUREAU
OF CIRCULATION**



4-Point Promotion!

MOST INTENSIVE CAMPAIGN
IN RADIO HISTORY

FEATURING THE

Emerson

LOCALIZING NATIONAL LEADERSHIP
FOR ALL DEALERS ALIKE

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

4-Point Quality!

Better STYLE, TONE, PERFORMANCE,
VALUE

NEW 1947

Radio

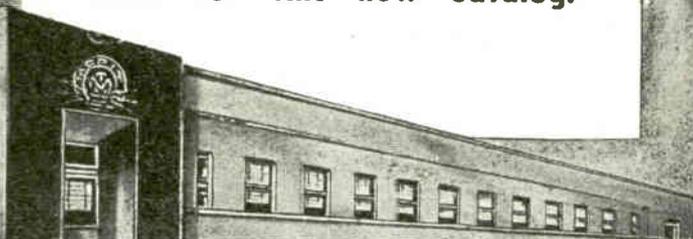


ASK YOUR EMERSON RADIO
DISTRIBUTOR FOR DETAILS

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



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.

TELEPHONE

4427 North Clark St.

Long Beach 6311

CHICAGO 40, ILL.

Advertising, and Insistence on Facts

Each month we publish in RADIO & Television RETAILING some 125-150 advertisements. Many of these are from manufacturers who pioneered in the old cat-whisker and crystal set days. Many of them are new, especially since the war. And sometimes the advertising we carry from them poses a problem.

Obviously, it is impossible to censor in advance all claims made by advertisers. An incredibly low price may be the issue, or the ability to deliver certain types of products as offered, or the ethics of some statement might be questioned. If there is no apparent misrepresentation we run that copy. We do make every effort to withhold the publication of any advertisement if it appears questionable.

One of the duties you owe to yourself, to your customers—to the entire trade—is to report any misrepresentations to us immediately. We do not hesitate to start "policing" action to rectify such complaints.

Truth in Advertising and Circulation

In connection with this, a statement by Walter E. Botthof, publisher of *Standard Rate & Data Service*, is in order. *SRDS* is an authority in publishing and advertising, and Mr. Botthof's words are well taken. The principles he affirms apply to all business—retailing as well as publishing and advertising.

"Let's Insist!"

"Doesn't it seem incredible that any advertising man would believe that advertising without factual foundations could be credible? Can we be sincere if we offer unsupported statements in advertising which we would not accept if others offered them to us?"

"A man who deliberately capitalizes on credulity is termed a quack. Since advertising wants no quacks in its ranks, it wisely stresses factual areas and levels, persuasively presented, intelligently directed.

"Insistence on facts drives away the mountebanks, the charlatans, the imposters, the quacks. Let's insist!"

—Walter E. Botthof
Publisher, *Standard Rate & Data Service*

Yes, let's insist!

The Publishers

AGAIN
FADA
SHOWS THE WAY!

Now
THE FADA DELUXE
PORTABLE
RADIO AND PHONOGRAPH COMBINATION
 with **AUTOMATIC RECORD CHANGER**

Superheterodyne AC deluxe portable radio phonograph with automatic record changer. Durable and attractive! New fidelity of tone both in recordings and broadcasts



COMING SOON . . .

Additional Attractive Combinations in Beautiful Mahogany veneer with non-warping Mahogany Top. "Another FADA FIRST!"

Enthusiastic
Consumer
Acceptance!

FADA's lovely table models are tops in consumer acceptance. They combine beauty of appearance and tone.

YOU CAN ALWAYS DEPEND ON

FADA
Radio

Famous Since Broadcasting Began!



6 TUBES
1000 SERIES



6 TUBES
652 SERIES



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.

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 our inferior merchandise, to substitute quantity for quality. And it's no job for you to resist the temptation of a potential "orphan" sale.

But you know that there is no future in this. 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 just what you expect nationally known, 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, because you have failed them 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!



F. A. Hiltner
Senior Vice-President

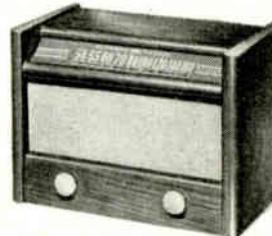
Stewart-Warner

Corporation

CHICAGO 14, ILLINOIS



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!



In Production—Now! "The Headliner." This striking new table radio in three beautiful finishes—early American Maple, Walnut and Blonde Moderne. AC-DC. *Hear* the difference!



Coming—in Quantity—Soon! Stewart-Warner table model consolette* radio-phonograph, with all the new features you waited for—including picture-clear Strobe-Sonic Tone!

*Attachable legs quickly convert this model into the Consolette.

Stewart - Warner

Radios
Radio-phonographs

CHICAGO 14





...so a mighty profitable line for you to handle!



RADIO TUBES

TOO many radio owners insist on them, for G-E tubes to linger on your shelves! *Dust doesn't gather on G-E tube cartons.* They're in your store, then out again quickly, with your cash register singing a merry tune of profits and fast capital turnover. . . . Reasons? . . . The biggest one is the General Electric monogram—what it means to millions of people in the way of quality and *proved performance!*

Your neighbors have confidence not alone in their G-E radios, but in their G-E refrigerators, irons, and other home

appliances. Their light fixtures hold G-E lamps. Mostly the current that spins their G-E fans and clocks comes from big G-E dynamos and transformers. *Your neighbors are G. E.-minded.* When they want radio tubes, it's second nature to go to the store with the General Electric sign they know and trust . . . **YOUR STORE!**

Opportunity, with an attractive profit message for you, stands at your door. So don't delay! Write for information about G-E 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!



GENERAL ELECTRIC

176 ED 9800

FIRST AND GREATEST NAME IN ELECTRONICS

BENDIX RADIO

You'll get more out of these

Bendix Radios

because we put more in them!

MORE IN STYLE . . . MORE IN FEATURES . . . MORE IN PERFORMANCE



Extra Time Spent for Quality Today



1417-A Mahogany period "Swing-a-Door" combination with FM and Short Wave. 13 tubes and rectifier



1117-C Blond or brown mahogany combination with "Swing-a-Door", FM, Short Wave. 10 tubes and rectifier

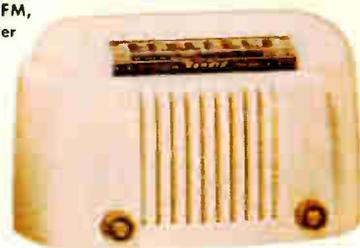


1117-B Mahogany period "Swing-a-Door" combination with FM and Short Wave. 10 tubes and rectifier



526-B Ivory or mahogany plastic featuring molded-in handle and all-enclosed back. AC-DC. 4 tubes and rectifier

676-C Space-saver "Consolette" with Short Wave. Stores over 100 records. 5 tubes and rectifier. Mahogany, walnut, knotty pine





736-B High styled walnut finish combination with Short Wave, push-pull. 6 tubes and rectifier

747-A AM-FM in continental modern blond walnut. AC only. 6 tubes and rectifier



646-A Invisible radio with Phantom Dial—genuine mahogany dropleaf table. AC-DC. 5 tubes and rectifier



656-A Deluxe walnut table combination. 5 tubes and rectifier

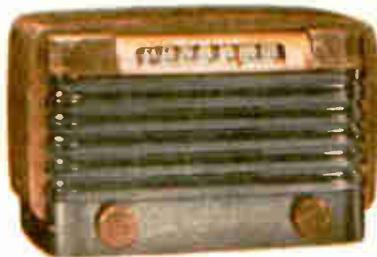


Means Years of Extra Sales and Profits!



687-A Russet leatherette and plastic 3-way portable. Tuned RF. Tone control. 5 tubes and rectifier

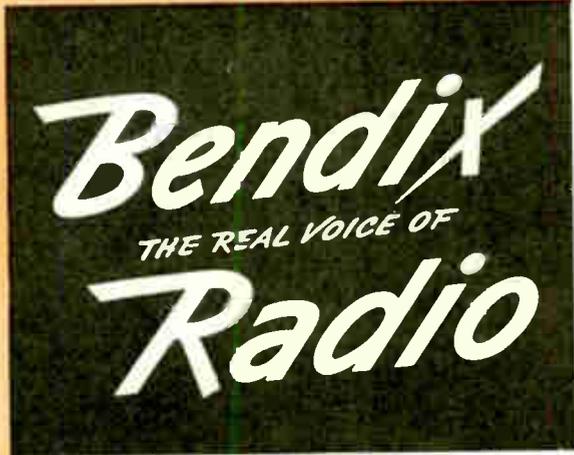
526-C Jewel-like two-tone green and black catalin plastic. AC-DC. 4 tubes and rectifier



636-A Mahogany plastic with molded-in handle, all-enclosed back. Tuned RF. AC-DC. 5 tubes and rectifier

Everywhere they're seen and heard these beautiful Bendix Radios win the same resounding praise—*"Bendix Radio is building America's finest popular-priced line."* The reason? Bendix knows that America is tired of makeshifts. Bendix knows that in the long haul *quality always wins.* That's why every Bendix Radio produced today must be the finest money can build or buy. That's why Bendix will not be stamped into peak production until quantity and quality can go hand-in-hand. *Bendix is building for the long pull for itself and dealers. Does it pay?* Well, dealers everywhere report that the word is spreading—"It's wise to wait for Bendix Radios."

BENDIX
RADIO
DIVISION
•
Bendix
Aviation
Corporation
•
Baltimore, Md.





Recipe for Northern California

TAKE "the city" of San Francisco, nerve center of the western business empire—the great public utilities in communications, fuel, light and power, the banks and insurance concerns, the oil companies, packers, railroads and shipping lines.

Add the other cities of the Bay Area—Oakland, Alameda, Berkeley, Richmond and Vallejo with their shipyards and heavy industries.

Add the Six Valleys of Northern California with their farms, mines and forests—vast areas welded to San Francisco in an almost perfect economic unit through transportation, distribution, warehousing, processing and finance.

Sprinkle liberally with a 3,365,000 trading area population, and a \$5,000,000,000 buying power—and you have the Northern California market as it confronts

sales and advertising executives today.

Through its wide experience in other stupendous markets the Hearst Advertising Service learned long ago that this is no situation to be encompassed by a single mind, no matter how able.

Here is a job for scores of minds—men whose lives are lived in the 99,000 square miles that embrace this area, men who are in daily contact with its leading sales and advertising executives, men who as *newspapermen* are proud of their title of "reporters with a nose for sales."

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)."

What these men have uncovered, what authoritative research sources have to offer, what sales specialists have been able to boil down and point up in terms of market situations—H-A-S has for your asking. Simply pick up your telephone and call the H-A-S man now.

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

THE GREATEST REPRODUCING SYSTEM *of all time!*



Amazing



**ELECTRONIC
REPRODUCER**

**NO OTHER REPRODUCER
CAN MATCH THESE
STARTLING FEATURES!**

**MOST BEAUTIFUL RECORD RE-
PRODUCTION YOU EVER HEARD**

So sensitive it recreates every note—every delicate shading—whether the volume is turned high or low. So faithful you hear the natural color tone of every voice and instrument. Reproduction essentially flat from 30 to 8,000 cycles.

**MAKES EVEN THE BEST RECORDS SOUND
BETTER AND OLD RECORDS SOUND NEW!**

GENUINE SAPPHIRE JEWELLED STYLUS

Tests prove that it plays perfectly 10 times longer than "permanent" metal. Precision ground, the stylus rides the walls of the groove—doesn't dig into the bottom. Reduces record wear to the vanishing point.

**THE RIGHT PRESSURE FOR
DEPENDABLE RECORD
CHANGER OPERATION**

Just enough pressure—approximately one ounce—to assure dependable record changing. This light pressure is easy on records.

**RECREATES RECORDED MUSIC AGAINST
A BACKGROUND OF VELVETY SILENCE**

Banished forever is the old fashioned needle with its scratch and hiss. Because this is music on an electronic wave, free from mechanical interference.

**MAKES CRACKED RECORDS
SOUND WHOLE**

Exclusive new engineering makes the G-E Electronic Reproducer insensitive to vertical vibration. That's why you don't hear surface noise—even a crack scarcely registers. You hear only the music.

**BANISHES NEEDLE TALK
AND TONE ARM RUMBLE**

At last a reproducer whose stylus only recreates the music—doesn't add harmonic vibrations of its own. A tone arm free from echoing reverberation. You hear pure tone—just as it comes from the record.

FOOLPROOF SELF-PROTECTING STYLUS

This tone arm head may be dropped or skidded across the record without damage to the genuine sapphire or to the record.

● Place your order for G-E radio-phonographs with this amazing reproducer TODAY! See your G-E Radio Distributor or write Electronics Dept., General Electric Company, Bridgeport, Conn.

THE FIRST AND GREATEST NAME IN ELECTRONICS

GENERAL  ELECTRIC

175-ED

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

Collier's *The Connecting Link*
...for Action

People who think ahead read Collier's

Besides being the world's smartest and most progressive home purchasing agents, the husbands and wives of America know their magazines. They like the way Collier's editors handle domestic problems that have real news interest. They like Collier's modern, never-dull fiction . . . and they like, too, the way it's balanced with serious, informative articles on world affairs by noted authorities. No wonder, then, that these forward-looking folks turn to the advertising pages of Collier's for buying ideas, whether they're thinking of clothes, cosmetics or cars. That dream home they're going to have some day may be an ivy-bordered cottage in the suburbs, or a house by the sea. The fact remains that new and better things—new furniture and rugs, new kitchenware and work-saving appliances, new and finer possessions of every kind, are all a part of the picture.





Advertisers who think ahead use Collier's

Through the regular use of Collier's, many advertisers automatically direct their sales messages to a selected market, reaching with a minimum of waste circulation the modern, progressive men and women who represent the thinking millions of America . . . whose tastes and habits influence the rest of the buying public as a whole. Collier's readers are definitely at the "age of acquirement"—intelligent, prosperous, substantial families who know what they want and have the money to pay their way. Yesterday is a dead issue with them—they are thinking of the good things of the future, and the advertiser who uses Collier's to think ahead with them will find one of the world's richest markets!

MILESTONES IN MAGAZINE HISTORY Collier's Introduced Detective Fiction to Millions of Americans

Collier's introduced Sir Arthur Conan Doyle to the American magazine field before the turn of the century. His first Collier's stories were his famous Sherlock Holmes series. For many years after, he was a frequent Collier's contributor. Today, more alert than ever, Collier's retains its place as a leader in progressive American reading.

Collier's *Thinks Ahead*



IN TELEVISION . . . IT'S TECHNIQUE

and Du Mont is the pioneer

Du Mont is television's best-known name, and rightly so for Dr. Allen B. Du Mont developed the first commercially practical cathode-ray television picture tube. Best-known, too, because this pioneering organization has built, and now operates more television stations than any other company. It follows naturally that Du Mont should also be first with the finest in television reception—with the magnificent new Du Mont Telesets.*

DU MONT

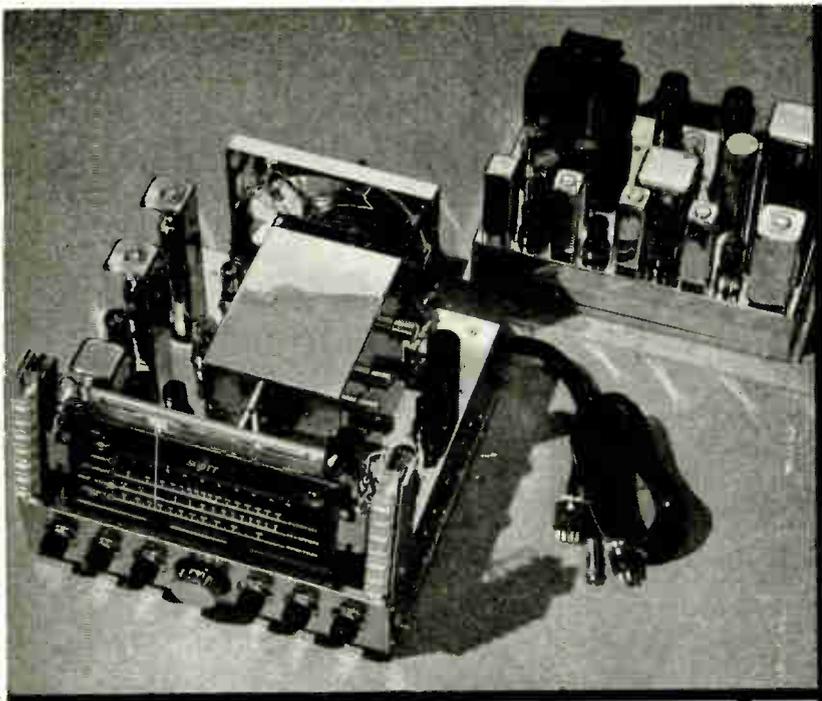
Precision Electronics and Television



THE DU MONT "SHERWOOD"

Complete home entertainment instrument including large-screen Television, advanced FM, Standard and Shortwave radio, plus record-changing phonograph. Exquisite period cabinet in natural mahogany or burnished walnut. Six other Du Mont Teleset models. Designed by Herbert Rosengren.

ALLEN B. DU MONT LABORATORIES, INC. • GENERAL TELEVISION SALES OFFICES AND STATION WABO, 515 MADISON AVE., NEW YORK 22, N. Y. • PLANTS AND HOME OFFICES, PASSAIC, NEW JERSEY
*Trade-mark Reg. Copyright 1946. Allen B. Du Mont Laboratories, Inc.



Handsome enough, isn't it, to keep under a glass bell in the center of your show window? That's "the works" of the new Scott Radio-Phonograph . . . receiver and power unit. The perfect "showpiece" for the dealer whose clientele desires — and can afford — the finest.

SCOTT

RADIO PHONOGRAPH

Crafted from selected veneers, the Scott Chippendale cabinet preserves the feeling of the 1755 prototype which inspired its design.

From its elegantly engineered "works" to its superb cabinet designs the Scott is truly "the world's finest radio-phonograph."

An instrument as fine as the Scott is built only in limited quantity, thus restricting the number of dealerships.

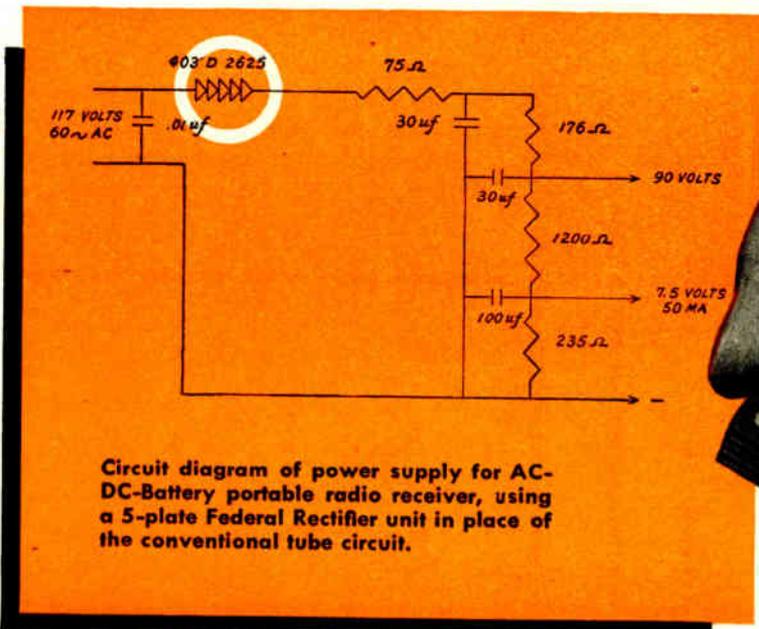
The Scott franchise is held by top-flight retailers with an established clientele of "the Scott type."



SCOTT RADIO LABORATORIES, INC.
4450 Ravenswood Avenue • Chicago 40, Illinois

SHORT CIRCUIT THE RECTIFIER TUBE SHORTAGE

...with Federal's PROFIT-BOOSTING Miniature Rectifier Stack



Circuit diagram of power supply for AC-DC-Battery portable radio receiver, using a 5-plate Federal Rectifier unit in place of the conventional tube circuit.



29 DIFFERENT RECTIFIER TUBE TYPES NOW REPLACEABLE IN CONSOLE RADIOS, AC-DC PORTABLES, VIBRATOR POWER SUPPLIES!

YOU don't have to turn away repair jobs because there are no rectifier tubes on your shelf. Here's a replacement that is actually an *improvement* . . . and permits you to *earn more money!*

Install this remarkable, new rectifier stack which *costs less than a tube*, and the repaired set starts instantly without warmup, and runs cooler. Only $1\frac{1}{4} \times 1\frac{1}{4} \times 1\frac{1}{16}$ inches, it fits anywhere in the chassis. What's more, you can tell your customer it's in for good! For this Federal stack is built to last the life of the set. It withstands overloads, even when charging deformed electrolytic condensers. All metal construction prevents breakage.

Every one of Federal's famous "Center Contact" Selenium rectifiers is designed to give the full measure of dependable performance that has made them the standard of the industry. This miniature, 5-unit stack will help you to more business. A Federal engineer will send full information to assist you in their application. Write department F654.

REPLACEMENT FOR THESE TUBES

5T4	5Y3	6Y5	25Z6	50Y6
5U4	5Y4	6Z5	35W4	50Z7
5V4	5Z4	12Z5	35Z3	117Z3
5Z3	6X5	7Y4	35Z4	117Z6
5W4	0Z4	12Z3	35Z5	0Y4
5X4	80	25Z5	35Z6	

ELECTRICAL CHARACTERISTICS

Maximum RMS voltage	130 volts
Maximum inverse voltage	380 volts
Maximum peak current	1200 ma.
Maximum RMS current	325 ma.
Maximum DC output	100 ma.
Approximate rectifier drop	5 volts

Two Federal Miniature Rectifiers in a voltage doubler circuit gives 250 volts and 80 milliamper output from 117 volt AC source.

Federal Telephone and Radio Corporation

In Canada:—Federal Electric Manufacturing Company, Ltd., Montreal
Export Distributor:—International Standard Electric Corporation



Newark 1,
New Jersey

Works wonders on Old Records



● Pick the oldest record you can find—one so worn and grey that it is virtually unplayable on an ordinary radio-phonograph. Then listen . . . while you play it on a new Zenith with the Cobra Tone Arm. You and your prospects will be amazed at the way the Cobra brings old records "back to life," making them sound almost like new. You will probably hear musical passages you never knew were in the records—no matter how familiar you may have been with them. And this ability to make *old* records sound better is only one of the features of the Cobra. Its filament floats on the record with less than $\frac{2}{3}$ ounce pressure—so that even the slightest modulation is perfectly reproduced. The Cobra is so gentle that records played with it sound like new 1000% longer. It is damage-proof, too—you can drop or even press down and scrape the Cobra across records without harm. The Cobra is *packed* with convincing sales-making demonstration features. Show them to your prospects.

ONLY



HAS THE COBRA TONE ARM



The Cobra—new, different, *better*—which reproduces records so perfectly that hundreds of radio stations use it for broadcasting, is but a part of Zenith's "Sensational New Way To Play Records." Here is an entirely new principle in radio-phonographs—including radionic record reproduction, the new Silent-Speed Record Changer, and scores of other developments. The new Zenith is a complete, *superb* musical instrument.

*The Sensational New way
to Play Records!*



BACKED BY 30 YEARS OF RADIONICS EXCLUSIVELY

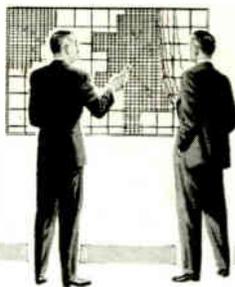
HOW **STRONG** IS YOUR DEALER SET-UP?

→ DO YOU HAVE ENOUGH DEALERS?

→ DO YOU HAVE THE
RIGHT KIND OF DEALERS?

→ ARE THEY IN THE RIGHT PLACES?

→ WHAT DO THEY THINK OF YOU?



THE CHICAGO TRIBUNE'S **DURABLE GOODS STUDY**



GIVES YOU COMPLETE, FACTUAL DATA
ABOUT HOME APPLIANCE DEALERS IN THE
GREATER CHICAGO MARKET!

Here's help—pertinent, timely information about appliance dealers—and with it a Sales Plan which can enable you to get your share of the great market they serve and to do so at a profit.

Are you well-established in this market? You can use the Durable Goods Study to check up on your present pattern of distribution . . . and the Sales Plan to strengthen representation where greater sales are indicated.

Is your appliance new in this market? With this Study and Sales Plan you can determine the best dealer points for minimum distribution and

representative distribution of your appliance.

To get the information that will help you, we interviewed 2,049 dealers in Chicago and suburbs and in 91 other cities in 5 states . . . 21 sales areas in all.

Important as it is, the dealer survey is only a part of the entire study. We asked 10,850 families, through personal interviews, all about their appliances, their intended purchases, and in what type of outlet they would be made. In all, we have compiled information based upon two million answers—answers that can have impor-

tant effect on your success in the Greater Chicago Market.

We'll be happy to place the Sales Plan and Durable Goods Study in your hands. Write today to C. S. Benham, Manager, National Advertising, Chicago Tribune, Tribune Tower, Chicago 11, Illinois.

Over 63.4% of the \$414,757,552 indicated purchases of home appliances during the first year they are available in this market, will be spent by Tribune-reading families. No other medium gives you such thorough coverage. Tribune rates per 100,000 circulation are among the lowest in America.

CHICAGO TRIBUNE

The World's Greatest Newspaper

July average net paid total circulation: Daily, over 1,075,000; Sunday, over 1,450,000.

ECA

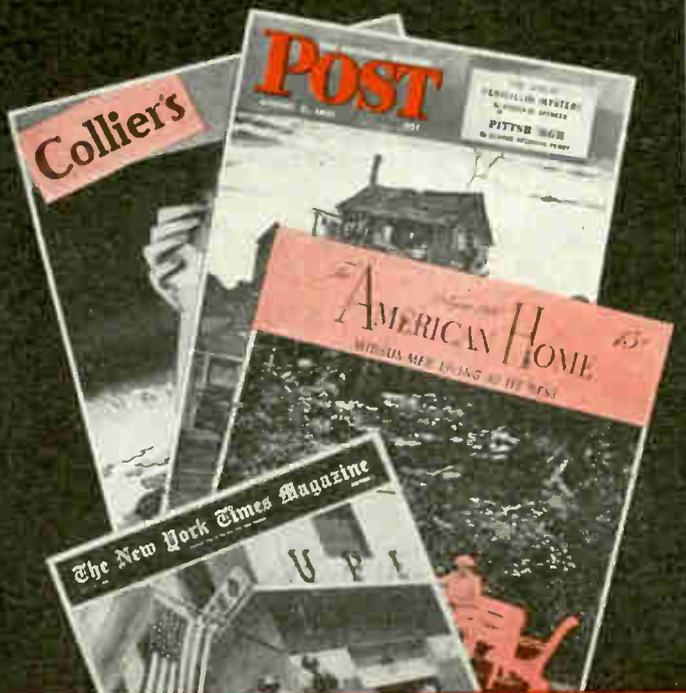
ELECTRONIC CORP. OF AMERICA
RADIO

the *Electronic* name
with a BACKGROUND of QUALITY
builds a FUTURE of PROFITS
- for you!



EXTENSIVE NATIONAL ADVERTISING in HIGH-POWERED MAGAZINES

This month—the opening barrage in ECA Radio's expanded program of big-space consumer advertising—reaching over 100 MILLION readers in



Twenty-one years in radio developed the engineering skill . . . specification of only the finest components provided the precision materials that make ECA Radios outstanding in quality and value. ECA Radio is publicizing these facts . . . in hard-hitting consumer advertising . . . stressing the ECA Radio informative Warranty Tag and the exclusive ECA Radio Di-Fusa-Tone.

The ECA Radio Warranty Tag of Accurate Performance Rating — a plus feature that makes easier sales, satisfied customers, greater profits for you.



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.

- Sold direct to dealers
- Protected territories
- Protected profits
- Freight paid to your city
- Greater dollar-for-dollar value
- Informative Warranty Tag of Accurate Performance Rating
- Complete line.

A limited number of franchises still open to selected dealers. Write for details today.

ECA

ELECTRONIC CORP. OF AMERICA

170 53rd Street
Brooklyn 32, N. Y.

RADIOS • RADIO PHONOGRAPHS • PORTABLES • FM • TELEVISION • RECORD PLAYERS

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**



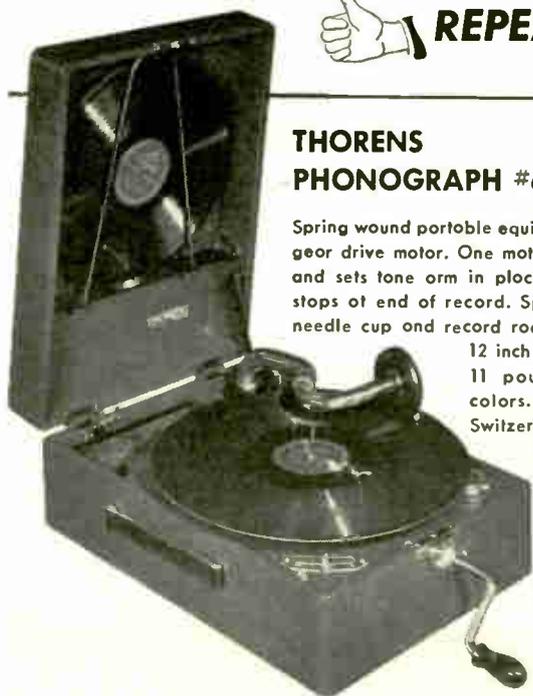
REPEATS



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 rock. 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 3/4" x 2". Imported from Switzerland.



REXON, INC., General Distributors
295 FIFTH AVENUE, NEW YORK 16, N. Y.

SERVICE DEPT. AND WAREHOUSE: 122 FIFTH AVENUE, NEW YORK 11

WATCH SONORA GO PLACES !



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



MODEL RCU-208 . . . 6-tube AC-DC table model. Patented chassis circuit gives big-set reception that sounds like a console!



MODEL RDU-209 . . . 6-tube AC-DC superhet table model. Beautifully styled cabinet available in walnut or blonde prima vera. Big dynamic speaker 2-position bass control. Deep, mellow tone — "Clear as a Bell!"



This 5-tube AC combination radio and phonograph features featherweight crystal pickup with permanent needle, famous SONORA tone that's "Clear as a Bell." Handsomely styled cabinet in walnut (Model RGF-212) or blonde prima vera. (Model RGF-230).

SONORA'S RIGHT ON THE LINE !

and so are Sonora Dealers!

SONORA puts it right on the line when SONORA tells the world to compare any SONORA model with any other radio in its price class. Yes . . . SONORA'S right on the line.

And SONORA dealers are *right* when they handle the SONORA line. Backed by powerful advertising . . . by aggressive promotion . . . by a name that's been famous for *tone* for more than 30 years!

Watch SONORA—and SONORA dealers—go places!

IS TELEVISION READY?

Question: asked by Sonora Radio Dealer: R. S. Jones, Knoxville Music Center, Knoxville, Tenn.

"Is Television Practical Enough For Us to Figure on Sales?"

Answer: by Joe Gerl, President of Sonora:

As soon as new television stations are installed in your area—and 35 or more stations will be installed within the next 12 months—you will be able to sell television sets. The recent Louis vs. Conn fight telecast proved the readiness of television for the market. Any statements to the contrary, or warnings to wait for color television, are merely an excuse to cover up their own unpreparedness to compete in television late this year and in 1947.

Joe Gerl

Sonora

Clear as a Bell

SONORA PRODUCTS, INC.
2023 W. Carroll Avenue, Chicago 12, Illinois

HOME ENTERTAINMENT AT ITS BEST

RADIOS . . . F M COMBINATIONS . . . TELEVISION SETS . . . RECORDS . . . PHONOGRAPHS . . . RECORDERS

Styled for Beauty...designed for Performance...priced for Sales

DELCO RADIOS

Here are the first of the Delco models . . . vanguard of an exciting new line of home radios! Into them have been built eye-catching beauty in a variety of cabinet styles—a thrilling new kind of performance. Soon, others will be added, including F-M models, to make up a complete line of consoles, combinations and portables . . . all reflecting advanced engineering and design.

Maker of the original-equipment radios for all General Motors cars, supplier of radios and electronic equipment for the armed forces, Delco Radio has made full use of its engineering experience to provide, in this great new line, the best of all that's new in radio.

These are the first of a great new line



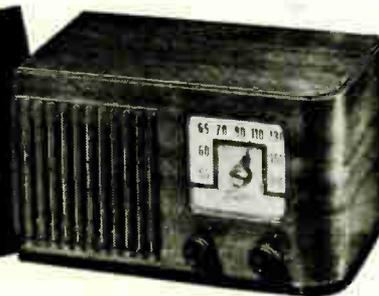
DELCO RADIO—A UNITED MOTORS LINE



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



MODEL R-1234—Plastic, Ivory Finish. 5 Tubes Plus Rectifier. A.C.-D.C. Also available in Plastic, Mahogany Finish, Model R-1235.



MODEL R-1232—Wood, Walnut Finish. 4 Tubes Plus Rectifier. A.C.-D.C.



MODEL R-1230—Plastic, White Finish. 4 Tubes Plus Rectifier. A.C.-D.C. Also available in Plastic, Mahogany Finish, Model R-1231.



MODEL R-1236—Plastic, Ivory Finish. 5 Tubes Plus Rectifier. A.C.-D.C. Automatic Tuning and Tone Control.



WATCH FOR OUR
ADS IN THE
SATURDAY EVENING
POST

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.

THE SATURDAY EVENING
POST

FARNSWORTH DEALERS *benefit*

BY FARNSWORTH *quality* STANDARDS!

FARNSWORTH phonograph-radio combinations . . . with the improved new Farnsworth automatic 3-point suspension record changer . . . are joining Farnsworth table models in increasing volume. The enthusiastic reception given these record-playing members of the Farnsworth line is even greater, if possible, than that given the table models.

Here is convincing proof that it pays to insist upon quality.

There isn't a bolt or a screw in the Farnsworth record changer which doesn't measure up to Farnsworth's rigid quality standards.

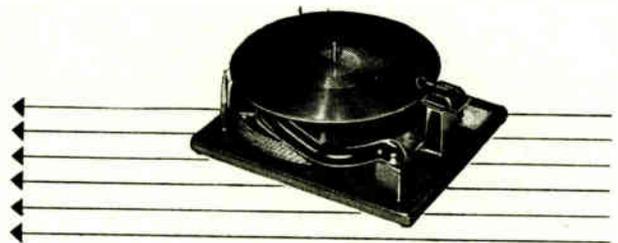
It would have been easy to use "alternative"

materials . . . to take manufacturing shortcuts . . . in order to produce more phonograph-radios sooner.

But there was too much at stake. Reputation, for one thing. Reputation for designing and building changers of superior quality. A reputation for treating the Farnsworth dealer fairly. A reputation for giving the public full value, dollar for dollar.

Because Farnsworth has kept its quality standards, the Farnsworth dealer benefits by more satisfied customers . . . more satisfactory profits.

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



Our Position

Air King Radio began at the beginning — with the beginning of broadcasting itself. For twenty-six years Air King has grown with radio. Under its own mark and under other good names, Air King has helped to win reputations for many of the most successful merchandisers of radio sets. With war-improved techniques — with greatly increased capacity — with the oldest specialist in radio receiving tubes as its new working partner, Air King will continue "private-brand" production. It will also produce a greatly expanded and complete line of AM, FM and Television receivers of its own which will be made available to you through broader and deeper channels of distribution. Air King will maintain its position of leadership by offering you the best in radio and the best in dealer service at prices revealing the advantages of high efficiency and volume.



**AIR KING
RADIO**

Brooklyn

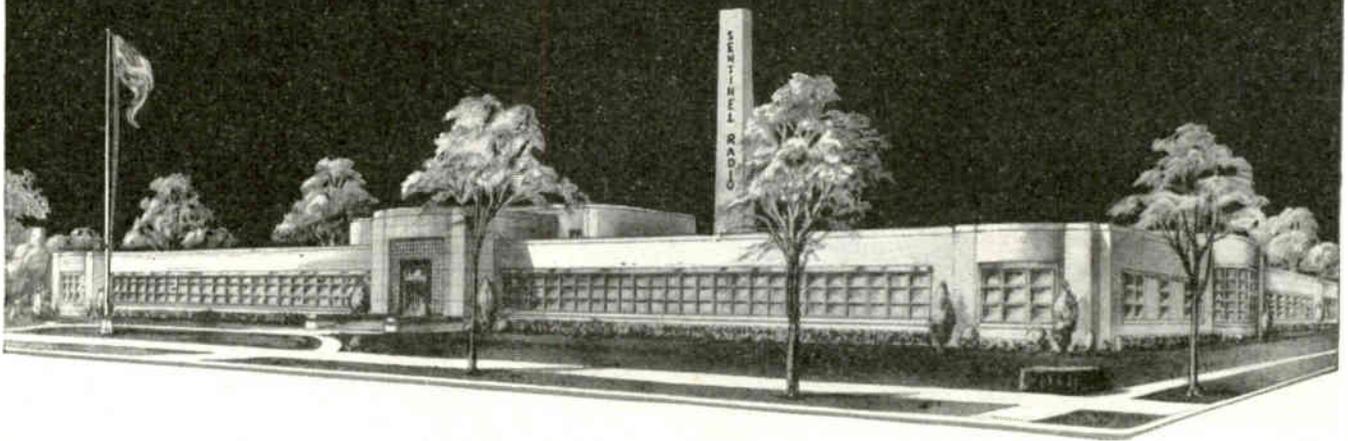
Division of **HYTRON RADIO & ELECTRONICS Corporation**



The Royalty of Radio Since 1920

Sentinel's

New, Streamlined Plant



for Faster, More Efficient Production!

With all production and administrative facilities consolidated under the single roof of a new, streamlined plant, Sentinel now stands ready to serve you and your customers with new speed and efficiency.

Occupying 125,000 square feet of floor space on a beautifully landscaped, 9-acre plot, Sentinel's ultra-modern plant and facilities are a bustling model of efficiency. Raw materials, entering the Sentinel plant at its west end, are conveyed by four continuous assembly lines to emerge at the

east shipping end as completed, packaged Sentinel radios . . . in demand by profit-minded dealers everywhere.

You can look to Sentinel, too, for even closer dealer cooperation and more of the features that stamp Sentinel radios as the line that will sell faster, at greater profit for you. There's a new day at hand for Sentinel dealers . . . a day that will bring new selling features, new merchandising aids, new ideas . . . from the new home of Sentinel Radio Corporation.

for Studio tone In your Home!

SENTINEL RADIO CORPORATION

2100 DEMPSTER ST., EVANSTON, ILL.

Big Store - Little Store

they all want
more...more...more!

ELECTROMATIC Coluratone
AUTOMATIC RADIO - PHONOGRAPH COMBINATIONS

Beautiful to See!
Easy to Sell!

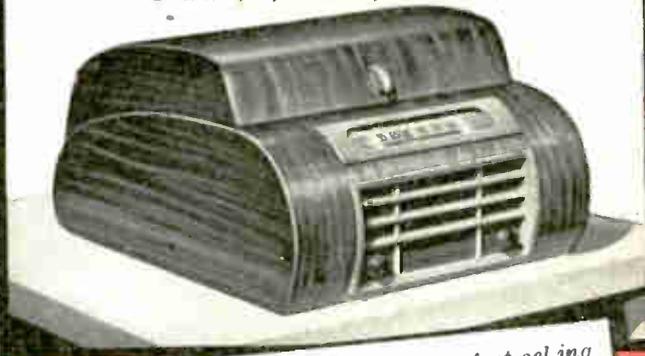


It's happening all over the country! Whenever these big, beautiful combinations appear on the scene, store-wide sales step-up. Dealers are featuring Coluratone in large newspaper space, building store promotions around it! Why? Because Electromatic Coluratone is the first real post-war combination with real post-war sales talking points. Just look at these exclusive features and you'll see why little stores and big stores everywhere want more, More and still MORE ELECTROMATIC COLURATONE COMBINATIONS

Prompt deliveries to all points.

ELECTROMATIC'S NEW COLURATONE COMBINATION—
CHAIRSIDE MODEL 608A | TABLE-TOP MODEL 607A

These models available in three popular finishes:
Primavera, Walnut, Mahogany.



New! Futuramic Cabinet With Improved Acoustic Design.

New! Induction Heated Permanent Bond Veneers.

New! Coluratone Audio-Amplifier System With Console Tone Qualities.

New! Automatic Precision Changer With Crystal Pick-up.

Write today for full details on the fast-selling Coluratone line of automatic radio-phonograph combinations - backed by continuous advertising and a power-packed series of dealer helps. Start your fall season with a bang with Electromatic's Coluratone combinations. No Waiting - Prompt Delivery on all models.

RETAILERS MAKE HEADLINE NEWS!

ELECTROMATIC

TOPS IN TABLE TOP COMBINATIONS & CONSOLETTES

MANUFACTURING CORPORATION, 88 University Place, New York City



Being Shipped to Authorized Dealers Now...



The STROMBERG-CARLSON "NEW WORLD"

Outstanding favorite at the Chicago Music Show, the Stromberg-Carlson NEW WORLD radio-phonograph is next in the growing list of Stromberg-Carlson FM sets now being shipped to authorized dealers. Available in bleached mahogany or walnut with fittings of gleaming white metal, the NEW WORLD represents the ultra-smart in cabinet design. And it gives magnificent performance on all standard broadcast, short wave and FM bands—with Stromberg-Carlson "Complete FM," of course.

STROMBERG-CARLSON'S "COMPLETE FM" really cuts out static. All Stromberg-Carlson FM reception is quiet—virtually static and interference free—thanks to true wide-band design, FM detectors, and limiters in the FM circuits.

STROMBERG-CARLSON'S "COMPLETE FM" gives complete tone range. With proper speakers, correct electrical and acoustical design, all Stromberg-Carlson FM receivers take full advantage of FM's audio range... the utmost in fidelity of reception!

STROMBERG-CARLSON'S "COMPLETE FM" brings in *all* programs. *Two* FM bands—42 to 50 mc and 88 to 108 mc—on all Stromberg-Carlson FM receivers. give you *all* programs in every FM station service area.

● When you see and hear the Stromberg-Carlson NEW WORLD, or any other of the Stromberg-Carlson FM models, you will realize as never before that: *There is nothing finer than a Stromberg-Carlson.*

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.

A Dealer's Place Is in the Home

Actually the radio/appliance retailer has a special assignment headed "Autumn 1946". There's a new kind of "home" work connected with it.

This is strictly a household job. It requires immediate action on the part of the dealer as more and more merchandise moves down the rollers toward him.

Possibly the job requires a new angle on the home as a sales unit. That is, maybe the retailer should regard each home in his community as a prospect for 30 or 40 sales, and attack the job with that kind of a view.

Anyway, it is soon to be the time of year when folks start spending more of their time at home. Retailers this Fall can offer them a luxurious brand of leisure, comfort and entertainment. Certainly these things are available through new appliances and improved radios. So, the home work is a simple, and yet a *vast* assignment for the man who sells these products.

For instance, when a dealer gets through with a home, after having supplied it with health, ease, enjoyment and comfort—all of which he has in stock—he should be able to mark the card, "Tailored for Better Living" and go on to the next house. This is the time for it.

For one thing, this is the season when the radio listener takes up our powerful new receivers, our improved circuits, and our million dollar air entertainments, and goes indoors. He will shortly be eyeing a comfortable chair for a longer evening at home.

This time, there's a taste of FM and television to add to the excitement. There's a shelf of new records and slick ways of playing them. And there's a stepped-up brand of short wave, plus the usual nifty fare of networks.

In other words the retailer can offer the whole works at an appropriate point. He can do a de luxe "home" job, during the first real peacetime concentration at the fireside.

RADIO, Electrical Appliances,

THE MOST EXPENSIVE RADIO CONSOLES may become available sooner than moderately priced ones. Reason is that seasoned mahogany and walnut lumber is now easier to get than cheaper woods.

OPA'S SUSPENDED ANIMATION had little or no effect in the radio/electrical appliance field. Manufacturers, jobbers, and retailers feel this way about the whole thing: Makers would like slight increases to list prices, which they know the consumer would accept without batting an eye; jobbers and retailers would like a bit more profit margin. Competition in our industry being what it is, and with the consumer having a very good idea of approximate prices of radios and appliances, "floors" instead of "ceilings" would be more helpful.

LACK OF SCRAP is newest threat to full-scale production of steel. Resulting tightness may hamper production schedules on large electrical appliances and is a major peril to capacity automobile production.

COPPER SITUATION REMAINS SERIOUS in entire electrical industry. Use of the metal for building materials is rapidly draining the stockpile above ground. And while the domestic supply has increased a little, imports are now curtailed by foreign labor troubles and delays in purchase contracts.



FM, THE FAST-MOVER, RETURNS TO BRIGHTEN the sales picture. Retailers are elated over the good news that FM production is climbing. The static-free sets will be gobbled up fast by hungry consumers and the dealer will make real money on every FM receiver sale, plus extra profit on the installation.

SEVERAL OF THE LEADING RADIO manufacturers are said to be discussing a project to combine installation and service facilities for their television products. Purpose is to develop technical skill and prevent installation tangles in populous centers.

A WAR VET SALESMAN must be restored to his old territory, or to one where the sales volume and his chance to build good-will are equivalent, a Federal court has ruled. The decision applies to dealers' and suppliers' salesmen alike.

FURTHER IMPOSITION OF COST ABSORPTION on dealers and distributors is outlawed in the law revising OPA. Moreover, all cuts in margins made after March 31, 1946, are restored. This brings at least partial relief to the radio and electrical appliance dealer and wholesaler.

FRANKENSTEIN'S MONSTER OF MERCHANDISING—the trade-in—beginning to rear its ugly head, and retailers foresee a flood of broken-down, patched-up junk about to be offered them by customers. One dealer checked on a couple of customers who were on his priority list, yet failed to buy when the merchandise became available. He found that a competitor had accepted some trade-ins, which he, the first dealer, had refused to handle at the time the customers signed the orders.

NO FULL RETURN TO PRE-WAR MARGINS will ever be made, one electrical appliance manufacturer predicts. Instead, he feels trade discounts will stabilize about midway between OPA edict and former spread, thus tending to prevent cut prices by chains and mail-order houses.

CPA HAS LIMITED MANUFACTURERS to an inventory not exceeding a month's output of many scarce products, including a variety of building materials, household refrigerators, washers, ironers, ranges, vacuum cleaners, sewing machines and miscellaneous electrical appliances.

NEWEST LINE—SHOWING OF THE NEW TUBE tester by Sylvania Electric Products, Inc., is the kick-off for this company's release of a full line of test instruments for the trade. Watch this big outfit for other new products, too.

JULY PRODUCTION OF RADIO SETS is well past the one-million mark, surpassing the pre-war level in terms of units produced. Less than a fourth of these, however, are console models because of continued material shortages.

WIRE RECORDING ON MUSAPHONIC SETS is on the future-planning agenda at General Electric. Prior to the war, some GE de luxe receivers were equipped with disc home recorders.



YOU CAN'T TAKE IT WITH YOU !!!

PORTABLES MISSED PEAK SEASON in sales because there weren't enough to go 'round. Dealers could have sold slews of the carry-around sets to summer vacationers. However, the production picture on portables looks better now and dealers will do a land-office business in them with college students, skiers, Southern resort visitors and Christmas shoppers.

BIGGEST BUSINESS OF ALL is the retail store. More than half the business enterprises in the country are retail establishments which provide livelihood for about 15% of all those gainfully employed.

Records, and Television, **TODAY**

A **FLUORESCENT SUN LAMP TUBE** will be put out by GE. It will fit into ordinary four-lamp egg-crate fixture, replacing one of the four lamps. No additional equipment is needed.

AMONG FIRST SIGNS OF RETURN TO NORMALCY in merchandising is the fact that dealers and distributors are now buying instead of merely taking. This cut-back to ordinary select-and-price buying procedures brought about by knowledge that consumers are commencing to "shop around."

PRE-WAR PRODUCTION LEVELS SMASHED, many of them for the first time, in June. CPA factory shipments show water heaters, washers, vacuum cleaners and gas ranges all substantially above pre-war monthly rate. Radios were 25% higher in units but still nearly all table models. While electric range production had nearly reached the pre-war mark, refrigerators and sewing machines were still lagging badly.



CHICAGO WILL BUY ALMOST 250,000 TELEVISION sets, a survey shows, and a huge sales campaign will be undertaken by Chicago's Electric Association and Commonwealth Edison.

HOUSING PROGRAM IS DELAYED still further by problems of pricing materials. Housing Expediter Wyatt planned to set up his new "dividing lines" below which at least half the homes in each community must be priced. This program has now been postponed until later in the year.

ELECTRIC POWER RATE REDUCTIONS were put into effect, by an unusually large number of utilities during the first half of 1946. Hope of rate cuts at the new accelerated pace during last half of this year are somewhat dimmed by rising costs of coal and labor.

NEW ALL-TIME PEAKS in business activity continue to be recorded. Consumer expenditures and income payments to individuals are higher than ever. The rural market is especially good because of bumper crops and higher commodity prices. A first faint, chilling note is the decline in savings by individuals.

TWO-WAY RADIO for passenger buses is to be installed in the Chicago area. A communication company will place equipment in coaches of several bus lines to permit contact between the terminal and buses within a radius of 75 miles.

NEW 1947 MODELS of electrical appliances are being readied by several large manufacturers. These will supplant present models and will require complete re-tooling of plants.

ADDITIONAL SALESMEN are being quietly lined up by some dealers who foresee supplies of manpower tightening as their priority lists dwindle. These dealers state they intend to insure an adequate staff to handle the 1946 Christmas Rush.

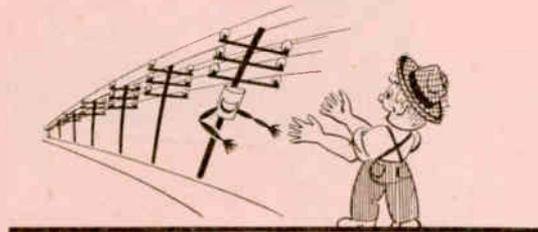
A **SALES PEAK** in the first half of 1948 for Westinghouse's electrical appliances and radios is predicted by Gwilym A. Price, president. After that, he expects sales to recede somewhat, though still stay very good compared with pre-war levels.

MANY FIRST-TIME WASHER BUYERS are reported by dealers. Reasons given are the advent of the automatic, shortage of domestic help and high prices and poor service which housewives claim they are getting from commercial laundries.

BASEMENT LAUNDRIES are still wanted by half the new home builders, a survey among nearly 6,000 Crowell-Collier magazine readers shows. Most of the other half will place laundries just off the kitchen.

REGULATION "W" WILL STAY "AS IS" unless there is an unexpected drop in retail volume during the next six months, Dr. Albert Haring told members of the National Retail Furniture Association.

WEFM, CHICAGO FM STATION bearing initial's of Zenith's E. F. McDonald, is latest transmitter call-letter to commemorate well-known radio figure. Others include WRGB, Schenectady, for Dr. W. R. G. Baker; WABD, New York, for Dr. Allen B. DuMont; WTTG, Washington, D. C. for Dr. T. T. Goldsmith, and WGHF, New York, for Capt. W. G. H. Finch of facsimile fame.



A **NEW AND EXTENSIVE PROGRAM** to spur rural electrification through joint efforts of farm equipment manufacturers, agricultural societies, power companies, etc., will be initiated this Fall at the first National Farm Electrification Conference, to be held in Chicago, Nov. 7 and 8. Power lines now feed three million of the nation's 5,950,000 farms. Hundreds of millions of dollars will be spent within the next few years in service extension, thus opening a huge market for electrical equipment.

"HIS MASTER'S VOICE"...

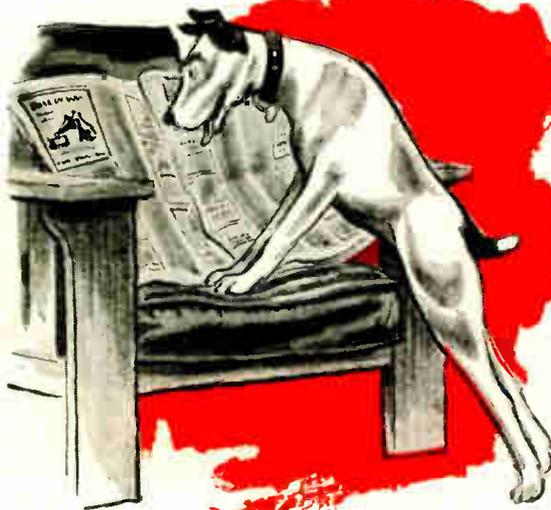


1 "His Master's Voice"



2 "Hello! Lots of people don't know it but my name is NIPPER. I was a real dog who really recognized 'His Master's Voice' back in 1898."

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



5 "Then they took Mr. Barraud's painting of me and ran it as a Victrola* advertisement . . . I was started on my career to world fame!"



6 "Next, another kind of 'music box' came along—a radio made by RCA. Then when RCA merged with Victor—in 1929, I became *even more famous!*"

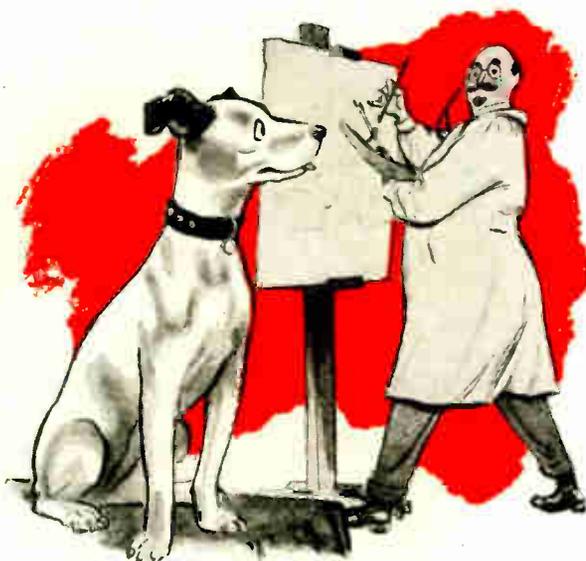
ONLY RCA VICTOR MAKES THE VICTROLA*

*"Victrola"—T.M. Reg. U.S. Pat. Off.

the history of a famous Trade Mark



3 "But what made me immortal, was that my master (a painter fellow named Francis Barraud) caught sight of me listening one day . . ."



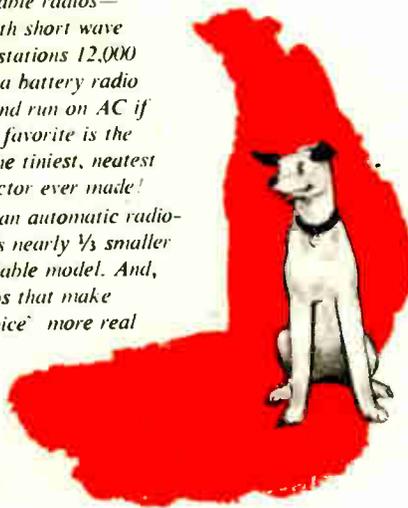
4 "And then I had to do the hardest work of my life—*posing!* If there's one thing I don't like to do, it's to sit still . . . But I did it for hours!"



7 "So today you have something that never was dreamed of! You have the real-life TONE of the new RCA Victor 'Golden Throat.'"

"There are four table radios— including a set with short wave that can 'pull in' stations 12,000 miles away! And a battery radio you can plug in and run on AC if you want to. MY favorite is the 'Personal'—it's the tiniest, neatest portable RCA Victor ever made!

"Then, there's an automatic radio-phonograph that's nearly $\frac{1}{3}$ smaller than the prewar table model. And, two console radios that make 'His Master's Voice' more real than ever!"



8 "Don't take my word for it—hear the 'Golden Throat' for yourself. Let your customers hear it! Every RCA Victor instrument has the 'Golden Throat'!"



RCA VICTOR

RADIO CORPORATION OF AMERICA

Your Stock Has

When Radios, Appliances, Parts Fly From Your Store, Be Sure They've Been Charged Out. An Accurate, Simple Control System Is a Must

● Dollars and cents disappear into thin air when inefficient stock control methods are used.

The dealer who insists that every piece of merchandise be "charged out" when it is removed from stock or display, by salesmen or others, is taking good care of his own good money. Such profit-wise merchant is equally insistent that his servicers charge out all new or used parts used in repairs. And he makes it a rule that the charging out be done *while the job is in process*.

The necessity for employing workable stock control systems is apparent to every radio/appliance retailer who is willing to look at all the stock in his store as representing money—his own hard-earned cash.

Cut Down Loss-Rate

He also realizes that each radio, electrical appliance and part *has wings*—and is ready to "take off" in flight. He wants his stock to *leave* the store rapidly—that's turnover. But he wants to be certain that each flight will be logged in his records.

The dealer cannot charge a part to a customer unless the servicer has charged it to the job in the first place. Nor can he account for missing radios or appliances out on demonstration unless the salesman has made a record of their removal. Even where the most efficient stock control systems are in use some losses are experienced, but such loss rate is always lower than that in stores having haphazard stock control techniques.

Printed forms to be used in charging out material should be simple. They should provide space for all *needed* information—none for *unnecessary* data. Above all, they should be *easy* to fill out because salesmen and servicers hate to do "bookkeeping." The prime purpose of the charge-out slip is to prevent loss, but it is also an excellent check on the men's time.

What form these charge-out record slips take is not important so long as they are workable. They may be tags, a portion of which remains with the repair, or they may be machine-dispensed sales tickets, with colors varying to identify separate store departments.

Accompanying this article are illustrations of two stock control forms which are, basically, those in common use by dealers in this field.

In addition to the use of charge-

employer to size up the day's activities at one central point.

The establishment and proper administration of a stock control setup will aid greatly in maintaining inventory balance. Physical inventory figures will always come nearer to agreeing with the written records in stores where employees—and the boss himself—charge out everything they use or take from the place.

Inventory bookkeeping is an im-

SERVICE RECORD

No. 1291

Jones Radio & Appliance Co.

Customer's Name and Address _____ Customer Complaint _____

Date _____ Description of Work Done _____ Total Time _____

Total time pick-up _____ Date _____ TOTAL TIME ON JOB _____
Total time deliver _____

MATERIAL USED			To be filled in by bookkeeper		Total
Quantity	Part	Serial No.	Cost	List Price	

Was price estimate given? _____ Amount? _____ Total Material _____

Remarks: _____
(Serviceman's Signature)

To Be Filled in by Bookkeeper:	
Total Time @ _____	\$ _____
Materials _____	\$ _____
Total Charge _____	\$ _____
Pasted _____	

A well-prepared "work sheet" saves the dealer money; eliminates guesswork by employe "memory experts". Profit-analyzing may be done direct from sheet. On sample form, illustrated, provision is made for keeping on top of jobs that take more than one day, and the system is a good method for having repairmen account for their time. Many variations can be used.

out records, the efficient system must also provide for the expediting of the slips, tags or whatever forms are used, from the source to the destination—the latter being the firm's ledgers. Most dealers agree that all charge-out slips (or duplicates of them) should be in the hands of the bookkeeper each day even though the selling deal or the repair job has not been completed. Such procedure permits the

important part of a store's operation and certain phases require that paper-work be done by employes, particularly where perpetual inventories are used. But inventory records do not take the place of charge-out slips. In most systems the real difference is this: an inventory record shows what *is* and what *was* in stock. The charge-out slip shows *where* the out merchandise went, and *who's going to pay*

WINGS!

for it—and this is important!

Dealer case histories show just how easy it is to lose money via sloppy methods. For example, here's what happened in a case where a vacuum cleaner came into a dealer's store for a complete overhaul. The following new parts were installed: 1 belt, 1 bag, 1 wheel, floor brush bearings, 1 headlamp, 20 feet rubber cord and plug, control switch.

One man started the job one day, but was called away and another man took over. Between the two mechanics, and because of the lack of record-keeping facilities and rules, the customer was not charged for the 20 feet of new rubber cord. This was inadvertently *donated* by the dealer—perhaps the amount involved was a dollar and a quarter.

Guessing Is Expensive

In addition to digging into his own jeans for the money for the cord, the dealer wasn't quite sure whether he charged enough time against the job. "Oh, I guess I

SALES TICKET

Jones Radio & Appliance Co.
Main Street Tel. Main 8760

Sold to _____
Address _____
City _____

Date	Sold by	Order No.	Charge No.	Amt. Rec'd
			Price	Amount

2476-7

"Charge it out when you take it out", applies to any employe who uses parts or supplies and to any salesman who takes radios and appliances out for demonstration or other purpose.



spent about an hour," Servicer No. 1 said. The second man who tackled the cleaner "guessed" that he'd put in "about an hour and a half." A work sheet and a charge-out slip in the hands of the two mechanics—plus insistence on the part of the dealer that they be used—would have meant *more* profit or *some* profit to the dealer.

There are other such cases, too numerous to mention, in the repair end of the radio and appliance business. Even where charge-out procedures are in force and the heat is continually on all employes to follow them out, certain losses are inevitable. The radio servicer may forget all about that new tube he put in a set in a testing operation, resulting in the customer receiving a few dollars as a gift.

But, by and large, the organization which makes an all-out effort to account for its stock is head and shoulders above the slipshod one in cutting down losses.

Chaos on Sales Floor

Confusion, embarrassment and loss of sales are other end-results of failure to charge out material and equipment.

Dealer Smith is waiting upon a customer who wants to see the late model Cyclone vacuum cleaner. He had a "sample" on his floor, he was certain, but a diligent search failed to reveal its whereabouts. Two days after he'd lost that particular sale he found that one of his salesmen had taken it out to show a customer, didn't make the sale and had left the appliance in his car. "I forget all about it because I've been

so busy," he explained to the boss.

If a charge-out system had been in effect in Dealer Smith's store, the proprietor would have known where the vacuum cleaner was.

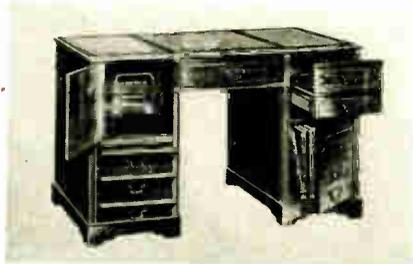
"Parts robbing" is frowned upon by all good retailers, but there are times when it just has to be done. If the right kind of record-keeping is in use an incident like the following is not so likely to take place: A floor salesman seats a man and wife in front of the most expensive radio-phono combination in the place. They are practically "sold" on it, but want to hear it before signing an order. The salesman turns the set on, but nothing happens. Just nothing. What the salesman didn't know was that one of

(Continued on page 136)

New Receivers for

Lear DESK COMBO

Radio-phonograph combination in desk style, with radio and automatic record player and record storage space on one side, a complete desk with smooth-sliding drawers on the other.



Single band, six tubes. Plays 10" or 12" discs, automatic stop, permanent type needle. Cabinet in 18th Century style—hand-rubbed, Honduras mahogany veneer. Genuine top-grain leather on top. About \$750. Lear, Inc., 110 Ionia Ave., N. W., Grand Rapids 2, Mich.—RADIO & Television RETAILING

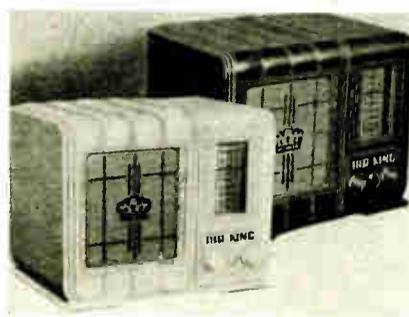
Andrea PORTABLE RADIO

Model P-163 ac-dc-battery portable, 3 bands. Tunes 538 to 1575 kc on standard; 2.0 to 6.3 mc on shortwave Band No. 2, and 6.2 to 18.5 mc on Band No. 3. Superhet, 6 tubes including rectifier, self-contained oversized loop for standard band—25 wire hank for shortwave use. Alnico speaker, automatic power control changeover from ac-dc to battery. Cadmium plated chassis, all parts have Andrea "Climate Sealed" treat-



ment. Simulated lizard skin covering, modern styling, vanishing front cover, automatic snap lock and key. Measures 14" wide at the base; 10½" high, 6¼" deep. \$89.50. Andrea Radio Corp., 2701 Bridge Plaza North, Long Island City, L. I., N. Y.—RADIO & Television RETAILING

Air-King RADIO



Model 4604, table model, 6-tube superhet, 5" Alnico 5 PM dynamic speaker. Two bands, 535 to 1620 kc and 5.6 to 19 mc. Automatic volume control, ac only, 4.25 w maximum power output. Built-in 7" cylinder loop, dual edged lighted dial glass. Cabinet of matched sliced walnut veneers, hand-rubbed. Measures 17" wide, 9¾" high, 8¾" deep. Zone 1, \$47.30. Air-King Products Co., Inc., 1523-29 63rd St., Brooklyn 19, N. Y.—RADIO & Television RETAILING

Stewart Warner RADIO

Model 51T56, table unit tuning 540 to 1600 kc. Four tubes plus rectifier. Two controls, full length dial. Early American maple. (Model 51T96 is walnut



finish; 51T116 is blonde modern—desert tan—finish.) Stewart Warner Corp., 1826 Diversey Parkway, Chicago 14, Ill.—RADIO & Television RETAILING

Philco RADIO

Model 442, table model with 7 tubes, FM, standard and police bands. Pentode audio system, 6" oval electrodynamic speaker. Built-in dual aerial system—standard, FM, state police. Bass



and treble control. Two-tone cabinet, solid walnut. Philco Corp., Tioga & C Streets, Philadelphia, Pa.—RADIO & Television RETAILING

Crosley COMBO

Model 146-CS—the "Carrollton" FM radio-phonograph combination (one of 9 new models added by Crosley)—4-band, ac, 11 radio tubes, 1 rectifier, 1

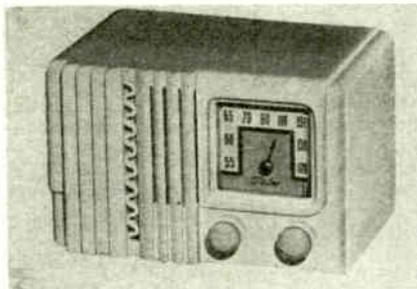


phase inverter, 1 tuning indicator. Six-position push-button station selection for standard band. Fly-wheel type manual tuning control, 12" PM speaker, visual tuning indicator. Improved master tone control, tuned RF on both AM and FM, built-in dipole FM antenna—Signal Web enclosed loop for standard. Power output, 18 w; automatic sensitivity control and bass compensation; separate on-off control. Jam-proof automatic record changer playing ten 12" or twelve 10" discs; single change-over control. Floating jewel tone system; automatic stop after last record. Storage space for a'bums. Mahogany cabinet by Carlton House, measures 36⅞" high, 41" wide, 17⅞" deep. Crosley Corp., Manufacturing Division, Cincinnati 5, Ohio.—RADIO & Television RETAILING

Early Autumn Market

Delco RADIO

Model R-1230 (and R-1231) table unit in plastic, ac-dc circuit, tuning 550 to 1700 kc. Five tubes, including rectifier.



R-1230 has white finish; R-1231 is mahogany color. Measures 8 5/16" wide by 5 7/16" high by 6" deep. Delco Radio Division, General Motors Corp., Kokomo, Ind.—RADIO & Television RETAILING

Electromatic COMBO

"Coluratone" model automatic radio-phonograph, with or without separate stave legs which fasten with screws to the cabinet base. Legs stand the unit 16 1/4" above floor level—purchaser can attach or detach legs as desired. AC superhet, 5 tubes, 5" speaker, one band. Plays 10" or 12" discs. "Futuramic" cabinet designed by Artek Pascoe, available in walnut, mahogany



or birdseye maple finishes. \$102.95 in Zone 1. Electromatic Mfg. Corp., 88 University Place, New York, N. Y.—RADIO & Television RETAILING

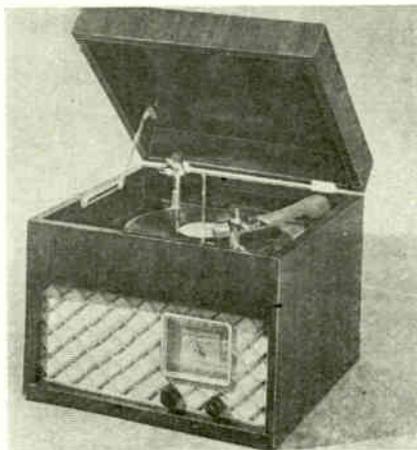
GE COMBO



Model 303 automatic table model combination, 6 tubes, 6 1/2" Alnico 5 speaker. Improved "fool-proof" record changer; equipped with Electronic Reproducer. List, approx. \$99. General Electric Co., Bridgeport, Conn.—RADIO & Television RETAILING

U.S. Television COMBO

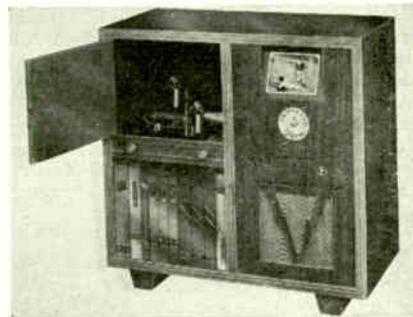
Model 2004A table unit radio-phonograph, ac-dc, with 4-second automatic record changer playing 10" and 12" discs. PM speaker, 5 tubes, Radior in-



duction tuner. Birch plywood cabinet available in mahogany or blonde finish. United States Television Mfg. Corp., 3 W. 61st St., New York, N. Y.—RADIO & Television RETAILING

Viewtone TELEVISION RECEIVER

"Aristocrat" model console video receiver and radio phonograph combination with automatic record changer.



Seven-inch screen, FM sound, AM broadcast band radio, compartment for record albums. \$325. Nationally distributed by Charles W. Robbins Co., 853 Broadway, New York 3, N. Y.—RADIO & Television RETAILING

Ansley COMBO

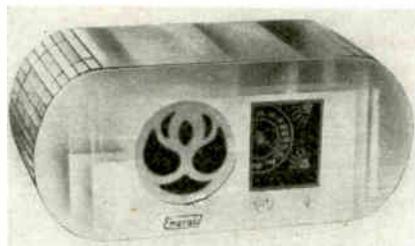
"Pembroke" model, with automatic record-changing Dynaphone, available with Ansley Model 53, 54 or 63 chassis. Divided lid with radio at one end, display at the other. Half-round Sheraton commode style, available in 3 mahogany finishes. Rounded panels of swirl mahogany veneers. Tambour door effect at center. Measures 32" high, 40 1/2"



wide, 20 1/2" deep. Ansley Radio Corp., 41 St. Joes Ave., Trenton 9, N. J.—RADIO & Television RETAILING
(Continued on page 42)

New Lines Ready for

Emerald RADIO



Model 501—the "Mirrolier," 6-tube, ac-dc superhet tuning 500 to 1600 kc. Wood base, with dual acoustic sound chambers, violin style. Lucite pointer, dials and knobs. Inverse feedback, 5" Alnico 5 speaker. Special cabinet entirely of glass mirrored custom-made construction. Measures 15½" by 7" by 7". Emerald Enterprises, 739 Astor Ave., New York 67, N. Y.—RADIO & Television RETAILING

Globe RECORDER

Model SP-4-C, disc recorder, record and transcription player, console professional style cabinet. Reproduces speech or music from microphone or radio—can be used as radio, record player or PA system—via push-button selector. Two speeds, 78 or 33.3 RPM, finger-tip controls, all clearly marked. Cuts records inside-out, or outside-in, at 100, 120 or 140 lines per inch, via single control knob. Concealed drive type overhead lathe, records at from 50 to 7,000 cycles per second—magnetic cutter head with Alnico 5 magnets. Multiple input channels; separate vol-

ume controls for radio and phono; direct-reading recording level meter; 12" concert type speaker. Stainless steel universal feed screw; hydraulic dash-pot type vibration dampener; turntable 16¼" in diameter. Synchronous motor—1/20 HP. Crystal pickup with permanent sapphire point. Globe Industries, Inc., 125 Sunrise Place, Dayton 7, Ohio.—RADIO & Television RETAILING

American WALL RADIO

Model 6K, larger than model A6K, built-in wall type receiver, designed to mount between wall studs. Superhet with 6 tubes. Telechron alarm clock to turn radio on and off automatically. Duplex receptacle for plugging in appliances; louvres for dissipation of in-



terior heat. Ultra modern styling—available in colors to match wall color and materials. Interior box is 4" deep, 6" wide, 14" long; front panel measures 7½" by 16". \$57.85 including tax. American Communications Corp., 307 Broadway, New York, N. Y.—RADIO & Television RETAILING

Bowers RADIO



Model T-61, 6-tube table unit, tuning 550 to 1600 kc. Beam power output, Alnico 5" dynamic speaker, built-in loop antenna with outside aerial connection. Wood cabinet, waterfall design top, walnut finish. Measures 12¼" long, 8" high, 6" deep. Bowers Battery & Spark Plug Co., Reading, Pa.—RADIO & Television RETAILING

Shur ANTENNA

Folded Interceptor antenna for television, FM and amateur 5-meter bands. Folded dipole type with Dural elements, supporting insulators of Synthane. Screw transmission line connection, screw adjustment for tuning elements. All hardwood construction, treated for weather endurance, lightweight. Marked for assembly in middle of the band. \$8.50, less transmission line. Shur-Antenna-Mount, Inc., 266 Sea Cliff Ave., Sea Cliff, N. Y.—RADIO & Television RETAILING



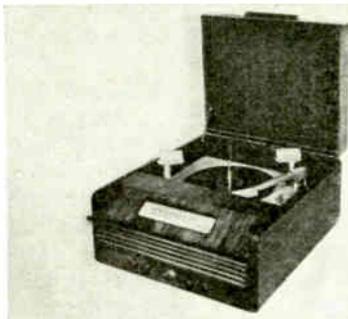
Consonata ELECTRONIC ORGAN

Console styled electronic organ in three models—"Colonial" for homes (shown), small churches and funeral chapels; "Modern Gothic" for auditoriums, theaters and churches; and the "Cloister" for smaller churches and auditoriums. (Other units to follow, to make complete line.) Electronically-produced tones match typical voices of conventional pipe organ, and will duplicate many orchestral instruments. No reeds, pipes, blowers, wheels, or other mechanical moving parts. Features a tremulant like the human voice vibrato, controllable in both speed and amplitude. Requires floor space of about 5 sq. ft. Keyboards, pedal boards and tabs used to produce wide range of sounds from "color boxes." Music heard from speaker cabinets or from custom-installed grilles. Colonial model designed in mahogany, with bench to match. C. G. Conn, Ltd., Elkhart, Ind.—RADIO & Television RETAILING

Radio Merchandisers

Airtec COMBO

Model 832 table model combination, ac superhet with 5 tubes including rectifier. Tone control; extra band added at slight additional cost. Maguire record changer. Slide rule dial. Mahogany or



walnut finish, hand rubbed. \$85.95. Pro-Electronics Corp., 44 DeKalb Ave., Brooklyn 1, N. Y.—RADIO & Television RETAILING

Brunswick COMBO

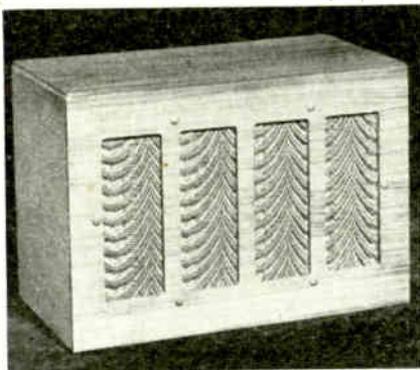
Model BN-6846, the "Urbane" automatic Panatropo—radio FM-AM combination, 19 tubes, straight ac. Shortwave bands, 30-w output, automatic volume expansion. Separate bass and treble controls. Disc changer has permanent sapphire needle, automatic stop. Modern styling in genuine prima vera hand-



rubber finish, natural wood color. Record storage compartment. Measures 33½" wide, 33" high, 17" deep. Brunswick Radio Division, Radio & Television, Inc., 244 Madison Ave., New York, N. Y.—RADIO & Television RETAILING

Atlas HIGH FREQUENCY REPRODUCER

Model HF-1, wide-angle speaker, designed specifically for high frequency reproduction. Self-contained dividing network permits its use, with any good



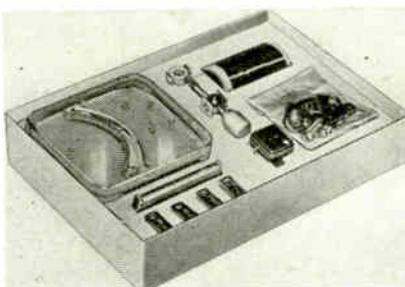
quality dynamic speaker, for high-fidelity combination to cover full tonal range to 15,000 cycles. Handles full range of the better FM, television and recording programs. New principle employed to give wide-angle distribution. Volume control and transfer switch included. Measures 15" wide, 10" high, 9" deep. List, \$100. Atlas Sound Corp., 1451 39th St., Brooklyn 18, N. Y.—RADIO & Television RETAILING

Inter Sound INTERCOMMUNICATORS

Intercommunication system for home and commercial use, includes one master and as many as 5 sub units—an amplifier and a group of speakers which serve as microphones. Press-to-talk button at top provides two-way connection with all stations. Amplification sufficient to pick up conversation from room area. Talk buttons on sub stations may be locked in talk position. Ac-dc operation, stations connected by simple unshielded wires. Compact, pyramid style units with button at peak. Sound, Inc., 221 E. Cullerton, Chicago, Ill.—RADIO & Television RETAILING

Kitcraft CONSTRUCTION KIT

Kit No. 102, radio crystal construction kit, designed to teach youngsters radio principles while building set that works. Includes tested galena crystal and mica condenser. Base and coil form of Lucite. No soldering or batteries required. Works with any type headphone, or old telephone receiver. Con-



tains 2-page illustrated manual. Packed in eye-catching box, \$2.95 complete, less phones. Kitcraft, Inc., 614 N. San Vicente Blvd., Los Angeles 46, Calif.—RADIO & Television RETAILING

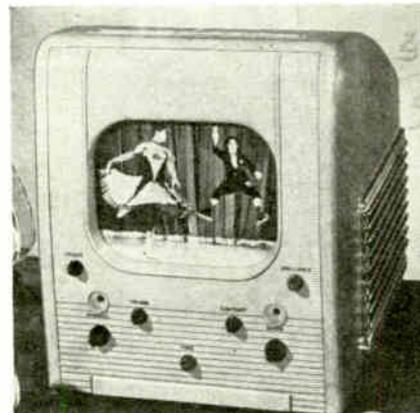
Freed-Eisemann COMBO



Model 48—the "Regency"—20-tube radio-phonograph with FM. Dual Panphonic speaker system; audio range, 30 to 15,000 cycles. Tunes 530 to 1700 kc or. standard; 12 to 18 mc on short-wave band No. 1; 6 to 10 mc on short-wave band No. 2; 88 to 108 mc on FM. Plays 10" or 12" discs. Mahogany cabinet, 39¼" high by 28¼" wide by 17¼" deep. Freed Radio Corp., 200 Hudson St., New York, N. Y.—RADIO & Television RETAILING

Farnsworth TELEVISION

Table model straight video receiver, direct view type, providing picture 8⅝" by 6¼". Modern styling with louvres at top and sides. Nine controls.



Farnsworth Television & Radio Corp., Ft. Wayne 1, Ind.—RADIO & Television RETAILING

NEW ELECTRIC APPLIANCES
ON PAGES 90 TO 96

Service Linked to Modern Selling

Pennsylvania Maintenance Specialists Step Into Merchandising and Set a Pace With Varied Lines

● "Sure, it's good business to be a dependable radio repair shop, but today that should be only a part of the modern radio-electric appliance establishment—we believe in looking toward the future, and the guy who doesn't plan to buy and sell as many electrical lines as the traffic will bear is a dead duck!"

Who's speaking? Howard J. Foht, who along with brother-partner Kenneth, early this year opened their up-to-the-minute radio-electric appliance business near the heart of Erie, Pennsylvania's down-town shopping district.

For over ten years the brothers were interested solely in radio repair and service work and they did fairly well at it, but recently, they say, they put on their thinking caps and came to the conclusion stated above. They lost no time in planning to build the new store.

Fixtures to Match Policy

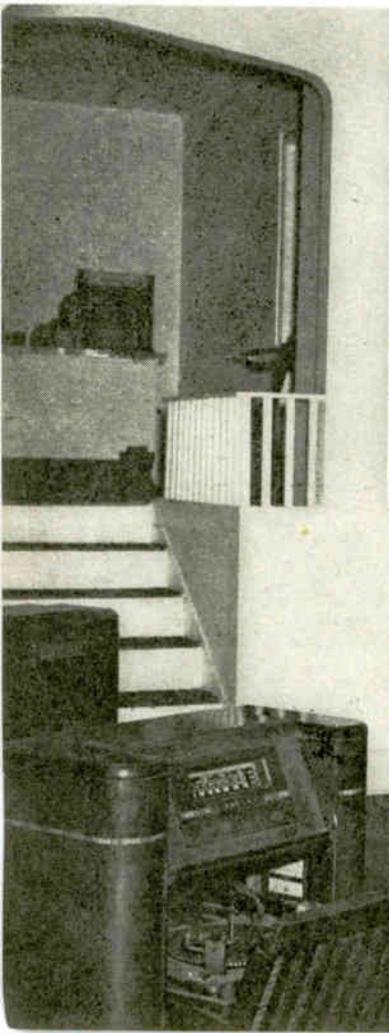
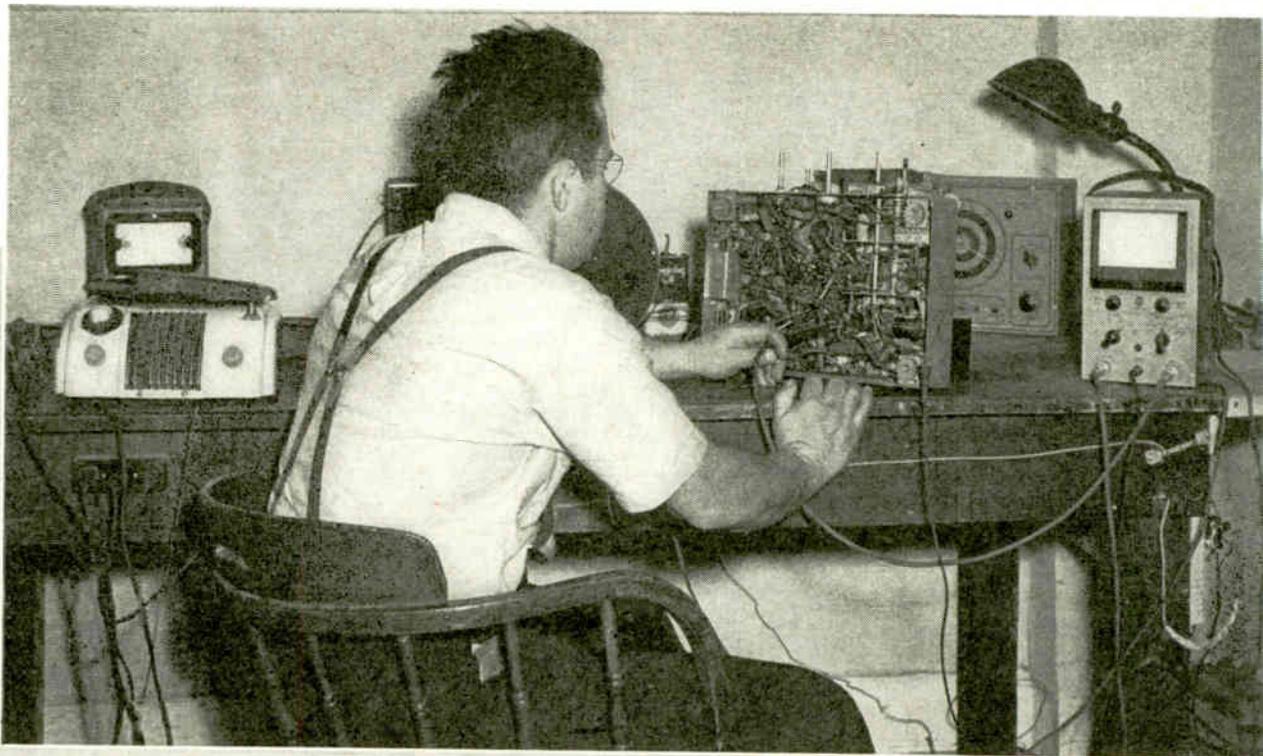
Under the name Foht Radio, they rented a 25' x 30' showroom backed by a second floor apartment, which they tore out and replaced with office and service counter facilities.

At the side was space for a small workshop.

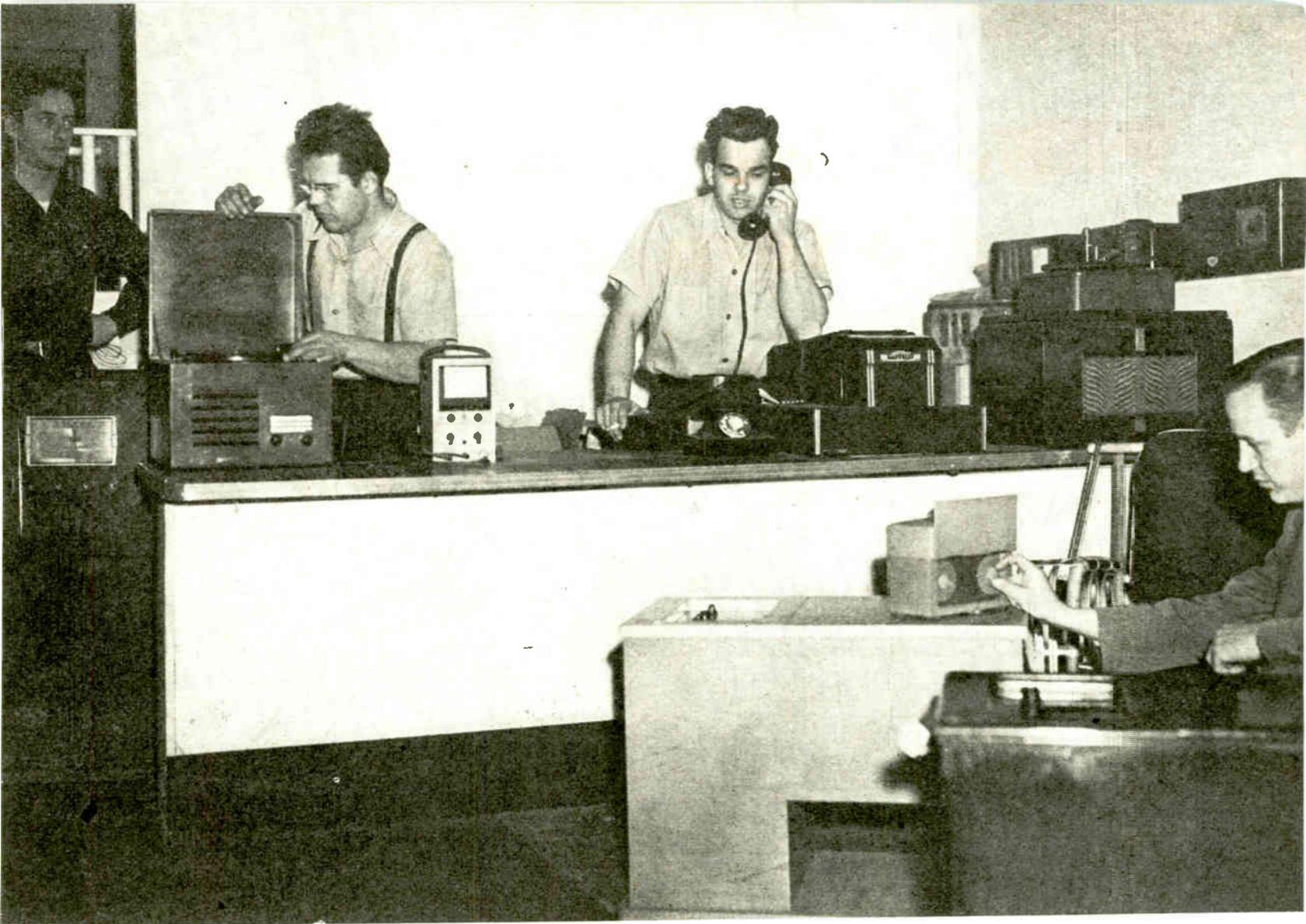
At the front of the shop, the partners decided on a flashy neon sign, "Foht Radio," to catch main stem traffic. Extra-wide show windows were designed to flank the entrance. Black rubber matting runs through the shop's center bearing the brunt of wear between neat island displays and staggered appliances—radio-phonograph combinations, table radios, vacuum cleaners, refrigerators, washing machines, ironers and traffic appliances.

"One item which we have found

Howard Foht maintains his know-how on new radio circuits. That's how he made his start.



◀ Display space at Foht's gets extra eye appeal by the addition of small balcony at left, where more radios are neatly shown.



Shown at one of Foht's radio variety counters are, l. to r., serviceman Oscar Masiroff; owners Howard and Kenneth Foht.

particularly well-liked and which is supplied readily to us is the portable phonograph," is the report. "The younger set, of course, is the most interested. We have had good turnover, and at the right price."

There's a cheery look to the comfortable showroom, with light shades of blue paint for the walls and ceiling and fluorescent lighting fixtures. Blue print linoleum is attractive and easily cleaned. For customers who must wait their turn, the Fohts have provided wicker furniture.

More Expansion Planned

Along the right side of the store, as entered, is an eye-catching shelf, slightly over waist-high, upon which small radios and appliances are displayed to good advantage.

Stairs lead up to the elevated rear, where more display space is available. The Fohts believe the "balcony" effect is becoming to the shop, and its position is not discouraging to prospects who are seriously interested.

"Foremost among our plans for

the future is the establishment of a record department," the partners declare. "We are going to have self-service racks as well as a young clerk who will devote her full time to customers in this section. We believe this addition to our shop very important; we've noted the growth of record sales in many stores around Erie."

At first the Fohts thought that the inclusion of records might amount to nothing more than an accommodation, but now they understand that it might mean a steadily increasing patronage.

Young record "bugs," it is thought, should particularly be given consideration as future buyers of the more expensive appliances, such as radios and refrigerators, and for this reason a complete line of records, popular and classic, will be set before all comers.

"Getting down to everyday advertising in local dailies," said Howard, "we've found that advertisements which include photographs of the merchandise we are offering are the biggest drawing cards for store traffic. Inclusion of pictures of our

personnel also helps, as this reaches friends who perhaps didn't know where 'Joe' or 'Jane' were working."

When the partners opened their new establishment they decided to go "all out" with full-page spreads in both local daily newspapers. They had pictures taken of their shop and personnel and these were attractively spaced among bold type announcements of the modernized quarters, and plans to serve in every possible radio-appliance manner.

Photo-Ads Get Business

"That advertising paid off very well," recalls Howard, "and even drew customers for days after the formal announcement. But we've found the photo-advertisement to be generally successful and we use the idea over and over".

"We also believe in the use of the smaller, two or three line, classified advertisements. After experimenting, we found this type of advertising to exert a good pull," the partners explain. "You see, a good many newspaper readers turn to the classified columns and study them."

FM Sets Reach Dealers

Production Climbs as Public

Clamors for These De Luxe

Static-Free Receivers

• Production of FM receivers is climbing in spite of the continued shortage of wood for cabinets and a number of manufacturers are planning to bring out new static-free models in the very near future.

Several of the largest makers in the country seem to have beaten the cabinet supply problem for the time being by installing their own manufacturing facilities where they are turning out cabinets made of wood they have had stored. Still others have been able to obtain advantageous contracts with wood-working firms after weary months of search and negotiation.

Woods Are Coming In

While the wood shortage situation is still acute it has some promising aspects. Authorities believe that from here on the supply will grow—and grow quite rapidly. Certain woods, such as knotty pine, which some makers are using, are available in fair quantity. Expensive imported woods continue to be scarce in spite of increasing shipments. This is because there is such a huge demand for mahogany, walnut and other desirable sorts. Gums and cheaper woods continue in very short supply.

But the good news is that FM sets will be produced in considerable numbers between now and Christmas. These will be made with cabinets fabricated from woods now on hand. After the first of the coming year, authorities predict that the cabinet shortage backbone will be broken.



On nights like these FM lends itself well to spectacular demonstration. Staticless performance during thunderstorm is just one feature of this great profit-bringer.

There is a prodigious pent-up demand for FM sets at this time and it is felt certain that sales of available units will be concluded with amazing rapidity. The FM-conscious consumer will pay a high price for any high-quality set. Conductors of a recent survey, not yet made public, found that a large percentage of consumers questioned were not only familiar with FM, but stated that they were in the

market for it—and would pay considerably more for this feature in a radio-receiver.

When business settles away to a more or less normal level, the dealer will find FM to be that “something new” he needs to increase the size of each sale. Good FM sets lend themselves so well to spectacular demonstration that the alert merchandiser, who’ll practice “wrap-up” selling for the next few months, is also preparing his sales and display set-ups to provide the utmost appeal to the future customer.

Genuine FM means

- Complete absence of static
- Elimination of interference
- Perfect background silence
- Wide fidelity of tone
- Lifelike reproduction of voices
- Perfect radio reception

How to Sell FM

The dealer knows that the enlightened prospective purchaser of an FM set realizes that proper installation and maintenance is of prime importance to him. Therefore, the smart dealer who wants to do a big FM business will do all he can to appeal to the customer via the things most likely to click with the customer.

Attractive store appearance, proper demonstration set-ups, good service reputation and advertising are among independent retailer's most potent sales assets in

(Continued on page 132)

NOW...
MORE OF THE
FINEST RADIOS
EVER TO BEAR
THE TEMPLE
NAME

...and more
coming!



TEMPLETONE
RADIO MFG. CORP.
New London, Conn.

Executive Offices:
 220 East 42nd Street · New York, N.Y.



TEMPLE MODEL F-617
 6-tube, table model
 combination. Phono-Radio
 with Automatic Record
 Changer. In handsome
 cabinet of walnut
 veneers. AC-DC.



TEMPLE "FEATHER-LITE"
 3-WAY PORTABLE, smartly housed
 in new grained fabricoid cover. Airplane
 metal front.



TEMPLE MODEL E-511
 5-tube table
 model, Radio-Phono
 combination. In
 beautiful cabinet of walnut
 veneers. AC-DC.



TEMPLE MODEL E-514
 5-tube table model acclaimed
 for its matchless tone. In distinctive cabinet
 of walnut or mahogany veneers. AC-DC.

"Where FM also means Finest Made"

This consumer sales message is appearing in The Saturday Evening Post, September 7 and Collier's Weekly, September 14.

Be Known
for **BETTER VALUES**
with
ARVIN

You want your store to be known as the place where better values are obtained—and Arvin Top Flight Radios are helping to build that good reputation for dealers everywhere.

Nationally advertised and known as the radios of dependable quality—at low prices everyone can afford—you need the Arvin line to help build your store reputation for values.

Almost every week now, your customers are seeing forceful Arvin advertisements in one or more of the four leading magazines pictured below. Tie your store in with this advertising and be known for better values with ARVINS.

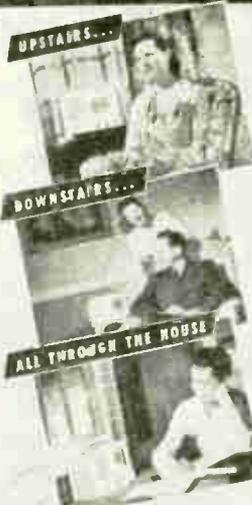


ARVIN

... the name on products of experience from
NOBLITT-SPARKS INDUSTRIES, INC., Columbus, Indiana

THIS ARVIN HAS
Everything
WE WANT
FOR ONLY \$27.25*

ARVIN
Top Flight
RADIO



It's beautiful in any setting and from every angle—a lovely cabinet in lustrous ivory plastic with back and front molded in same attractive design... and with a convenient handle.

It's a marvelous performer! Big-set features give it great range, sharp station separation and a rich, full tone.

Built in loop with improved pick-up power, brings in distant stations clear and strong.

Tone control is continuously variable, from bass to treble, for the most pleasing reception of music or speech.

Engineered and built right—a fine super-heterodyne circuit, 3 tubes plus rectifier, full RF stage and AF correction, 5-gang tuning condenser, acoustically balanced speaker and many other fine features. Operates on AC or DC.

Compare it with any radio at the price. You'll agree, like thousands of others, that this Arvin has everything you want at a price that enables you to have two or more in your home.

OTHER ARVINS AT LOW PRICES EVERYONE CAN AFFORD

See Arvin radios in every major department store and every variety store. Also in every quality department store. Price \$27.25 in 12" department store. See Arvin radios in every major department store and every variety store.



... the name on many fine products from
NOBLITT-SPARKS INDUSTRIES, INC., Columbus, Indiana

ARVIN Electric Fans • Electric Heaters and Appliances • Metal Cabinet Dishes Sets • Outdoor Metal Furniture • Caskets-Tubs • Folding Tables • Car Washers



It's a Split Decision!

Though couples are said to be happily mated,
Their angles on buying are oft unrelated.

'Cause marriage won't change a man's taste in cigars
Or his wife's predilection for open-top cars.

So those in the know may be quoted as telling
How businessmen frown upon one-sided selling.

For instance take *Arvin*—they find that it pays
To sell men *and* women in this surest of ways.

The American Magazine *double-exposes*
Their 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

Published as a separate magazine, Vol. 1, No. 3, September, 1946; and as a Section of RADIO & Television RETAILING

WAR-TIME RECORDINGS *pay off now.* Artists report a large number of requests for the V-discs which they pressed for the armed forces and have since made again for pay. In addition, they find many ex-service men among their backstage callers.

DISC SALES TO SKYROCKET to 300 per cent increase in 1947, predicts William A. Mills, executive secretary of the National Association of Music Merchants.

CHILDREN'S ALBUMS IN VINYLITE *now being pressed by Decca.* This is a "natural" since this type of record will take a lot of abuse in handling.

DISC JOCKEYS who preside over the nation's turntables on record programs no longer need to "ad lib" their introductions of each number. Several record companies are sending them descriptions of their records either in house organs or in actual script form.



HE SHOULD HAVE MUSIC WHEREVER HE GOES, *which means, taking liberties with an old rhyme, that those outside salesmen, who'll be extremely active before long, should take phono records along on every call they make. Such practice will certainly help to up disc sales.*

"GRASSHOPPER-MINDED" DISC SALESPEOPLE, who scatter stock all over the place when the rush is on, break down the efficiency of other clerks and bring about a state of chaos and financial loss. "Keep track of the stock and keep it in order at all times," is the order given his salesforce by one of the country's leading merchants in this field.

THE DEMAND FOR A NEW POPULAR record *after it hits its peak will equal the demand for it while it was climbing, says RCA Victor in a new booklet for dealers, entitled "How to Buy."*

"RMI"—WHICH STANDS FOR RECORD MERCHANDISING Institute—is one of the latest dealer-help enterprises on the agenda of that so-busy National Association of Music Merchants. Tentatively set for the latter part of September or early October, the Institute will hold a five-day session in Chicago, where it will give a bang-up selling course to disc salespeople. More particulars elsewhere in this issue.

A 60-CENT SERIES OF RECORDS *is being issued by Majestic. First release is by Georgia Gibbs, who has never done either a 50 or a 75-cent record for them.*



WHAT! DEMONSTRATE A PHONO NEEDLE? —And why not? A five-minute sales presentation will often result in the customer paying a buck a minute for the time spent in showing the difference between a good needle and a poor one.

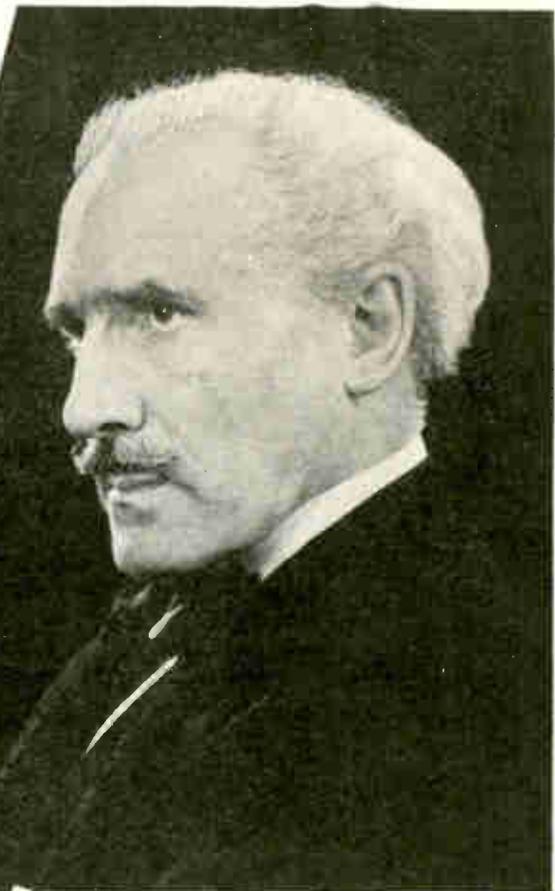
THE BILLIONTH PHONOGRAPH RECORD *is scheduled to be pressed by RCA Victor toward the end of October. Even in these days of superlatives, company officials feel that is a lot of discs.*

FOLK MUSIC AND JAZZ are blended in the records being put out by one company. Come to think of it, they are not far apart.

"WHISTLERS AND HUMMERS" *often become the record dealer's best customers. Such folk have a few snatches of a tune in their minds. They hum or whistle some bars into the ears of the clerk, and if he can interpret same, he's made a friend and a disc or sheet-music sale. One prominent retailer offers this advice: "The best record salesperson is the man or woman who not only knows music but knows how to sell." Every now and then, though, a dealer tells us he will not hire "musicians" as salespeople because they are likely to waste time talking on general music topics with customers.*

Toscanini!

Beethoven's incomparable *Fifth Symphony* . . . performed by Arturo Toscanini and the great NBC Symphony Orchestra. Here's an unbeatable combination in its appeal to millions of music lovers. Be ready to tie in with RCA Victor's nation-wide promotion of this unique performance . . . to be featured in LIFE, full page, on October 21. Order M/DM-640, \$4.85.



Your October "LIFE" features

Koussevitzky!



Stars and Stripes Forever and *Semper Fidelis* are performed on non-breakable 'Red Seal' De Luxe records by the Boston Symphony Orchestra, Serge Koussevitzky, Conductor. News of this exciting new record will be carried everywhere in a full-page LIFE advertisement on October 28. Have your stock and display ready! Order Record 18-0053, \$2.00. Prices are suggested list prices exclusive of taxes.



RCA Victor is the first manufacturer in history to pass the billion-record mark . . . outdistancing all others by a wide margin. Here is overwhelming proof of world leadership through 47 years!

Listen to the RCA Victor Show, Sundays, 2:00 p. m., EST, over NBC.



Your RCA Victor Distributor



Disc Stock Control

Dealers Prefer Triple System—Perpetual Inventory for Albums, Weekly Count for "Pops," and Envelopes for "Standards."

● In the phonograph record market of tomorrow, there are fabulous opportunities for profit. Millions of new turntables in homes will create new demands.

As sales mount, however, inventories in retail stores also climb. This makes the hazards of handling discs proportionally greater. And it makes stock control the outstanding problem in the phonograph record department.

An ideal inventory control system would reveal the stock of every title in the store at any time. For most dealers, however, this would entail a prohibitive amount of bookkeeping.

A majority of the dealers have solved the problem to their satisfaction by having not one, but *three* systems of keeping inventory. They have one for each type of record they handle: albums, popular records and "standard" discs.

Daily Check on Albums

For albums, a perpetual inventory system is generally used. The experience of successful dealers seems to indicate this is highly desirable. However, some very large and successful dealers get along without it, so no iron-clad rule can be laid down.

The basis of a perpetual inventory is a filing card. While the cards used vary in details, any such card will contain certain fundamental information.

The title of the album will be listed at the top, together with the name of the artist, the supplier and the album number. The rest of the card is usually arranged in columns, with a heading for each column.

One such card shows these headings: date, number ordered, num-

ber received, number sold and balance. Of course, these headings may be abbreviated to fit on the card.

When the clerk in charge places an order, the number ordered is set down. As the albums are received, this fact is recorded on another line opposite the date received.

Sales Tally Vital

Each day, when one or more albums are sold, the date is listed, the number of albums sold is recorded, and the balance on hand is computed and set down. It is usually best for the clerk to do this the first thing each morning, for the transactions of the previous day.

For a perpetual inventory system to work, the sales people must keep track of every individual sale of an album, so that these can be totaled daily. This is the keystone of the system. If sales are made and not recorded, its value is lost.

Some record dealers handle this matter by requiring that a sales slip be made out and the album number written on it for every album sold. These are then posted on the perpetual inventory cards.

Another common way of keeping track of album sales is to use album "markers". A marker is a rectangular piece of cardboard resembling a book mark. Placed in one of the pockets of an album, it is long enough to jut out an inch or two above the top.

Dealers who use this system place a marker in every album as it comes into the store, slitting wrappers when necessary to do so. Each

marker carries the number of the album in which it is inserted.

When the album is sold, the sales person removes the marker and drops it in a drawer. The following morning the clerk who keeps the inventory cards needs only to collect and tally the album markers to learn the daily sales.

Other Inventory Methods

Disadvantage of this system is that these album markers may get lost. They slide down in the envelope, and careless help forget to remove them when they make a sale. Tied in with the actual transaction, the sales check system avoids this difficulty.

Dealers in the main are content to restrict their perpetual inventory system to albums. Where they keep a perpetual inventory for single records, it is usually only by types, not by titles.

Some dealers make out a card for each size and price class of record which they get from each supplier, using the same classifications as are listed in the suppliers' catalogs. They have the sales staff classify these records as they sell them, showing these types either on sales slips or on a sales register tape.

When the clerk posts this information, it makes it possible to control the amount of stock of each

(Continued on page 81)

Profits in New

Manufacturers Offer Tuneful Variety



Xavier Cugat's rumba recordings on Columbia discs are memorable events.

Popular platters waxed by Victor feature old and new tunes for dancing and listening pleasure. Tommy Dorsey and orchestra, let loose with, "I Wanna Go Where You Go", and "The Song Is You", from the show, "Music In The Air."

Dance tunes by Freddy Martin are, "To Each His Own", and "You Put A Sing in My Heart." Betty Rhodes, Victor new-comer, sings "What Is This Thing Called Love" and "I've Got You Under My Skin."

Other Victor pops include: Vaughn Monroe in "Just The Other Day," flipover, "When The Angelus Is Ringing"; Tex Beneke and the Miller orchestra, "Give Me Five Minutes More", and "Texas Tek"; Elton Britt, hill-country balladeer, sings "Foggy River Valley", backed by "Gotta Get Together With My Gal"; The Four King Sisters, "Stone Cold Dead In The Market", "The Coffee Song"; Golden Bell Quintet in "Who's That Hammerin'", and "Low

Down Chariot"; and Henri Rene's orchestra in "Waltz Theme From Blithe Spirit", and "Lydia."

Capping Victor's "Night And Day" tie-in film promotion, the company is now sponsoring a nationwide window display contest for Victor dealers, which will close December 31. Entrants are submitting pictures of their "Night and Day" windows, and a 50-word essay on "How The Movies Stimulate Record Sales." Prizes are an all-expense trip to Hollywood, and cash awards totaling \$325.

Columbia Discs

Xavier Cugat, and his Waldorf Astoria orchestra, record for Columbia, "South America, Take It Away", and the famous banana song, "Chiquita Banana." The swooners favorite, Frank Sinatra, sings "Five Minutes More", flipover, "How Cute Can You Be"; other Sinatra platters are "Begin the Beguine" and "Where Is



Coincident with the release of the Three Suns "Twilight Time" album by Majesti: Records, Grinnell's Music Store, Detroit, featured a window display which brought the musical trio "to life."

"Littin'" Martha Tilton records two ballads from the film, "Three Little Girls in Blue", for Capitol Records, Hollywood.

Pressings

to Meet Varied Demands

My Bess?"; "Somewhere In The Night", backed by "One Love."

Irving Berlin's "Blue Skies" is given new lift by Benny Goodman, on Columbia disc paired with "I Don't Know Enough About You." Gene Krupa beats out "It's Just A Matter Of Opinion", and "That's My Home." Another Krupa release for Columbia is "Chiquita Banana", and "You May Not Love Me."

(Continued on page 66)



Rhythmic conga king, Desi Arnaz, has inked an exclusive recording contract with Victor.



Bob, Gene, and Margie, the Fontaine Sisters, combine their harmony in recordings for Mercury.



Signature's newest singing star, comes the Bobby Davis.



Gene has transformed Oscar Wilde's fairy tale, "The Happy Prince" into a beautiful album. His music strings, with Calypso Town, are sung by Woodiel, in his "Songs Of Trinidad" album.

Nation's Leading Tunes

Famous Peatman Survey Shows New Trends — Advance Clues on Popular Records from RADIO & Television RETAILING's List of First 50 Radio Songs

"Doin' What Comes Natur'ly", "Surrender", and "To Each His Own", three songs which showed up on last month's Peatman Survey of Radio Song Favorites and had been heard by large radio audiences, quickly developed into all-around nation-wide hits.

Newcomers this month include the following eight songs, "All The Time" (in the picture "No Leave No Love"), "Along With Me" (in the musical comedy "Call Me Mister"), "And Then It's Heaven", "Azusa", "If You Were The Only Girl", "Linger In My Arms A Little Longer", "South America Take It Away" (in the musical comedy "Call Me Mister"), "Who Do You Love I Hope" (Berlin's fourth song on the list from "Annie Get Your Gun").

Alphabetical list of top 35 songs with largest air audiences

Song Title	Publisher
All The Time	Robbins
All Through The Day	Williamson
Along With Me	Witmark
And Then It's Heaven	Remick
Azusa	Leeds
Come Rain Come Shine	Crawford
Cynthia's In Love	ABC
Do You Love Me	Bregman-Vocco-Conn
Doin' What Comes Natur'ly	Berlin
Full Moon And Empty Arms	Barton
Gypsy, The	Leeds
I Don't Know Enough About You	Campbell-Porgie
I Don't Know Why	Feist
I Got The Sun In The Morning	Berlin
I'd Be Lost Without You	Advanced
If You Were The Only Girl	Mutual
I'll Be With You In Apple Blossom Time	Broadway
In Love In Vain	T. B. Harms
Linger In My Arms A Little Longer	Bourne
Love On A Greyhound Bus	Robbins
More Than You Know	Miller
Night And Day	Harms
One More Tomorrow	Remick
Prisoner Of Love	Mayfair
Should I Tell You I Love You	T. B. Harms
South America Take It Away	Witmark
Surrender	Santly-Joy
There's No One But You	Shapiro-Bernstein
They Say It's Wonderful	Berlin
To Each His Own	Paramount
Whatta Ya Gonna Do	Broadcast Music
Who Do You Love I Hope	Berlin
Who Told You That Lie	Stevens
You Are Too Beautiful	Harms
You May Not Love Me	Burke and Van Heusen

10 BEST SELLERS ON COIN-MACHINES

1. Gypsy (15) (Leeds)	Ink Spots	Decca
2. To Each His Own (2) (Paramount)	Dinah Shore	Columbia
3. Doin' What Comes Natur'ly (7) (Berlin)	Eddy Howard	Majestic
4. Surrender (3) (Santly-Joy)	Freddy Martin	Victor
5. They Say It's Wonderful (11) (Berlin)	Dinah Shore	Columbia
6. I Don't Know Enough About You (8) (C)	Freddy Martin	Victor
7. One More Tomorrow (6) (Remick)	Perry Como	Victor
8. In Love In Vain (7) (T. B. Harms)	Woody Herman	Columbia
9. Prisoner of Love (18) (Mayfair)	Perry Como	Victor
10. Sioux City Sue (14) (Morris)	Bing Crosby	Decca
	Peggy Lee	Capitol
	Mills Bros.	Decca
	Frankie Carle	Columbia
	Margaret Whiting	Capitol
	Haymes-Forrest	Decca
	Margaret Whiting	Capitol
	Perry Como	Victor
	Ink Spots	Decca
	Bing Crosby	Decca
	Tony Pastor	Cosmo

Reprinted from Variety is the latest listing of records being played on juke boxes, according to the survey made by that publication. This tally should be of special interest to dealers who sell records to coin-machine operators.

MOST PERFORMED TUNES ON THE NATION'S NETWORKS

Current Ranking	Rank Last Month	Current Ranking	Rank Last Month
1	They Say It's Wonderful	26	Night And Day
2	There's No One But You	27	I've Never Forgotten
3	I Got The Sun In The Morning	28	Do You Love Me
4	Surrender	29	I Got Rhythm
5	I Don't Know Why	30	All The Time
6	Sometimes I'm Happy	31	Penthouse Serenade
7	The Gypsy	32	You Are Too Beautiful
8	I Don't Know Enough About You	33	Azusa
9	I'll Be With You In Apple Blossom Time	34	I'd Be Lost Without You
10	Come Rain Come Shine	35	It's The Talk Of The Town
11	Whatta Ya Gonna Do	36	Should I Tell You I Love You
12	Doin' What Comes Natur'ly	37	Full Moon And Empty Arms
13	To Each His Own	38	Without You
14	You May Not Love Me	39	A Lovely Way To Spend An Evening
15	Someone To Watch Over Me	40	South America Take It Away
16	Blue Champagne	41	Love On A Greyhound Bus
17	Adventure	42	Cynthia's In Love
18	If You Were The Only Girl In The World	43	In The Blue Of Evening
19	Smoke Dreams	44	Sioux City Sue
20	Who Told You That Lie	45	Along With Me
21	More Than You Know	46	Vem Vem
22	Blue Skies	47	Strange Love
23	In Love In Vain	48	Twilight Time
24	One More Tomorrow	49	Nobody
25	All Through The Day	50	And Then It's Heaven

Here are the first fifty tunes in the country. They are ranked in the order of importance.

RADIO & Television RETAILING presents this list of the nation's first fifty tunes as an aid to dealers in the purchase of phonograph records. Experience of leading record buyers has shown that such a list of tunes gives an *advance indication* of which phonograph records will be popular.

This is because the tunes themselves are usually published and played by orchestras before discs can be made and distributed throughout the country. Hence tune listings are found to be a month or two ahead of the sales curves of phonograph records themselves.

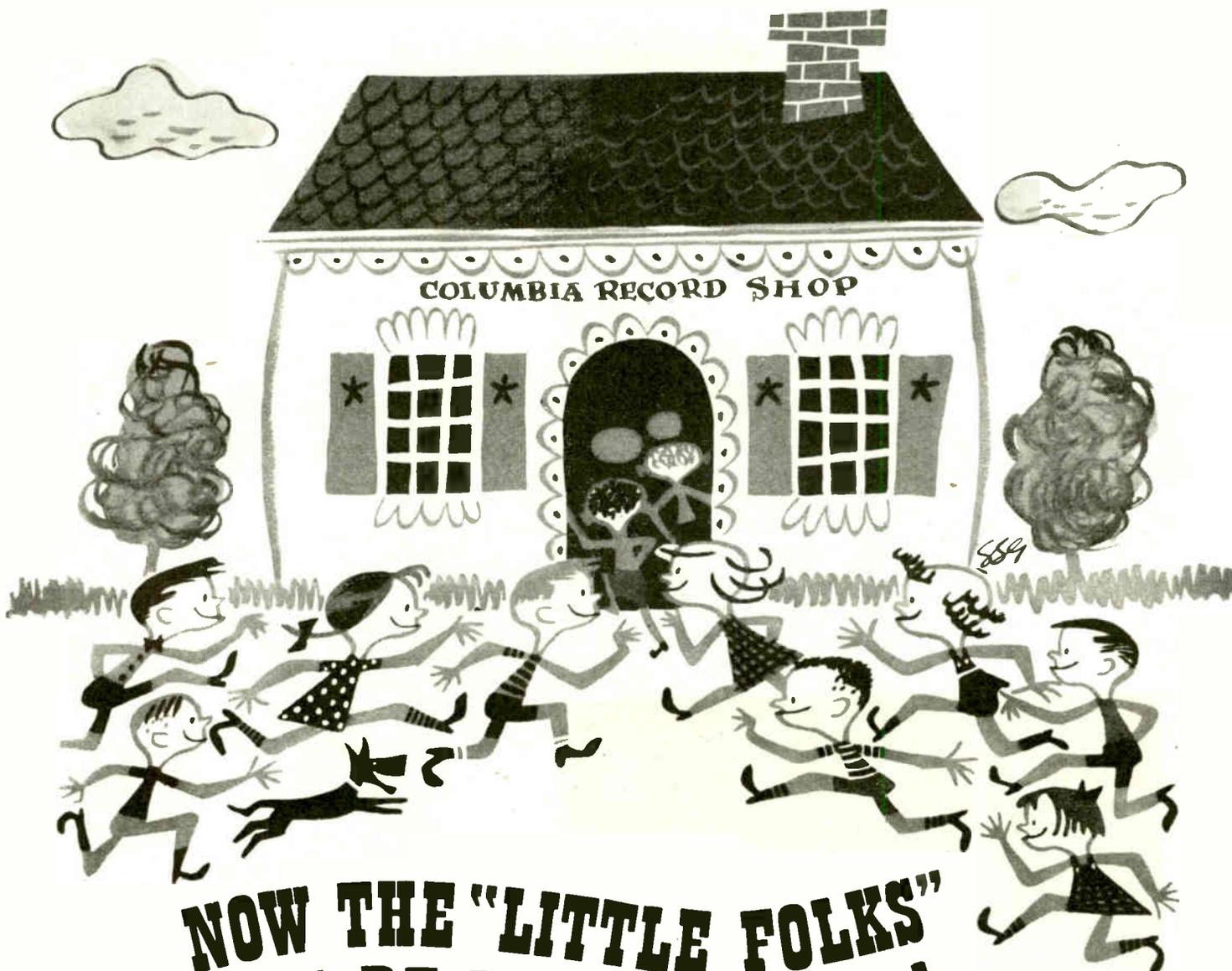
To present this vital information to its readers, RADIO & Television

RETAILING has conducted its own survey of the compositions most performed on the national radio networks. This is done by round-the-clock listeners who maintain vigils on radio sets throughout the country.

As each popular tune is played, it is noted by the "monitor" and the results are gathered and tallied to form the summary printed here. This is a factual ranking of tunes as they are actually played on radio network programs.

This tabulation can be used by the record buyer not only to gauge his orders for records at various stages of their popularity, but to help him determine *in advance* the probable popularity of new records. It will be noticed that opposite each tune title is the ranking of the

(Continued on page 80)



NOW THE "LITTLE FOLKS" CAN BE BIG BUSINESS!

Today the spotlight is on Columbia's new Children's Albums! For Columbia brings you *Eight* great new juvenile 'sellers—featuring a stable of artists typical of Columbia's high ranking stars in every field of recorded entertainment.

Look at these titles—the classics of childhood that youngsters love . . .

Peter Rabbit
The Shoemaker and the Elves
Nursery Songs, Vol. I.
The Little Red Hen

Starring
MGM's Gene Kelly

Little Black Sambo

Starring Don Lyon

Jack and the Beanstalk
Cinderella
Puss in Boots

Starring the CBS
"Let's Pretenders"

. . . all in colorful, eye-catching albums and accompanied by sales-boosting merchandising helps. Feature them where all your customers—children and grownups can see them . . . then *sell, sell, sell!*

Trade Marks "Columbia," and  Reg. U. S. Pat. Off.
Columbia Recording Corporation  A subsidiary of
Columbia Broadcasting System, Inc.



COLUMBIA RECORDS

Recordio STORES...



When a quality-conscious public knows the line you carry is top-notch, you're busy from dawn to dusk... and that's what a RECORDIO franchise means. It's a proven, sound investment in fun, in excellence of performance, in simplicity of operation. Anyone, six-year-olds or great grandma, can operate the recorder-radio-phonograph in all its magnificently performed functions. *Sell ail-family fun and you sell a winner.*

The new aluminum base RECORDIO DISCS, your customers will recognize instantly as finer, and RECORDIO-POINTS, both cutting and playback, they'll ask for time and again... for such is RECORDIO quality.

DEALERS—MAIL THIS TODAY!

WILCOX-GAY CORPORATION
Charlotte, Michigan

Gentlemen: Tell me if a RECORDIO opportunity is still open in my territory.

Store Name.....

Address.....

City.....Zone...State.....

R&TR-646

Recordio
T.M. REG. U.S. PAT. OFF.
RECORDING INSTRUMENTS FOR HOME,
COMMERCIAL AND PROFESSIONAL USE
by WILCOX-GAY CORPORATION • CHARLOTTE, MICH.

139-25

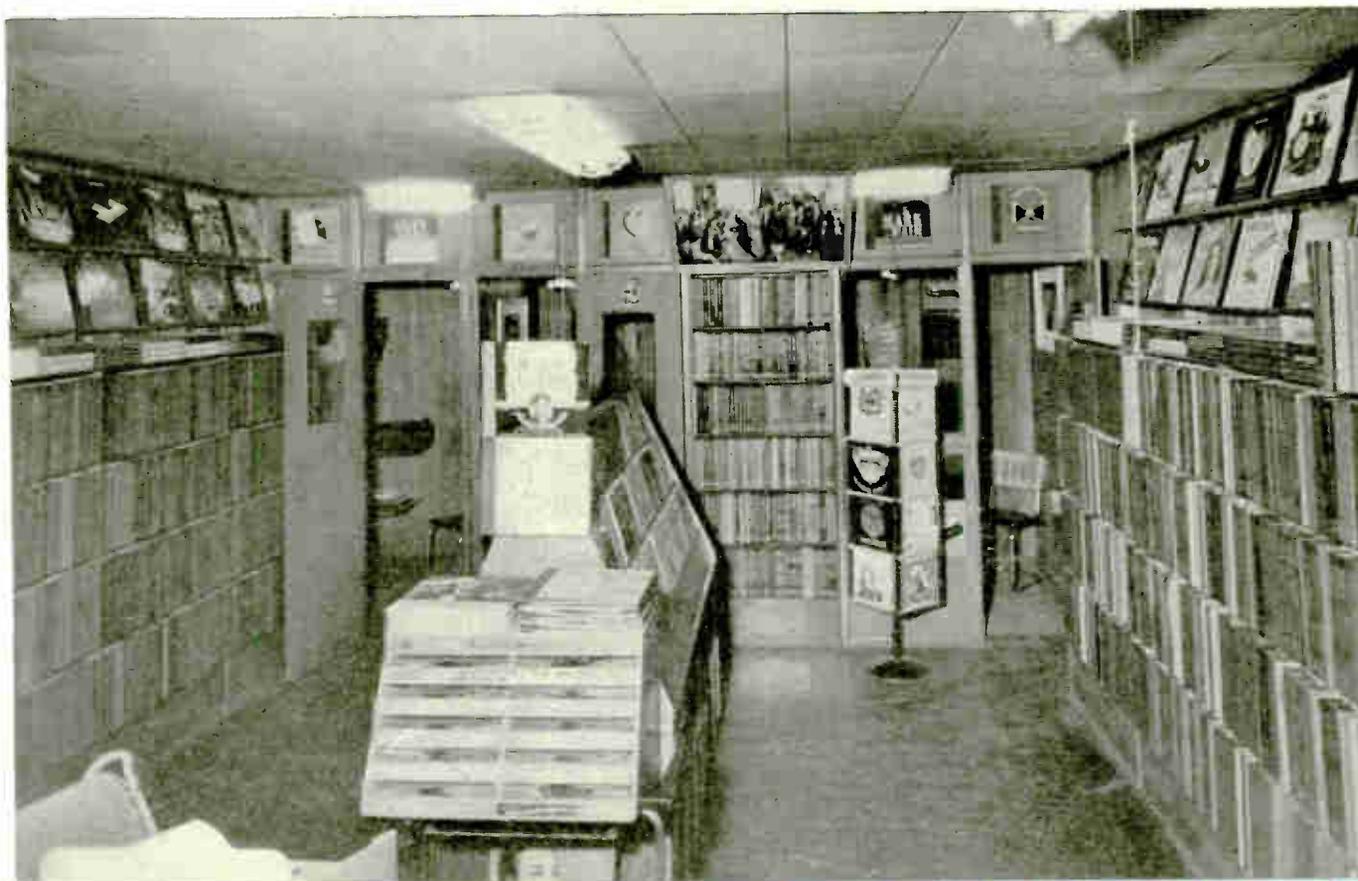
Ohio Disc Merchandiser

*Akron Dealer Separates the Popular
and Classical, for Best Results*



UPSTAIRS—On the street floor, Edfreds, 54 E. Mill St., has a finger-tip selection of popular numbers, designed for heavy traffic and the lively demands of younger disc fans. The arrangement of the shop is one which gets the largest number of faster-selling records where their titles can be seen.

DOWNSTAIRS—The Akron retailer keeps his classics in more "protected" surroundings where quiet, serious listening is not disturbed by the activities of dance-band customers. Albums are shelved in a way which conveys an idea that stocks are complete; enough covers are shown for a color note.



New Phono Lines

Latest Disc-Playing Equipment and Accessories

Burkaw RECORD PLAYER

Model SE-30 table model phonograph, 3 tubes, 5" PM speaker. Manual operation, two controls, pilot light. Crystal



pickup, plays 10" or 12" discs. Cabinet of leatherette-covered wood, with top of mahogany or walnut. Retailers at \$48.91. Burkaw Electric Co., 105 E. 29th St., New York 16, N. Y.—RADIO & Television RETAILING

U. S. Television PHONOGRAPH

Model 3A16PS, portable electric record player, 3 tubes, 5" speaker. Crystal pickup permanent type needle, two controls, plastic handle. Plays 10" and 12" discs. Luggage type case, leatherette covered. \$44.95 plus tax. United



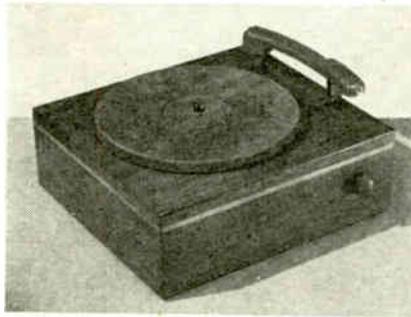
States Television Mfg. Corp., 3 W. 61st St., New York 23, N. Y.—RADIO & Television RETAILING

Rek-O-Kut RECORDING LEVEL METER

Model VM-2 meter, for visual control at the point of recording—to eliminate overcutting or distortion. Tilted dial, for artist to watch while performing—readable up to 25 ft., calibrated to permit recording with full groove utilization at 120 lines per inch, either speech or music, with most makes of cutters. Eliminates need for second person to operate controls at amplifier. Wired to operate from output of an 8, 15, 200 or a 500-ohm amplifier. \$29.50, subject to release as of date of shipment. Rek-O-Kut Co., 146 Grand St., New York 13, N. Y.—RADIO & Television RETAILING

M & W RECORD PLAYER

Model AC-100-D wired record player in low-priced bracket for playing through any radio. Crystal pickup, combination volume and control switch, 6 line cord, 4 shielded wire lead for connection to radio. Walnut finished plywood cabinet, inlaid—measures 4" by



11" by 12". M & W Laboratories, 138-140 E. 2nd St., Dayton 2, Ohio—RADIO & Television RETAILING

Recordisc NEEDLE PACKAGE

Complete assortment of needles, plus a counter display-piece of metal and glass, incorrectly listed in July RADIO & Television RETAILING as costing \$25. Correct cost to dealer is \$37.50. Package includes 10 sapphire needles, list \$2.50 each; ten Imperial needles, list \$1.50 each; 15 Coronet needles, list \$1 each; 50 pkgs. Shadowgraph needles, list 25c each; ten QX5 recording styli, list 75c each. Total retail value of needles, \$75. The Recordisc Corp., 395 Broadway, New York 13, N. Y.—RADIO & Television RETAILING

Phonola RECORD PLAYER

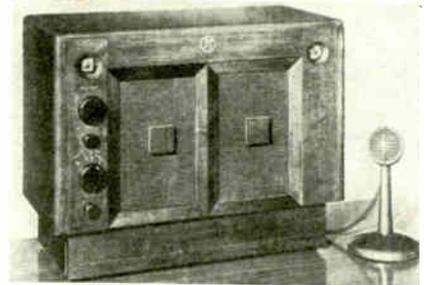
Model S-85 "Dynacoustic" mechanical phonograph, portable style. Uses torque tube and lever to drive speaker cone, to improve performance and reproduce more bass notes. Long-play, easily wound motor. Harmonizing simulated leather coverings and linings. Matched hardware and components. Measures 17 1/4" by 6 1/4" by 13 3/4", weighs 15 lbs. Waters Conley Co., Rochester, Minn.—RADIO & Television RETAILING

Carl Fischer MUSIC RACKS

"Silent salesmen" music racks, for dealers to use in stocking and selling sheet music, folios, books, or octavo size material. Seven models, three metal, two wood, and two wire construction, ranging in capacity from 10 to 30 "pockets" to hold music. Compact and sturdy, they range in height from 23" to 66 1/2". Prices run from \$3 to \$13. Carl Fischer, Inc., 62 Cooper Square, New York, N. Y.—RADIO & Television RETAILING

Jefferson-Travis RECORDER

Model HR-2, table unit film tape recorder for home and industry use. Simple controls for all types of home and commercial recording on endless roll of film—120 minutes recording time. "Selector" method of sound-tracking makes desired recorded playback available in not longer than two minutes—the length of one sound track. Acetate film gives high fidelity after 6,000 playings; transparent tape immune to dirt, grit and scratching. Lifetime sapphire needle does recording by lateral modulation method. Mahogany finished cab-



inet, 15" tall, 18" long, 3" deep. Weighs 30 lbs. Jefferson-Travis Mfg. Corp., 245 E. 23rd St., New York, N. Y.—RADIO & Television RETAILING

(Continued on page 63)

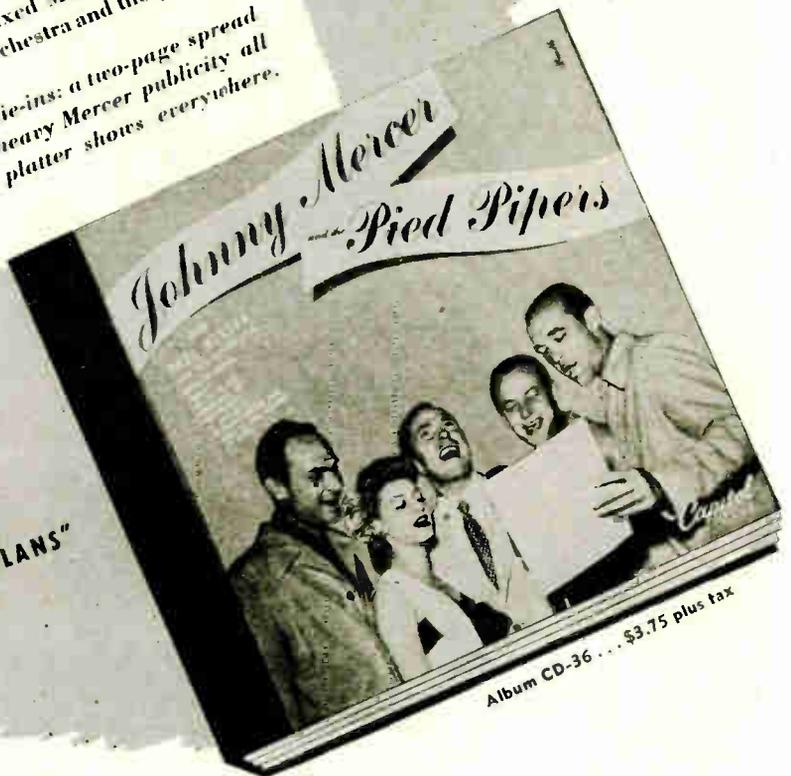
Slow on the draw...Fast on the Sell!



MISTER MERCER MAKES A HIT ... with His New Capitol Album No. 2

• That easy-going drawl of Johnny Mercer's sells a lot of records! And now here's a brand new Capitol album (No. 2 for Johnny) ... just to keep your customers in a Mercer-buying mood. Eight sides of all-time favorites in the relaxed Mercer manner—with superb backing by Paul Weston's fine orchestra and the popular Pied Pipers ... It's a perfect set-up for merchandising tie-ins: a two-page spread in LIFE Magazine to sell the album ... heavy Mercer publicity all the time ... constant Mercer plugs on platter shows everywhere.

"MINDIN' MY BUSINESS" "SHOULD I"
"EMBRACEABLE YOU" "MEMPHIS BLUES"
"ST. LOUIS BLUES" "ONE FOR MY BABY"
"ALEXANDERS RAGTIME BAND"
"I GUESS I'LL HAVE TO CHANGE MY PLANS"



TWO PAGES IN **LIFE** ... TO PUSH YOUR SALES

A dynamic double-page spread in LIFE Magazine, September 23rd! Aimed to sell Johnny Mercer's latest to your youngest and most potent buying group. It also will revive customer-interest in four other favorite Capitol albums—Jo Stafford, Andy Russell, King Cole Trio, and "History of Jazz."

SELL A CAPITOL NEEDLE EVERY TIME YOU SELL AN ALBUM

Here are two long-life needles engineered by a record manufacturer—to assure the utmost in tone fidelity with minimum surface noise.

Sapphire Needle with genuine jewel tip \$2.50 list
P.M. (Precious Metals) osmium-tipped needle \$1.00 list



INSTALLED BY MAGNAVOX • GENERAL ELECTRIC • ADMIRAL • SCOTT • MOTOROLA

WALCO "400"

BENDIX • PHILCO • HOFFMAN • PACKARD-BELL ETC



LONG-PLAYING PHONO NEEDLES

THAT'S FOR ME! And no wonder. For WALCO needles, used by leading phonograph manufacturers in new instruments, offer the best in reproduced music. This growing acceptance by consumers means even greater sales volume for dealers, everywhere. For tops in customer satisfaction — for volume sales — follow the leaders. Sell your customers the needle the manufacturers buy. Stock up or re-order WALCO "400" Series from your jobber — and get your free record booth needles today!

MANUFACTURED BY
ELECTROVOX COMPANY, INC.
31 Fulton Street, Newark 2, New Jersey

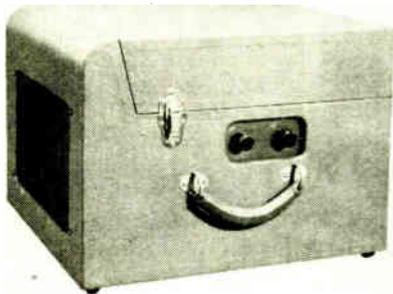
FLOATING JEWEL SAPPHIRE *up to 10,000 plays* RETAILS \$2.50
RUBY JEWEL *up to 6,000 plays* RETAILS \$2.00
PRECIOUS METAL *up to 4,000 plays* RETAILS \$1.50



New Phono Products

Porta-Bell PHONOGRAPH

Model 2074, ac portable electric record player, 8" electro-dynamic speaker, 4 tubes. Recessed tone and volume controls; pilot light; crystal pickup.



Plays up to 12" discs. Plywood case, finished with keratol covering. Hinge-mounted cover with two fasteners. \$86.75. Bell Sound Systems, Inc., 1183 Essex Ave., Columbus 3, Ohio.—RADIO & Television RETAILING

Gem RUBY PHONO NEEDLE

Ruby-tipped phonograph needle in feature package, introduced with unconditional guarantee. List, \$3.50—sold in introductory deal including 15 rubies and 12 Gem sapphires with list value of \$82.50. Gem Phono Mfg., Inc., 33 W. 46th St., New York 19, N. Y.—RADIO & Television RETAILING

Tone Chum PHONOGRAPH

Portable electric record player with tone and volume controls, 5" speaker. Plays 10" and 12" records. Leatherette



case, measuring 9½" by 12" by 4". Weighs 7½ lbs. \$29.98. Sound On Film, Inc., 210 E. 9th St., New York, N. Y.—RADIO & Television RETAILING

Admiral PHONO NEEDLE DISPENSER

Display and dispenser for the Lifetime Precious Jewel 10,000-play phonograph needle, holding 12 of the points in their lucite packages. Can be refilled. Designed in yellow and blue for hanging on wall or for placing on store counter. Easel back. Admiral Corp., 3800 Cortland St., Chicago 47, Ill.—RADIO & Television RETAILING

Garrard CARRYING CASE

Carrying case for automatic record changer. Available in two models: Model CC-6 with motor board cut out to accommodate Model 60 Garrard changer, and Model CC-1 with motor board uncut. De luxe hardware; two locking snaps with keys. Cabinet of solid wood, covered with alligator type material. Sewn leather edges throughout. Garrard Sales Corp., 401 Broadway, New York 13, N. Y.—RADIO & Television RETAILING

Birch PHONOGRAPH

Model 400 manual record player, playing 10" and 12" discs. Motor plays two selections with one winding. Scientifically proportioned tone chamber, leading into tapered tone area—the latter augmented with dynamic reproducer. Simple and foolproof record carrying device, album style. Covered with Du Pont simulated leather, with contrasting simulated leather on motor-board. Measures 14½" by 6" by 11". Weighs 12 lbs. Boetsch Bros., 221 E. 144th St., New York, N. Y.—RADIO & Television RETAILING

Vivitone PHONOGRAPH

Model 4RP2, portable record player with automatic changer. Plays ten 12" records or twelve 10" records. 3 tubes. 6" PM speaker. Gearless fast change (3.8 sec. cycle). Milwaukee Erwood automatic changer, plays with cover closed, ac only. Separate volume tone controls, 100 w. Leatherette luggage type carrying case with post handle. Measures 9¾" by 16" by 18", weighs 26 lbs., 2 oz. Suggested price, \$68.75. National Acoustic Products, 120 N. Green St., Chicago 7, Ill.—RADIO & Television RETAILING

Cathay SAPPHIRE NEEDLE

Micro-polished jewel tipped phonograph needle, first of a complete line of points. Available on display board holding 10 of the specially packaged units. Retail, \$2.50. The Cathey Corp., 439 Main St., East Orange, N. J.—RADIO & Television RETAILING

Ohio RECORD PLAYER



Model 540-L automatic phonograph, 3 tubes, 5" PM speaker. V-M automatic record changer, leatherette-covered wood cabinet, 5⅞" by 16" by 18¾". Ohio Electronics, Inc., 1156 Dorr St., Toledo 7, Ohio.—RADIO & Television RETAILING

Favorite RECORD RACK

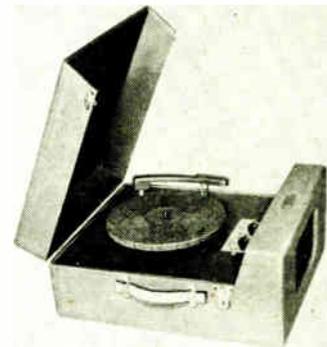
Model 1260 open disc rack for table or desk use. Sturdy construction with scratch-proof covering. Holds 50 ten or twelve-inch records. Comes with index cards and labels. List, \$2.50. The Favorite Mfg. Co., 105 E. 12th St., New York 3, N. Y.—RADIO & Television RETAILING

Walco ENCORE NEEDLE

Long-playing phonograph needle, designed to move along sides of record groove. Shank bend style, providing spring action. Rounded point, micro-inspected. Electrovox Co., Inc., 31 Fulton St., Newark 2, N. J.—RADIO & Television RETAILING

Western PHONOGRAPH

Model WE-100 portable phonograph, 3 tubes, 5" PM speaker. Separate volume and tone controls, 78 RPM phonomotor. New type crystal pickup. Luggage type carrying case, 14½" wide,



7½" high, 17½" deep. Weighs 18 lbs. Western Sound & Electric Laboratories, Inc., 3512 W. St. Paul Ave., Milwaukee 8, Wis.—RADIO & Television RETAILING

Record Industry News

Decca Officials Named To New Positions

Milton R. Rackmil, former vice-president and treasurer of Decca Records, Inc., has been elected executive vice-president of the company, it was announced by Jack Kapp, president. Harry C. Kruse, previously vice-president of Decca Distributing Corp., and Leonard W. Schneider, formerly director of advertising and sales promotion for the company, were elected vice-presidents. Edwin H. Manning, former assistant advertising manager, has been appointed advertising and sales promotion manager, succeeding Mr. Schneider.

Other Officers named were: Samuel Yamin, secretary; Louis A. Buchner, treasurer; Isabelle Marks, assistant secretary and Irving Wiener, assistant treasurer. David Kapp continues as vice-president in charge of recording.

RCA New Dealer Aids

Aids for dealers announced by RCA Victor, include an improved metal record outdoor sign, and a "sign blazer" fluorescent light display. The "sign blazer" is of die-formed steel construction, 10 $\frac{1}{4}$ inches high by 26 $\frac{3}{4}$ inches long. It is constructed so it can be displayed by a suspension cord or as a standing display on floors, counters or tops of stock racks.

Jitterbug Sequence from "Points of Distinction"



One of the lively scenes from the sales-inspirational movie, "Points of Distinction", being shown to phono record men throughout the U.S. by Permo, Inc., makers of Fidelitone and Permo needles. The 25-minute film is brisk entertainment, but includes many practical sales tips.

Columbia Names Burgess

The appointment of Joseph H. Burgess, Jr., as manager of industrial relations for the Columbia Recording Corp. has been announced by Mefford R. Runyon, executive vice-president. Mr. Burgess, former Army colonel, has recently been released after four years in service. Prior to induction, Mr. Burgess was personnel manager of the Columbia Broadcasting System.

Apollo Records Expands

The Apollo Record plant in the Bronx, New York, has installed four additional presses. As soon as materials are available, all of the presses are going to be "automatized" to further increase the production. Apollo is also pressing on the Pacific Coast to supply that market, and the Far East.

Bible Story Series

The first album in the "Bible Storyman" series, recorded by Sacred Records, Los Angeles, is "Noah And The Ark", produced with radio-like sound effects by Earle Williams. Ed Colemans, the "Bible Storyman" is narrator. The reverse sides of the album includes stories of "Lot's Wife." "Church Musical Favorites", done by the Young Peoples' Church of the Air Quartet, is another collection featured by Sacred Records.

Disc Sales Institute Announced for Sept.

A phonograph record merchandising institute, sponsored by the National Association of Music Merchants, is planned for late September in Chicago. Final arrangements are being completed for the event, which is being conducted for music store record department managers and advanced sales personnel, announces William A. Mills, executive secretary for NAMM.

According to Mr. Mills, the record merchandising institute will continue for one week under the direction of prominent persons and authorities in the phonograph record industry. It will be limited to a class attendance of 50.

"The Record Merchandising Institute to be held in September," he said, "is an outgrowth of the enthusiastic interest in the record clinic held during the NAMM 1946 trade show and convention in the Palmer House, Chicago, this summer. Similar merchandising institutes may be held throughout the country, the dates to be announced later."

The Association's plans for the week of record meetings, Mr. Mills said, is to devote the morning to instruction material — a discussion of ten subjects related to record merchandising. The afternoons will be occupied with "field" trips and recording sessions. The trips will include attendance at a symphony concert and a visit to pressing plants to understand the technique of record making and to music stores to see the record departments in operation.

Stinson Price Reductions

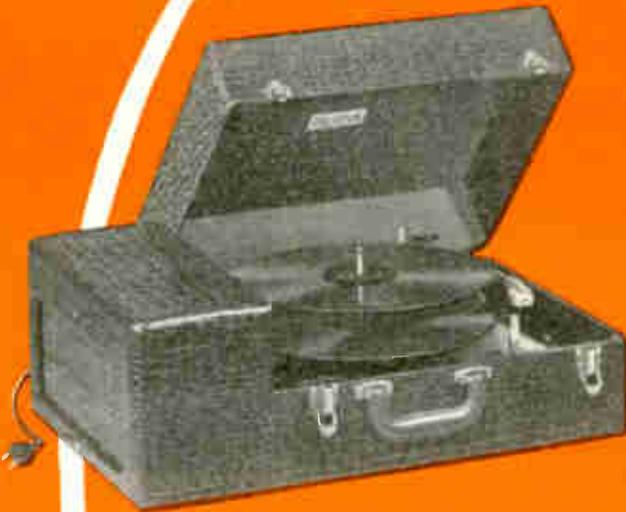
Price reductions, ranging from 10 to 35 per cent, have been announced by the Stinson Record Co. Dealers have been asked to pass complete reduction on to customers, in pursuance of a policy designed to help in the war against inflation.

Another Stinson announcement was that Noel Meadow, publicity director for Stinson, will also write an introduction for all future albums. His first was for "Memphis Five Favorites", now being released. Stinson are specialists in jazz, jive, classical, boogie-woogie, American folk songs and foreign and novelty discs.

MUSITRON

THE COMPLETE LINE OF PORTABLE PHONOGRAPHS

FICCOLO MODEL No. 103. 3 tube amplifier operating on either AC-DC and battery current with dual spring hand wound motor. Excellent unit for outdoor and home use.



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

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.



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.



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

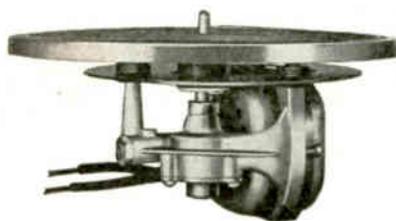
MUSITRON COMPANY
FORMERLY L. M. SANDWICK ASSOCIATES

**223 WEST ERIE STREET
CHICAGO 10, ILLINOIS**

SMOOTH SPEED

with

Smooth Power



You can be sure of unvarying speed for your phonograph mechanisms when you equip them with GI *Smooth Power Motors*. Test any unit from our wide line, in laboratory or in service, and you'll find it runs with accurate uniformity at its rated speed.

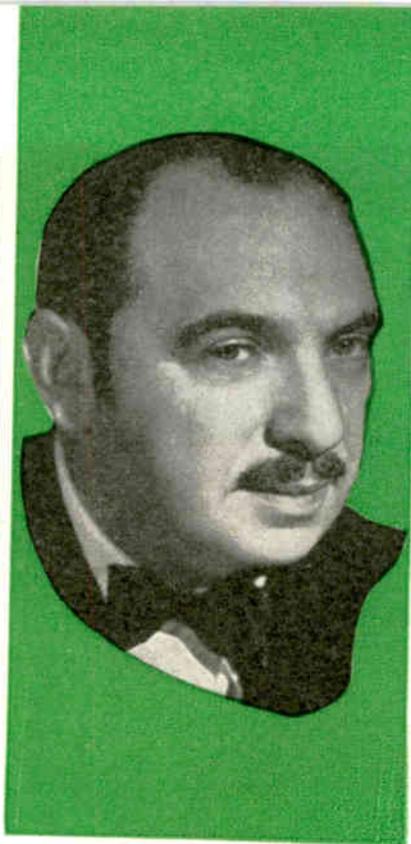
But you want other qualities, too, such as quick pickup, quietness and all 'round velvety smoothness of operation. You get all these in GI motors for phonographs, recorders or record-changers.

For Smooth Speed, standardize on Smooth Power.

G THE GENERAL INDUSTRIES CO.

DEPT. MV

ELYRIA, OHIO



New Pressings

(Continued from page 55)

Additional Columbia fast sellers: "And Then It's Heaven", and "I Guess I Expected Too Much", played by Harry James; Dinah Shore, in two new sides, sings, "That Little Dream Got Nowhere", and "Two Silhouettes"; The Modernaires, "To Each His Own", and "Holiday For Strings"; Woody Herman's rendering of "Fan It", backed with "Blowin' Up A Storm"; and Les Brown's "Lover's Leap", flipover, "High On A Windy Trumpet." Al Dexter's "Wine, Women And Song", and "It's Up To You" is another Columbia novelty.

Capitol Tunes

Good news from Capitol Records in Hollywood is that Martha Tilton has recorded "You Make Me Feel So Young", and "Somewhere In The Night." Other Capitol disc delights for the teen-age trade are "Rika Jika Jack", "Artistry in Boogie", Stan Kenton and orchestra; the King Cole Trio in "You Call It Madness But I Call It Love", backed with "Oh, But I Do"; Jerry Colonna in two tailor-made novelty tunes, "My Fickle Eye", and "A Farmer's Life"; Jo Stafford's vocalizing of "This Is Always", and "I'll Be With You In Apple Blossom Time"; Ella Mae Morse, and piano-playing Freddie Slack in "Your Conscience Tells You So", and "Pig Foot Pete."

Latest addition to the Decca series of literary classics is "The Happy

New Diamond recording star, singer Dean Martin who has signed a three-year contract.

DeLuxe's Emil Coleman, featured on new releases with his Waldorf Astoria orchestra.

Prince", an Oscar Wilde fairy tale, with Bing Crosby as the prince, and Orson Welles as narrator. "Songs of Trinidad" an album of Calypso classics composed and sung by Wilmoth Houdini, should appeal to imaginative collectors. "The Andrews Sisters", is a collection of ten favorite recordings by the lyrical trio. Al Jolson sings many of the songs he made famous in Decca album "The Jolson Story." "Famous Barber Shop Ballads", is a new Mills Bros. album.

Decca Discs

Decca singles feature: The Ink Spots, "To Each His Own", and "I Never Had A Dream Come True"; Dick Haymes and Helen Forrest in "Something Old, Something New", flipover, "Why Does It Get So Late So Early"; and another Dick Haymes platter, "This Is Always", "Willow Road"; Bing Crosby's crooning of "That Little Dream Got Nowhere", and "Baby, Won't You Please Come Home"; a series of four sides by Frankie Carle on "Cole Porter Selections From 'Rosalie'", "George Gershwin Selections From 'Damsel In Distress'", and "Rodgers and Hart Selections from 'I'd Rather Be Right'."

Medleys by Mel Torme, Phil Brito, Louanne Hogan, the Fontaine Sisters and Gordon MacRae are offered

(Continued on page 68)



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



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 Permometal* 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.



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.



†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



MODEL
PC41

"The Continental"

*For Joyous
moments...*
listen to BURKAW PHONOGRAPHS
memories...
record on BURKAW HOME RECORDERS

BURKAW instruments are precision-engineered by fine craftsmen. When you purchase a BURKAW phonograph or recorder you are assured of trouble-free performance.

Listen to your favorite symphony or swing tune on a BURKAW phonograph. Compare its reproduction with other more expensive instruments. You'll say BURKAW is tops.

Try the public address system and microphone, regulating the tone and volume with the control knobs until your youngster's voice or your voice sounds perfectly natural to you. Then record your child's favorite recitation or your favorite song. Now play it back . . . you'll thrill at the true tone reproduction—now and for years to come you have your own favorite record.

Remember the name BURKAW. It is your guarantee of quality products from a reliable manufacturer.

Other BURKAW products are coming soon. See the new BURKAW GLIDER, the floor scrubbing and polishing machine that works miracles on floors with effortless operation. Write Department R for prices and full information.



MODEL
PR41

"The Souvenir"



MODEL
SE30
"The State"



MODEL
PRD40
"The Studio"



MODEL
PE31
"The Empire"



BURKAW ELECTRIC
COMPANY

780 EAST 134 STREET

NEW YORK 54, N. Y.

New Pressings

(Continued from page 66)

by Musicraft, in addition to Artie Shaw's "Cole Porter" album, featuring songs from the film, "Night and Day."

Latest Signature releases in its jazz series are: "Tea for Two", and "Moonglow", done by the Barney Bigard Trio; Shorty Sherock and orchestra in "Snafu", and "The Willies"; piano solos by Nat Jaffe in "Zonky", flipover, "Black And Blue"; Coleman Hawkins, "Hawkins' Barrel-House", backed by "Voodte"; "Tailor-Made Gal", and "Hand In Hand Blues", played by Dickie Thompson.

Sonora's Children Album

"Tick-Tock-Tale", a musical story in which all clocks and watches come to life, is Sonora's new children's album. On Sonora's pop list are the Carolina Playboys in novelty tunes, "I'll Get You Back Somehow", and "So Long To My Little Ole Homestead"; "Diga Diga Doo", "Rumba Fantasy", Jerry Wald; and Bob Chester's recording of "Linger In My Arms A Little Longer Baby", and "Short Talk."

Under the label, Ballroom Disc, the Disc Co. of America released a series of dance record albums, featuring five types of music especially recorded for dancing. Jazz at its best, is contained in the "Pee Wee Russell Jazz Ensemble" album. For the children's department, Disc presents a series of record albums, "Songs To Grow On—Nursery Days", and "Songs to Grow On—School Days", that are designed to present to a child early in life the American traditions, utilizing American folklore.

Cosmo Platters

Tony Pastor has waxed four sides for Cosmo Records; "Love Is The Darndest Thing", flipover, "That Little Dream Got Nowhere", and "Too Many Irons In The Fire", backed by "My Neck Of The Woods." Hal McIntyre, Dolores O'Neil, and Bobby Byrne are other featured Cosmo artists.

Continental's "No Restricted Signs Up In Heaven", recorded by Enoch Light, has been endorsed by many national associations for tolerance. Flipover is, "By the Light of the Silvery Moon." "Avu", catchy calypso tune sung by Jimmy Nola, was featured in Continental's \$5,000 derby, with \$2,500 offered to contestant, who could correctly spell the "Avu" lyrics, and \$2,500 awarded to the

(Continued on page 75)

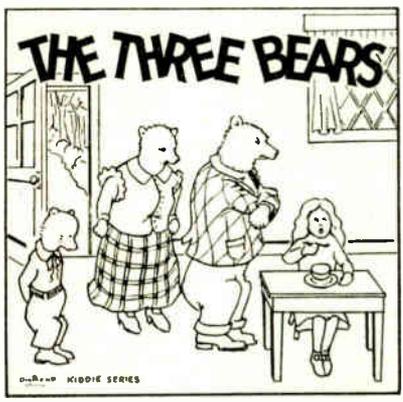
DIAMOND
Tones that Sparkle

DIAMOND
Tones that Sparkle

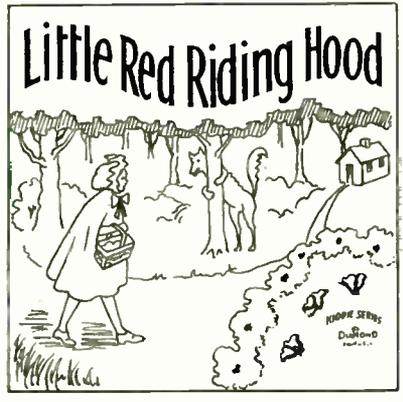
CHILDREN'S RECORDS

Here are the fastest selling classics for children the country has ever witnessed. Diamond Records has gone all out in the writing, designing and recording of these records to make them the best ever produced exclusively for children.

EACH ALBUM SELLS FOR \$1.05 **YOUR COST 65¢ INC. TAX**



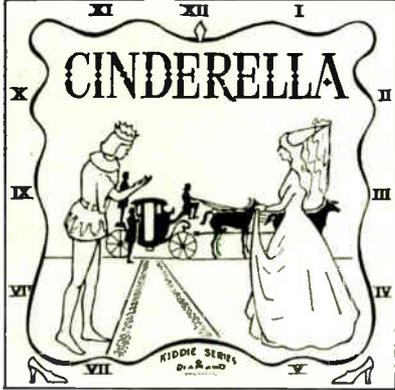
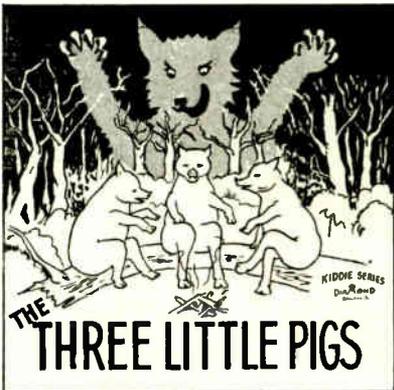
THE THREE BEARS D-21
The children will follow Goldilock's adventure into the bears' home with intense interest.



LITTLE RED RIDING HOOD D-22
A record which the children will listen to, over and over again, as Little Red Riding Hood visits her Grandmother.

THE THREE LITTLE PIGS D-23

What child doesn't know this famous classic and how the bad wolf was finally bested.



CINDERELLA D-24

So beautifully recorded the children will live with the story.

Each record is a complete six minute playlet dramatized and enacted to hold the interest of children from 4 to 12 years of age.

Each record comes in a beautiful multicolored package with illustrations and the complete story is printed on the inside of the package, so the children can follow the story as the record is being played. The narration by Dick Kollmar (presently known as Boston Blackie of radio fame), plus the superb acting of the Cisney Players, is conceded to be the finest ever produced.

All orders received will be shipped by your nearest Diamond distributor.

DIAMOND RECORD CORP.
1650 BROADWAY
NEW YORK 19, N. Y.

DIAMOND RECORD CORP.
1650 Broadway
New York 19, N. Y.

Ship me at once the following:

.....D-21 THE THREE BEARS D-23 THE THREE LITTLE PIGS
.....D-22 LITTLE RED RIDING HOOD D-24 CINDERELLA

NAME.....
ADDRESS.....
CITY.....ZONE NO.....STATE.....

SHIP C.O.D.
 PAYMENT ENCLOSED
 OPEN ACCOUNT
(No shipments sent open account unless rated in Dun & Bradstreet)

All shipments F.O.B. nearest distributor

New Series of Vinylite

For children of later age groups, and for grown-ups as well, is an interesting production of modern history on records. These are put out by the Historical Recordings Co., 505 Fifth Ave., New York City, and called Historical Recordings.

The first release consists of four twelve-inch vinylite records containing war speeches of Roosevelt, Truman, Churchill, General Eisenhower, General MacArthur, Field Marshal Montgomery and Admiral King. The company plans to release other speeches of great leaders in the immediate future.

Represents Musicraft

Samuel N. Dienes has been appointed representative of the Manhattan, N. Y., area of Musicraft Record Distributors, Inc. He was previously associated with the ARA Record Co.

ARA Features New Label

A new style record label featured by ARA, Inc., of Hollywood. Company name is played down, but name of song, and of artist, appear in large, readable type. Each side of label also shows title and artist of the number on the reverse side.

Alliance President



R. F. Doyle, who has been general manager and treasurer of Alliance Mfg. Co., electric motor makers, has been chosen as the new president of the firm. All common stock of the company was recently purchased by M. B. Hott, who also bought that of the Precision Mfg. Co.

THEY'RE MONEY-MAKERS!

THEY'RE MAJESTIC!

★ *Louis Prima...*

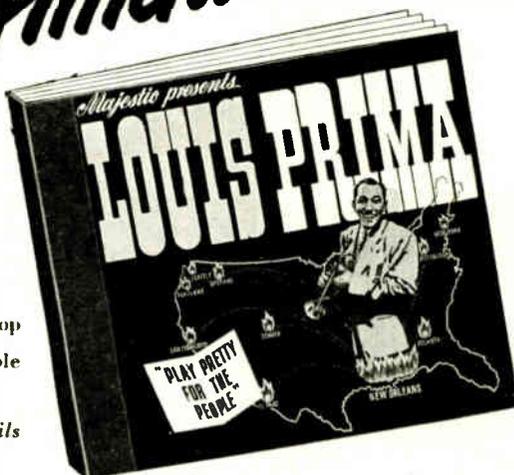
America's No. 1 Showman of Jazz, records six blazing tunes for his millions of fans—

Boogie In Chicago and Porgy

Angelina and Little Boy Blew His Top

The Lip and I'll Be With You In Apple Blossom Time

Majestic Record Album M-3—Retails at \$3.00 (plus tax)



★ *Eddy Howard...*

sensational recordings of—

To Each His Own and Careless

Recorded and promoted by Majestic weeks ahead of competition . . . still in heavy demand as customers insist on Eddy Howard's own version of this great song!

Record No. 1070—Retails at 75c (plus tax)



Majestic
MIGHTY MONARCH OF THE AIR
RECORDS

Studio: New York City Sales: St. Charles, Ill.
(Subsidiary of Majestic Radio & Television Corp.)

Named by Musicraft

Peter Hilton, president of Musicraft Records, Inc., has announced the appointment of Frank A. Oberndorfer as assistant advertising manager. Mr. Oberndorfer, who has been sales manager of the firm's metropolitan district, will have his headquarters in New York.

Reviews NAMM's Three-Way Activities

"Direct service to members for the purpose of improving their own operation", is one of the three major activities of the National Association of Music Merchants, according to an annual summary of NAMM industry service given by William A. Mills, executive secretary, for the organization's board of directors.

Mr. Mills said that this phase of NAMM action "concerns the practical problems of store operation and embraces such things as the NAMM Merchandising Service, our G. I. Manual, our work of store modernization, our bulletin service, sales training and similar matters." Mr. Mills has broad plans for expanding this help to dealers, in terms of seasonal sales aid and general promotion.

Two other classifications of NAMM activities were reviewed: (1) Cooperation with other organizations to assure a sound national economy, and (2) Public Relations work which will assure the field of music its share of the national income.

Phonola

ALL-STAR HITS

of the 1946 NATIONAL

MUSIC MERCHANTS

CONVENTION . . .

the complete line of ACOUSTIC and ELECTRONIC PORTABLE PHONOGRAPHS



The New
Amplified Model
(K-102)

There's real power and tone-quality in this compact, low-priced Phonola. Many of the features of our larger units are incorporated in it: 2-tube precision-built amplifier, 4-in. high-fidelity permanent-magnet speaker, self-starting electric motor, and more other good points than there's room to tell about. True, Phonola K-102 is small in size and price, but it's large in sales potentialities.

Phonola's all-star cast of portable phonographs stole the show at the recent National Association of Music Merchants Convention. The two new models illustrated shared honors with six other amplified and acoustic Phonolas that together make up one of the best-known, most complete, and most widely-distributed lines of portables in all phonograph history. For your distributor contact our nearest Sales Office.

HERE ARE TWO OF THE HEADLINERS:

The New
Amplified Model
(K-253)

Phonola's Leader Model . . . with 4-tube amplifier (inverse feedback for highest fidelity), 6-in. permanent-magnet speaker, Phonola's new floating turntable which eliminates distortion, new lever-type pick-up to reduce surface noise, and big self-locking record compartment. Here's a portable that will hoist even higher that standard of quality upon which Phonola's leadership has already been established.



Eastern and Export Sales Office
17 East 42nd Street, New York 17—VA. 6-2079

Midwestern and Western Sales Office
224 South Michigan Avenue, Chicago 4—HAR. 1880

Factory and Engineering Laboratory
Rochester, Minnesota

WATERS CONLEY COMPANY
ROCHESTER, MINNESOTA

Jeweled Duotone Display



Stephen Nester, president of the Duotone Co., manufacturers of phonograph needles, displayed his firm's ruby and diamond-tipped needles in a jewel encrusted Romanoff cabinet, at a recent Chicago exhibition. Assisting are the Duotone models.

Comedy Stars Form Disc Manufacturing Company

Announcement has been made of the formation of a record manufacturing firm, Audience Records, Inc., backed by top comedy stars. Celebrities participating in the ven-

ture include: Freeman Gosden and Charles Correll, (Amos 'N' Andy), Jack Benny, Edgar Bergen, George Burns and Gracie Allen, Eddie Cantor, Ed Gardner, and James and Marian Jordan who comprise the team of Fibber McGee and Molly.

Proposal to join is in the hands of Fred Allen and the participation of possibly one or two other stars is contemplated. The stars are equal stockholders in the company and become members of the board of directors. H. Paul Warwick, is president, and T. Newman Lawler is secretary. Present offices are in New York and Hollywood.

Original comedy scripts, duplicating the style of radio broadcasts, will be recorded. Plans concerning manufacturing and distribution have not been announced.

NAMM Record Clinic

DeLuxe record dealers who attended the Music Show in Chicago, found the Record Merchandising Clinic, conducted by Harry Callaway, board member of NAMM, extremely beneficial. The clinic dealt with the problems entailed in the merchandising of phonograph records, including such topics as promotion, personnel, and administrative.

New Angle for ARA Albums



ARA's new slant in titling albums, prints the letters at an angle on the back-strap, simplifying title-reading, whether album is standing on end, or on its side.

Aireon Elects Preshaw

Gerald Preshaw has been elected vice-president and treasurer of the Aireon Manufacturing Corporation, Kansas City, Kan., R. C. Walker, president, announced today.

Slate PORTABLE RECORD PLAYER

IMMEDIATE DELIVERY!



- Model A-10
- 3 Tube AC-DC Amplifier With A 4 Tube Performance
- Washable Simulated Leatherette Covering
- Plays 10" or 12" Records With Lid Closed
- Single Record Player
- Separate Variable Volume and Tone Controls
- On-Off Switch
- Hi-fidelity Crystal Pickup
- Heavy-duty Motor

List Price **\$39.65** Dealer's Price **\$28⁰⁰** Includes Federal Excise Tax

MODEL 2120 VIBRATOR INVERTER

Input 115 V. DC
 Output 110 V. AC **\$8.10**
 60 Cycles 25 Watts ea.
 Suitable to operate all popular Phono and Record Changers
6 or more \$7.20

SLATE & COMPANY

2553 Webster Ave.—Dept. R New York 58, New York
 FOrdham 7-1711

Products You Can Sell!

WRITE FOR LIST

Sonata ELECTRONICS CORP.
 FORMERLY SONATA PRODUCTS CORP.
 624 S. MICHIGAN AVENUE CHICAGO 5, ILL

Musitron Forming Its Jobber Set-Up

The Musitron Co., 223 W. Erie St., Chicago, makers of portable phonographs, transcription playback units and sound equipment, is ready with complete particulars on its new distributor plan, and the names of selected outlets for the company will be announced. According to a



Leo Frankel

statement by Leo Frankel, general manager for Musitron, the distributor set-up for the firm is now being completed by sales manager Gerald H. Rissman.



Gerald H. Rissman

"We have a number of innovations", Mr. Frankel said, "that will make the Musitron line more profitable to dealers than ever before. One of these is the Piccolo No. 103. A sensation during its first showing, which plays on battery for outdoor use and AC for home."

Complete particulars on the new distributor plan can be obtained by writing direct to Gerald H. Rissman at Musitron.

Sales of Thorens Camera Phonograph

"Rapidly becoming nationally popular for home use, as well as for travel, for the roadside picnic and for beach and party occasions of all kinds," is the latest sales report on the Thorens camera model phonograph, from Rexon, Inc., 295 Fifth Ave., New York City. Rexon distributes the "world's smallest phonograph"—a Swiss-engineered product—in the U.S.

The Thorens unit, when closed, has the compactness and convenience of a folding camera, but is designed for quality reproduction

and ample volume, and will play either 10" or 12" records. John Fisher, sales manager for the Rexon firm, reports that in recent showings of the unit, "the merchants voted the camera model the biggest little package of fine music at the exhibitions."

Musicraft Distributor

Musicraft Records, Inc., through its president, Peter Hilton, announces the appointment of the Lighting Fixture and Electrical Supply Company of New Orleans, La., as the company's distribution outlet in that area.



CRESCENT Automatic RECORD CHANGER

Model C-100

- Physical Size: 15 3/4" x 12 1/2"
- Plays Twelve 10" or Ten 12" Records
- Noiseless
- Child-proof Mechanism
- Crystal Cortridge
- Reject Button
- Finished in Neutral Beige Crackle

Record Changer
Only—Your Cost **\$17.95**
EACH

LEATHERETTE BASE AS ILLUSTRATED
Above—Model H-100

Brown Finish, Made to Fit YOUR
Model C-100 Record Changer. COST
6" High, with Grille for 5" \$4.25 ea.
Speaker.

PM SPEAKERS

4" Alnico (5) PM Speaker... \$1.39 ea.
5" Alnico (5) PM Speaker... 1.49 ea.
6" Alnico (5) PM Speaker... 1.89 ea.

PHONO AMPLIFIERS

1-Tube Phono. Amplifier... \$2.35 ea.
3-Tube Phono. Amplifier... 4.50 ea.

TUBULAR ELECTROLYTICS

100-MFD-25 Volts \$.22 ea.
10-MFD-50 Volts22 ea.
20-MFD-150 Volts22 ea.
30-MFD-150 Volts29 ea.
40-MFD-150 Volts39 ea.
50-MFD-150 Volts45 ea.
8-MFD-450 Volts25 ea.
10-MFD-450 Volts29 ea.
16-MFD-450 Volts39 ea.
10-10-MFD-450 Volts59 ea.
20-20-MFD-150 Volts29 ea.
30-20-MFD-150 Volts39 ea.
40-30-MFD-150 Volts45 ea.
50-30-MFD-150 Volts59 ea.

Orders are now being accepted for immediate delivery—no waiting.
Terms: 2% check with order. Or 25% deposit, balance express C.O.D.

HOLLANDER RADIO SUPPLY CO.
549 West Randolph Street Chicago 6, Illinois

La Mair of Chicago Heads Music Merchants

New president of the National Association of Music Merchants is L. G. La Mair, president of Lyon & Healy, Inc., Chicago. The other officers elected by the NAMM board of directors are George L. Byerly of Byerly Bros. Music Co., Peoria, Ill., vice-president; Bernie May of May's Music Co., Albuquerque, N. M., secretary; and William R. Steinway of Steinway & Sons, New York, treasurer.

Under NAMM's new nominating and electing procedure, 24 members were elected to the board of directors. Elected for three years were

George H. Beasley, W. H. Beasley, Mr. Byerly, Melville Clark, Ray S. Erlandson, Paul W. Jenkins, Jerome F. Murphy and Russell B. Wells.

Elected for two years were Thomas Dahl, E. E. Forbes, Parker Harris, Otto B. Heaton, Mr. May, Emory Penny, Hugh W. Randall and Frank O. Wilking. Named to the board for a period of one year were A. P. Avery, Harry E. Callaway, Earl Campbell, W. Perry Chrisler, S. H. Galperin, Robert A. Schmitt, John C. Weisert and Carl Wittich.

E. R. McDuff, immediate past president, becomes chairman of the board, under the new NAMM by-laws.

Display Unit Pulls



Children's albums increased sharply in sales after this RCA Victor "Children's Cart" was installed, report Wilson's, who are situated in the Wilson Building, Syracuse, N. Y.

YOU CAN DEPEND ON 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

Rhodes' Training Piano

Harold Rhodes, Hollywood Inc., Los Angeles, Calif., has patented a three-octave training piano the size of a typewriter. The miniature piano is sturdily built with standard keys and action. Special alloy rods replace the conventional strings, and the tone is said to be truly chromatic. The pitch remains at 440; the mechanism cannot get out of tune.

A booklet instructing the pupil in the basic fundamentals of learning to play, and in the principles of harmony will be published for use with the new instrument by Carl Fischer, Inc.

Jobber Honored



At Atlantic City's famous Steel Pier, the director of the resort and the band leaders featured there have together named the country's most aggressive merchandiser of band discs. It's Paul Wolk, above, head of Bickford Bros., Rochester and Buffalo, N. Y., distributors.

New Pressings

(Continued from page 68)

dealer, juke box operator, or record jockey who brought disc to the winner's attention. The contest ends September 2.

Dean Martin, new Diamond recording artist, warbles in two platters "Which Way Did My Heart Go", "All Of Me", and "I Got The Sun In The Morning", "Sweetheart of Sigma Chi." Diamond albums released include: "Wedding Album", featuring Don Baker at the organ; "Memory Waltzes", under the direction of Roy Shield; "Rhumba Rhythms", Jose Cortez; and "Camp Meetin' Choir Spirituals."

New sides cut by Emil Coleman, and his Waldorf Astoria orchestra for De Luxe Records are: "Softly As In A Morning Sunrise", "I Was Waiting For A Dream", featuring Ted Martin; "La Cucaracha", and a flipover featuring Betty Reilly doing "Chiquita Banana." Erskine Butterfield, the firm's new attraction, waxed two platters: "Is You Too Lazy", "If It's Love You Want, Baby", and "Just Like A Woman", "Tain't Nobody's Business If I Do."

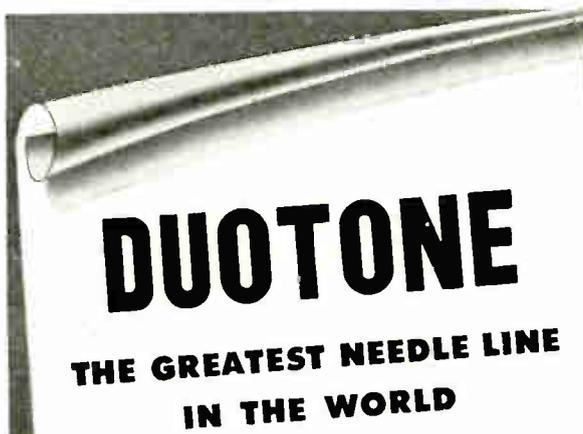
Popular Platters

Ara, Inc., Hollywood, offers releases by Ginny Simms, "What Is This Thing Called Love", "I Get A Kick Out Of You"; Jan Savitt, "It's A Wonderful World", "Swingin' Back to Bach"; The Town Criers, "Idaho", "Where The River Shannon Flows"; Hoagy Carmichael, "Ole Buttermilk Sky", "Ginger and Spice"; Judy Canova, "Go To Sleepy, Little Baby", "No Vacancy."

Apollo's Ray Eberle warbles "More Than You Know", "It's a Wonderful Night", in current release. Bill McCune, and orchestra, in "Walkin' Away With My Heart", flipover, "Let's Play House", and the Dixie Humming Birds in two spirituals, "My Record Will Be There", and "Amazing Grace", are other new Apollo discs.

Dick Stabile, and orchestra, record for Coronet, "It'll Take A Little Time", backed with "It's Dawn Again." Coronet's featured set of discs is the "Kiddie Album" recorded by Al Trace and his Silly Symphonists.

The Coleman Bros., and Ernest B. Washington, are starred in two albums recorded by the Regis Record Co., Newark, N. J. H. R. S. Recordings, 303 Fifth Ave., New York City, has waxed discs with definite swing interest by Buck Clayton's Big Four, Rex Stewart's Big Four, and Sandy Williams' Big Eight.



DUOTONE

THE GREATEST NEEDLE LINE IN THE WORLD

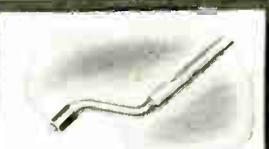
THESE world-beating Duotone needles are examples of the painstaking research and technical skill of Duotone engineers. They characterize the superiority of the entire Duotone line of record accessories.

When you sell Duotone, you're sure of enthusiastic customer approval and higher profit margins.

Stock Duotone and watch it pull! There's a Duotone product for every customer.

OTHER WELL-KNOWN DUOTONE PRODUCTS

<ul style="list-style-type: none"> Miropoint Needles Transcription Needles Cactus Needles Chromium Needles Coin Machine Needles 	<ul style="list-style-type: none"> Recording Heads Steel Cutting Needles Sapphire Cutting Needles Duodiscs Record Preserver
--	--



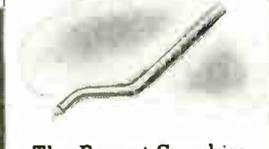
The Duotone Diamond
The world's finest needle for the world's finest phonographs. A jeweler's masterpiece. \$50.00 retail.



The "Star" Sapphire
Completely handmade with a sapphire point. Cherished by record collectors. \$5.00 retail.



The Duotone Ruby
Brilliant achievement of the jeweler's art. A ruby tipped needle that's really new. \$3.50 retail.



The Regent Sapphire
Outstrips competition in any demonstration. Affords the kind of profit margin you like. \$2.00 retail.





The Filter Point
Filters surface noise and reproduces with high fidelity. Plays longer. Package of 35—25¢ retail.



The Durpoint
Fast-moving, high-profit needle with excellent tonal reproduction. Attractively packaged. \$1.00 retail.



The New Lifetone
This superb osmium tip needle surpasses any other needle in its immediate price range. \$1.50 retail.



Model 314

Designed for YOU

BEACHCOMBER

A portable phonograph with a Garrard spring wind motor. Battery operated amplifier with 3 tube push-pull output. Crystal phono pickup 5" permanent magnetic speaker. Lightweight solid plywood cabinet with leatherette cover in choice of colors. Plays 10" or 12" records with cover closed.

List Price

49.95

FED. TAX INCLUDED
LESS BATTERIES



Model 311

List Price

\$38.95

FED. TAX INCLUDED

Model 311

VAGABOND

AC operated phonograph containing a 5" permanent magnetic speaker and a 3 tube amplifier, crystal pickup and heavy duty turntable. Solid plywood cabinet with leatherette cover in choice of colors. Equalizer for new improved tone control.

LINCOLN ELECTRONICS CORP.

653 11TH AVENUE, NEW YORK 19, N. Y.

Hamp-Tone Releases

Hamp-Tone Records, Inc., subsidiary of the Jefferson-Travis Corp. (recent acquirers of the Musicraft and Guild labels) is a new record company formed for the purpose of providing an outlet for Negro talent. Its initial release: a two-part version of the specialty number "Hey Ba-Ba-Re-Bop", with vocals by Wynonie Harris, written by Lionel Hampton and Curley Hammer. Distribution, which is being set up on a non-exclusive franchise basis, will be cleared principally through national Musicraft record distributors.

Los Angeles Store Done in Modern Manner



The Music Center, of the Broadway Department Store, Inc., has been enlarged and completely modernized. Shown is the Record Bar, two of the six listening rooms, and a corner devoted to spinet pianos and small radios.

The Broadway, prominent Los Angeles store, held the formal opening of its "New Music Center" with newest merchandise on hand and recording stars at the store in person. Among the latter were Allan Jones, Judy Canova and Andy Russell, autographing records for disc fans.

Guests were treated to demonstrations of magnetic wire recordings and FM. Other features were the eight air-cooled listening rooms, and a new record bar.

Leavitt Heads Lincoln Electronic

Ezra Leavitt is the new president of Lincoln Electronic Corp., 653 Eleventh Ave., New York City, manufacturers of record players. Former president Robert E. Kayatt is no longer connected with the firm.

Lincoln recently opened the 11th Ave. plant as part of the current expansion of the company.

To Distribute for ARA

Kaemper Barrett, Inc., San Francisco, has been named by ARA Inc., Hollywood, as exclusive distributor for the San Francisco and northern California territory.

Religious Specialties

A specialist in religious recordings is the Campus Christian Recordings Corp., Los Angeles.

Some of the artists for Campus Christian are: Haven or Rest group (Hollywood), Young People's Church of the Air group in Philadelphia, Sol Hoopii; Harmoneers Quartet, Lorin Whitney, Calvary Choir, Robert Bowman, Robert Sellon, among others.



For Complete enjoyment

WEBSTER CHANGERS PLAY MANUALLY, TOO



MODEL 56

WEBSTER

Automatic Record Changer

The manual play switch—found on every Webster changer—permits the playing of "inside-out" records, home recordings, and old—yet cherished—records not designed for automatic play. No "juggling" is necessary to make the machine play single records. This is but one of the many features contributing to the complete listening pleasure enjoyed by owners of Webster Record Changers.

other important features

- Simple to operate
- Fast change cycle
- Feather-touch pickup
- Built to last
- Automatic shut-off
- Longer record life

THE CHOICE OF MUSIC LOVERS EVERYWHERE

WEBSTER  CHICAGO

5610 Bloomingdale Avenue, Chicago 39, Illinois
32 Years of Continuous Successful Manufacturing

Hypnotic Event



"Time to Sleep" record is used by New York show-girls between performances. They're Beverly Michaels (at phonograph), and Dorothy Blute of Billy Rose's Diamond Horseshoe. The mental-suggestion "sleep" disc was made by hypnotist Ralph Slater for De Luxe Record Co., Linden, N. J.

Burkaw Introduces Line of Recording Blanks

E. Heller, sales and advertising director of the Burkaw Electric Co., has announced the immediate shipment of Burkaw recording blanks for use with home recorders, including their own model PR-40, recorder-playback. The discs come in 3 sizes—6½", 8" and 10". The records are packed in separate manila folders and retail for 30c, 40c and 60c respectively. Offices of the firm are at 105 E. 29th St., New York 16, N. Y.

New Portable



New phonograph shown by Steelman Radio Corp., 742 E. Tremont Ave., Bronx, N. Y., is this portable "alligator" Model 301, an electric unit with "duzi channel" circuit, 5" Alnico speaker. It lists at \$39.95.

NAMM Brings Out Music Selling Handbook

The National Association of Music Merchants, 28 E. Jackson Blvd., Chicago, in cooperation with the

Business Education Service, U.S. Office of Education, has just brought out a valuable and complete sales training manual, "Merchandising Music," for salesmen. Prepared under the direction of Wm. A. Mills, NAMM executive secretary, and Walter F. Shaw, U.S. Office of Education regional agent, the manual is offered NAMM members at \$1.00, and is available to non-members at \$2.50.

Chapters include general musical information which salesmen can use as background material; techniques of salesmanship, stepping up sales, the importance of taking part in

community activities, sales problems peculiar to the music industry, etc.

A number of supplements to the manual are planned, and the first, "Selecting and Training Salesmen," has already been printed. Copies of the supplement are available to members at 15 cents; to non-members at 25 cents.

Prepared for use as background material for group discussion, the text of the manual and the supplement will be equally useful as a sales help for salesmen unable to participate in group instruction and as a handbook for small dealers.

ARTIE SHAW

EXCLUSIVELY ON



OTHER Musicraft ARTISTS!

Georgie Auld	Phil Brito
Dave Denney	Mercer
Ellington	Fontaine Sisters
Harry Gibson	Dizzy
Gillespie	Walter Gross
Louanne Hogan	Kitty
Kallen	Gordon MacRae
Mel Tormé & his Mel-Tones	
Phil Moore	Slam Stewart
Orrin Tucker	Teddy Wilson
Frances Wayne	Miguelito
Valdes	Sarah Vaughan

LOOK TO MUSICRAFT FOR OUTSTANDING CLASSICAL, POPULAR AND CHILDRENS RECORDS AND ALBUMS.

Selling
Night
and
Day



ARTIE SHAW

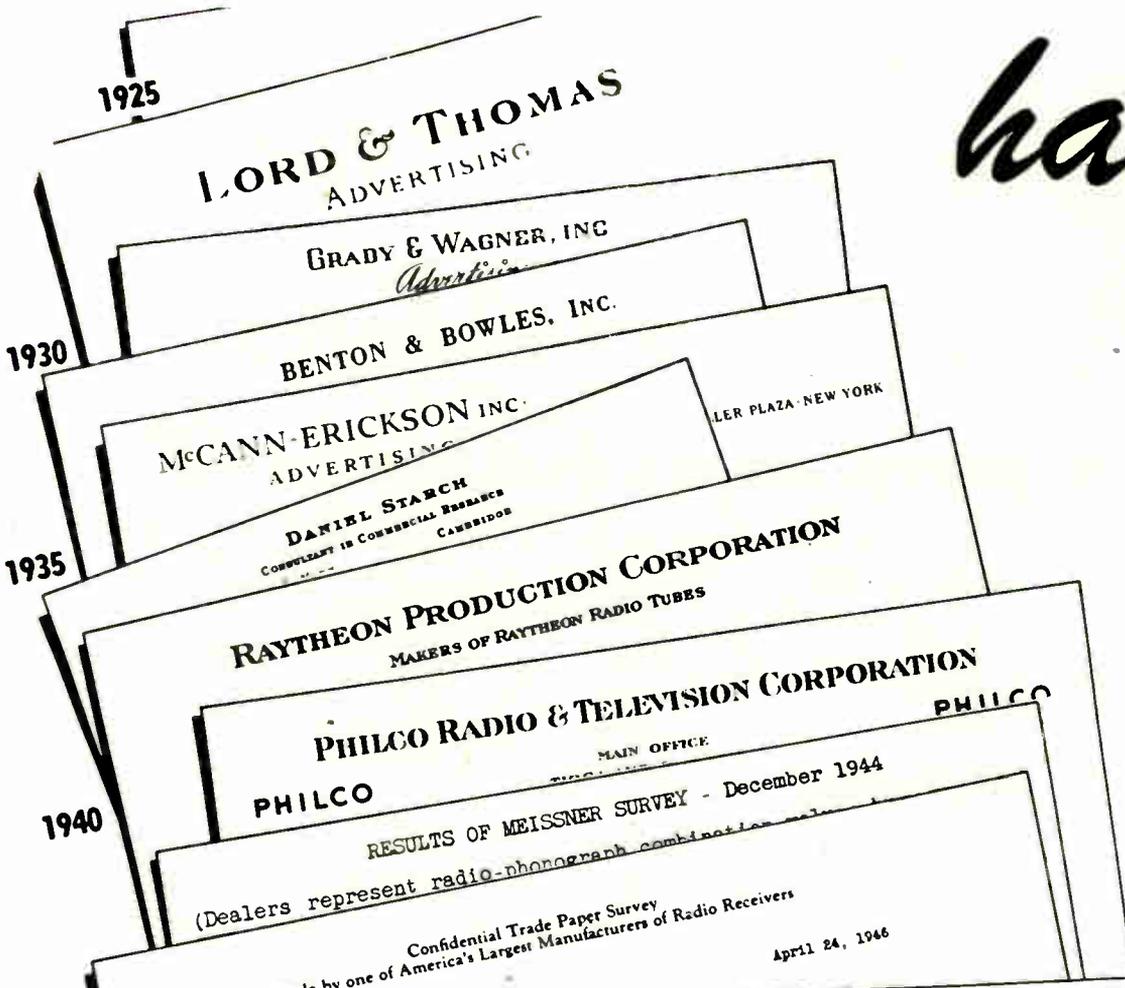
PLAYS
Cole Porter



ALBUM 52

RADIO *& Television* RETAILING

has Won



1945

MEISSNER TRADE PAPER SURVEY

Results below are based on postcard questionnaire mailed by one set manufacturers to 4,000 dealers on its 1946 list. Dealers primary business is radio, electrical, department store, music.

Question: "Which radio trade paper do you find most useful?"

Publication	Per Cent of First Place Votes
RADIO & TELEVISION RETAILING	46%
A Radio Publication	12
An Electrical Publication	11
A Radio Publication	10
A Radio Publication	9
A Radio Publication	4
An Electrical Publication	8
A Radio Publication	1.8
A Radio Publication	1.6
A Radio Publication	1
A Radio Publication	.6
A Radio Publication	.6
A Record Publication	.6

MUSITRON COMPANY

223 WEST ERIC STREET
CHICAGO 10, ILLINOIS, U. S. A.
May 16, 1946

TRADE PUBLICATIONS PREFERRED BY RADIO AND ELECTRICAL APPLIANCE DEALERS

NAME OF PUBLICATION	Total Number in Group: 154				
	TOTAL MENTIONS	1ST CHOICE	2ND CHOICE	3RD CHOICE	4TH CHOICE
Radio & Television Retailing	103	80	18	3	2
Electrical Merchandising	48	25	14	6	3
Radio News	39	4	16	13	6
Radio Service Dealer	21	3	8	8	2
Radio Craft	16	3	5	4	4
Electrical Dealer	15	4	8	2	1
Service	12	3	7	1	1
All Others	115	32	39	29	15
No Answer	267	-	39	88	120
TOTAL	616	154	154	154	154

1946

IMPORTANT NOTICE

All publications mentioned in Musitron survey have audited circulations. Why do some publications after twenty years in this trade still refuse verification of their claims?

every **READER PREFERENCE SURVEY** in this Trade *since 1925*

1. FIRST IN ABC TOTAL AND PAID CIRCULATION:

Always first choice of distributors and dealers because each month RADIO & Television RETAILING tells them, sells them, on better merchandising and servicing through realistic, practical retailing methods used by the top merchandisers across the nation. Now 26,700 PAID out of 27,100 ABC TOTAL — an all-time high!

2. FIRST IN ADVERTISING:

Manufacturers well recognize the advertising importance of the trade's leading medium. RADIO & Television RETAILING has been averaging close to 100 pages of ads per month — far more than any other radio trade magazine. This is indisputable proof of its superiority.

3. FIRST IN EDITORIAL HELPFULNESS:

The new "Big Four" sectionalized magazine, with separate monthly departments devoted to Radio, Electrical Appliances, Records, Service and Sound, is another example of RADIO & Television RETAILING's leadership. It is designed to serve the complete needs of dealers in their four major activities.

4. FIRST IN READER PREFERENCE SURVEYS since 1925:

The amazing record on the opposite page shows some of the many surveys made by manufacturers and their agencies among readers in the trade. RADIO & Television RETAILING has won every reader preference survey since the beginning of actual merchandising in this industry in 1925.

Caldwell-Clements, Inc. 480 Lexington Ave., New York 17, PLaza 3-1340

Cleveland 14

Chicago 6

Los Angeles 5

San Francisco 4

Publishers also of ELECTRONIC INDUSTRIES

Electric Record Player

ONLY
\$11.58



Radolek
Cat. No.
G17659

Look at These Features!

- ✓ Plays 10" or 12" records.
- ✓ Self-starting, constant speed, rim drive electric motor, 78 R.P.M.
- ✓ Complete with "Shure" glider pickup arm—only 1 1/8 oz. needle pressure.
- ✓ Built-in on-off switch.
- ✓ Arm rest for pickup arm.
- ✓ Brown crackle finish metal cabinet 10" x 12" x 2 1/2".
- ✓ 9" diameter turntable.
- ✓ 115 V., 60 cycle AC operation.
- ✓ Connects easily to radio.

Send check or M.O. for \$11.58.
(Add 2% for Illinois.)

Shipped express collect from Chicago, Illinois.

Send for RADOLEK's FREE Catalog
of Radio-Electronic Equipment.

THE RADOLEK COMPANY

Dept. RR-118, 601 W. Randolph St., Chicago 6, Ill.

THE POSTWAR PARADE of RECORD MANUFACTURERS

In the advertising pages of

**RADIO Television
RETAILING**

Apollo Records Distributing Co.,
615 Tenth Ave., New York.
Ara, Inc.,
5655 Wilshire Blvd., Los Angeles.
Asch Recording Studio,
117 W. 46th St., New York.
Decca Records Inc.,
50 W. 57th St., New York.
Capitol Records Distributing Co.,
1483 Vine St., Hollywood.
Columbia Recording Corp.,
1473 Barnum Ave., Bridgeport, Conn.
Continental Record Co., Inc.,
265 West 54th St., New York.
Coronet Records, Inc.,
1450 Broadway, New York.
Cosmo Records, Inc.,
745 Fifth Ave., New York.
Diamond Record Corp.,
1650 Broadway, New York.
Disc Co. of America,
117 West 46th St., New York.
Jamboree Records, Inc.,
1650 Broadway, New York.
Majestic Radio & Telev. Corp.,
St. Charles, Ill.
Mercury Radio & Telev. Corp.,
839 S. Wabash Ave., Chicago.
Musicraft Records, Inc.,
40 West 46th St., New York.
RCA-Victor Div., Radio Corp. of America
Camden, N. J.
Sonora Products, Inc.,
2023 W. Carroll St., Chicago.
Stork Record Co., Inc.,
756 7th Ave., New York.

Largest audited circulation
in the radio-music trade—
27,000 A.B.C.

Leading Tunes

(Continued from page 56)

same tune in a similar tabulation made last month. Where no number appears in that column, it means the tune did not place among the first fifty a month ago.

These tunes deserve special consideration. They are either new tunes, or ones which are being revived by intensive "plugging" on the nation's radio network programs. In either case, records made from these tunes will find a receptive buying public.

The record buyer can also spot which tunes are "slipping." If the current ranking is far below that of last month, it means that radio shows are no longer featuring that tune. While tunes do sometimes reverse their trend from month to month, the cagey record buyer will view this as a caution signal and will order hand-to-mouth on records of that tune on the assumption that it is going "over the hill."

New Globe Record Executive is Named

William Morris, president of the Globe Record Co., 1270 Sixth Ave., has announced the election of Samuel S. Brenner as secretary of the corporation to be in charge of distribution.

The company reports that distribution of records will be on a national basis with offices located in New York, Chicago, and Los Angeles. The first of the foreign discs which Globe will distribute exclusively will be Soviet recordings.

Keynote Folk Balladeer



Tom Glazer, interpreter of folk music, has recorded an album of "Olden Ballads" for Keynote Recordings, Inc., New York City.

Seasonal Merchandiser For Music Merchants

The September-October edition of "Music Merchandising Service" issued by the National Association of Music Merchants, Inc., 28 E. Jackson Blvd., Chicago 4, Ill., is now ready. It is presented as "your early Fall kit of merchandising ideas", and contains 34 pieces, loose-leaf style.

Included in the kit are music leaflets, tested merchandising ideas, statistics on store ad trends, tested copy suggestions, mats for seasonal ads and window display ideas. A supplement, produced by The National Research Bureau, Inc., contains advertising tips, calendar of events for Sept. and Oct., display ideas, tested radio programs, an advertising pre-check list, and reproductions of newspaper ads.

Freddy Martin Opens His Ambassador Music Shop



Band leader Martin's Los Angeles retail store will feature records, famous name radio and phonograph merchandise, and custom-made combination pieces. Luxurious surroundings to make musical shopping a greater pleasure, is the keynote of artistic modern setting.

Disc Inventory

(Continued from page 53)

type of record. If this becomes either too large or too small, the dealer can revise his buying habits or examine his relations with that supplier.

The inventory system that seems to be in greatest vogue with popular records is the weekly physical inventory. This seems to be the only safe way to control stocks of the 25 or 50 top "pops".

As with albums, this information should be listed on cards. The title, artist, catalog number and supplier should be at the top. The card should allow for listings of the date, number on order, number received, and inventory.

This information should be posted each Monday morning. From it can be computed the sales of the previous week on these titles.

Standard Stock Control

Dealers generally rely on a "stock envelope" system to control their inventory of standard records. They remove the factory envelope from one record of each title, and place it in a bright-colored stock envelope. The other identical records are placed beside it.

On this envelope they have a sticker, on which has been written the catalog number, title and maker of the record. The beginning inventory is also listed, with the date.

As records of this title are received, they are recorded on this sticker. The clerk can at any time count the present stock and subtract it from the original inventory and receipts to learn the sales volume on this title.

Thus it is possible to compute the average number of records per year which are sold of this title, and to order more when it appears stock is too low. The sticker has room also for the clerk to record the date and the amount of records ordered whenever he places an order for the particular title.

Most dealers use the semi-annual inventory as a time to review every album, standard and classical item in their stock. If an insufficient number of any title has been sold, the dealer can weed out this title for a return.

No matter what method of inventory is settled upon, dealers are in general agreement that any system is the right one if it gives enough information to enable the dealer to buy intelligently without causing unnecessary drudgery to maintain.

INSTANT

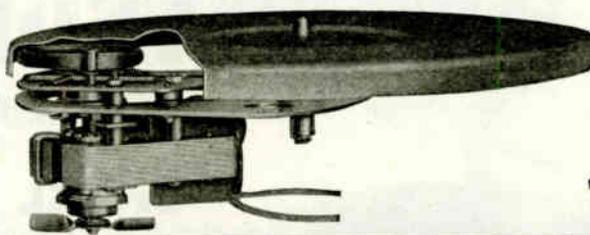
ACTION

• WHEN YOU WANT IT • WHERE YOU WANT IT... WITH

alliance MOTORS

The Model 80 Phonomotor has been the outstanding favorite of manufacturers and jobbers who want a power source that's smooth, quiet, and time-tested. This is the No. 1 motor for driving turntables and record changers!

Other Alliance Power-Pakt Motors will open and close valves, switches, operate toys and motion displays, actuate parts in business and vending machines, and can be used as component power sources in electronic control systems.



WHEN YOU DESIGN ... KEEP

alliance

MOTORS IN MIND

ALLIANCE MANUFACTURING COMPANY • ALLIANCE, OHIO

IMMEDIATE DELIVERY!

Automatic Players



Record changer with Crescent Model No. 100, completely assembled with amplifier, ready to play. Cabinet of brown leatherette with 3/8" seasoned pine, rubber bumpers on base. Cabinet dimensions: 16" long, 12 3/4" wide, 6 1/2" high; height with changer 12". AC amplifier with heavy duty power transformer complete with tubes 6V6, 6C5, and 6X5, tone and volume controls, cord and plug, separate AC line switch, 8" speaker. Well constructed, excellent tone

\$31.50

20% Deposit required on all orders

Department C

UNION Radio Corporation

328 S. Paulina • Chicago 12, Ill.



NOW — An Automatic Record Changer in the New DON McGOHAN WIRELESS RECORD PLAYER

• Model OC50 complete, ready for operation. This unit incorporates a one tube (117L7) oscillator with expert circuit design, resulting in excellent tone quality. Always stays in tune. Plays ten 12" or twelve 10".

Sturdy solid hardwood base, light walnut finish. Simplicity of the record changer design assures trouble-free operation. Practically foolproof.

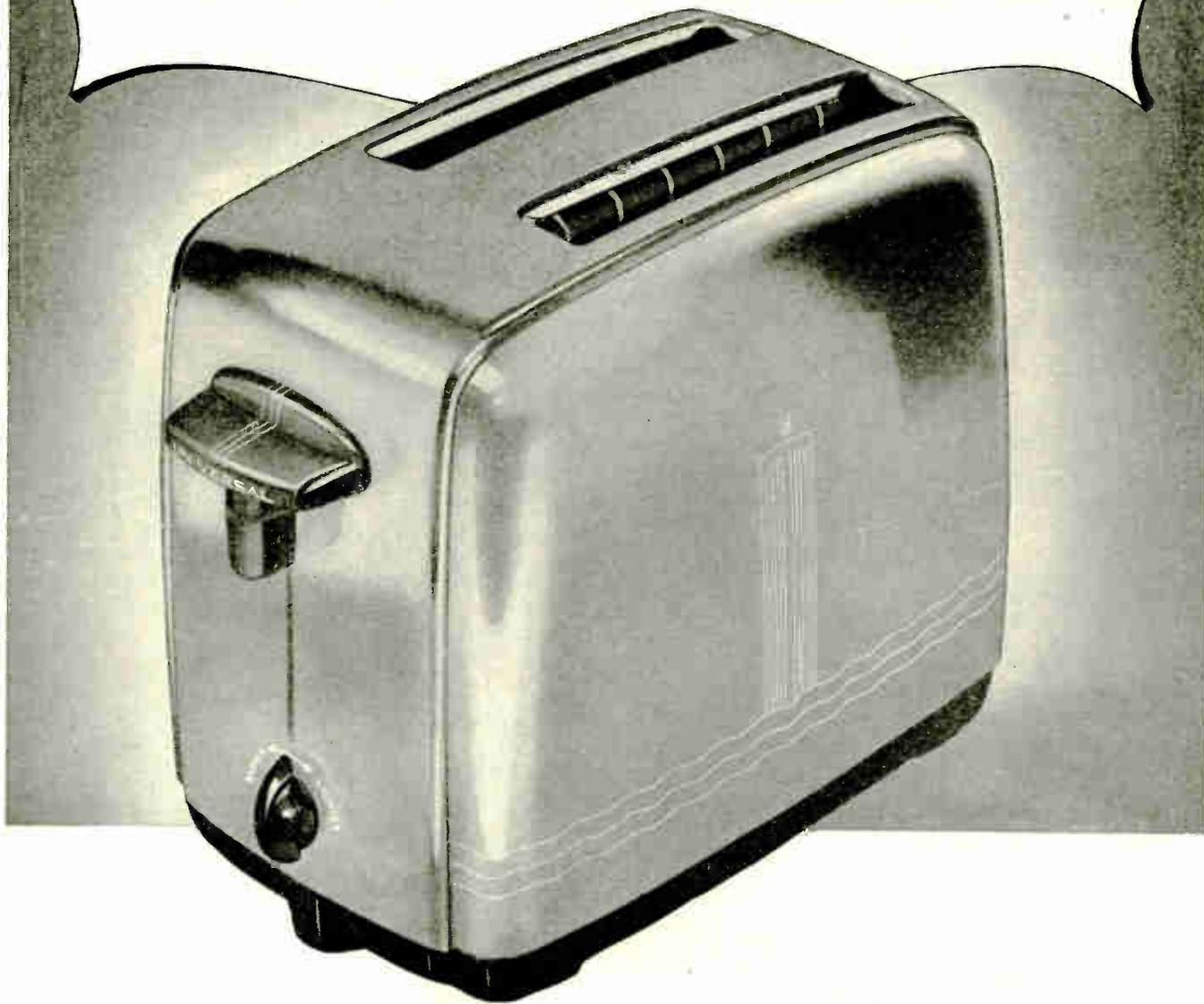
\$42.90 LIST, PENDING O.P.A.
Subject to trade discount

Order now for prompt delivery

DON McGOHAN CO.

2037 BELLE PLAINE AVE., CHICAGO 18, ILL.

UNIVERSAL'S *New Automatic*
Toaster **GOES THEM ALL ONE BETTER!**
- IN BEAUTY, FEATURES, SALES APPEAL!



UNIVERSAL is proud to announce the new addition to an illustrious family—a new, fully Automatic Toaster in the best tradition of top-quality table appliances. It is beautifully streamlined with new exclusive automatic features which make it the leader in the field. No other Automatic Toaster equals it in sales appeal.

1. **Toast-Timer Dial**—Makes toast to your taste from “dark to light.”
2. **Ser-Vue Feature**—You can look at toast without interrupting toasting cycle.
3. **Clean-Easy Crumb Tray**—Hinged bottom tray is easily opened for cleaning.

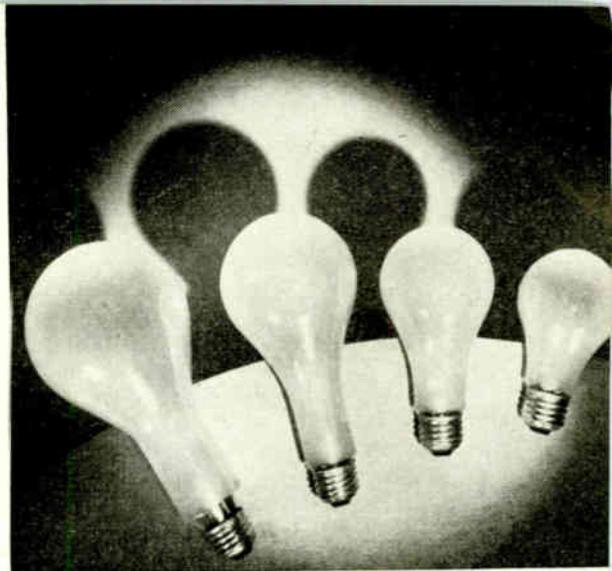
UNIVERSAL

LANDERS, FRARY & CLARK • NEW BRITAIN, CONN.
Universal Appliances distributed in Canada exclusively by Northern Electric Co., Ltd.

LEADERSHIP THAT BUILDS YOUR DEALERSHIP!

The Light That Never Fails

**Exciting Variety of New Lamps and Packages
Bring Day-by-Day Profits. Create New Markets.**



● Everybody and his brother handle lamps. It is hard for some dealers to see why they should carry items with such widespread distribution.

But there is a reason why every radio and electrical appliance dealer should handle and push a full line of electric lamps of every type. This reason lies not only in the present, but in the future.

The reason is that lamps are becoming more and more a specialty type of product. A constantly greater variety of new types of lamps are crowding onto the market. Their uses are becoming highly specialized. Many require pioneering effort to sell. In short, lamps are becoming a specialty business.

Building for Future

The dealer who stocks a complete line of ordinary types of lamps (bulbs) does more than merely create traffic in his store. He places himself in a position to swing customers over to the new and specialized types of lighting which are coming in the future.

And filling the future needs of the customers for lamps and fixtures in any trading area comes under the heading of big business. While it is impossible to enumerate every type of lamp that is now and will become available, the broad outlines of the market at least can be staked out.

Ordinary lamps (bulbs) themselves can and will be sold more intensively than in the past. Huge advertising campaigns are being readied to cut down on empty sockets and increase the wattage of lamps used. With little more than display effort and suggestion selling the radio-appliance dealer can get his share—and more—of this over-head-paying business.

In the aggregate, the number of empty sockets in the homes of

America is tremendous. Three of every four homes, a recent survey shows, have at least one empty socket. Even conceding part of this stems from recent lamp (bulb) shortages, there is still a tremendous educational and selling job to be done.

Multiple Packages

The aim of the lamp industry is to keep every socket full and a stock of spares as well. Radio and electrical appliance dealers are logical ones to help the industry achieve this aim.

One future development in the lamp industry is that most makers will offer household assortments of lamps (bulbs). Following the easing of the war-born shortage, manufacturers have been conducting exhaustive tests of these multiple packages. These tests have been scattered throughout the country.

Difficulty is that demand for wattages vary with the section of the country. They depend upon the economic condition of most families in the area and upon the prevailing utility rates.

And everywhere, manufacturers and utilities alike have been reluctant to release these packages. They fear that householders buying them will end up with extra lamps (bulbs) of small wattages, thus defeating the industry aim of getting higher wattages used for better light and seeing.

Importance of Lamps

However, these problems will be solved. And almost any assortment which is ultimately offered will be good for the radio and electrical appliance dealer.

Any multiple package of lamps will help the dealer increase his unit of sale. It will give him a basis for new types of mass display and

will provide a new talking point for use on an old subject.

During the war, many dealers turned to floor, table and wall lamps. They found to their surprise that these items can pay handsomely.

Lamp fixtures can be displayed in places in the typical radio-appliance store where nothing else seems to fit. A surprisingly large stock will fit into small space.

The number of fixture manufacturers has doubled since the pre-war days. And the standards of taste in the design of many of these lamps has improved. Without indulging in extremes of style, many dealers have quickly found the type of lamps which their customers want, and have stocked these models, letting the others go.

New Fluorescent Lamps

Some dealers are equipped to sell and install fluorescent lighting, both for commercial and home use. Many dealers, however, do not feel that this fits into their present merchandising set-up.

Nevertheless, nearly all dealers will be able to handle the new "package" fluorescent units being readied for the trade. These include the "screw-in" fluorescent fixtures for kitchen and bathroom. They also include the fluorescent bed lamps which had attained sizable volume before the war.

In addition, more than one hundred fixture companies are planning to incorporate the circline fluorescent lamp into their products. This lamp can be used any place in the home or store where a portable lamp is needed, either of floor or table type. It gives the dealer a chance to sell both a new fixture and a new lamp. Many dealers who now carry lamps for filament bulbs will handle these new fixtures as well.

(Continued on page 101)



Your Showroom's

● Selling is like acting. You or your salesman must act a part constantly in the course of making a sale.

Actors know that they cannot just walk onto a stage and give a top performance. Putting on a play requires weeks of practice. And the time required is even greater for good sales presentations.

Consider the number of products you handle in your store. Think of the sales points for and against each brand of these products.

The amount of information to be learned is far greater than the leading part in any stage play. Then, too, in a play the dialogue consists only of what the various actors say. In a sales presentation you face many unexpected comments and objections which make your part far more complex and difficult to learn.

Many dealers do not yet recognize the time sales training will take. Competitive selling conditions may find them unprepared.

Staging Presentations

Some who have gone all-out for modernized stores are not modernizing their sales methods. These dealers have only done half their job.

The decorations and fixtures in a store are only scenery and stage props. They will not be truly effective as long as you and your staff give dull, lifeless presentations of the merchandise you have to offer.

Most of your sales meetings should be more than mere discussions. They should be actual rehearsals at which your men practise their sales talks.

Each salesperson should get up and practise making a sales talk on an assigned subject while the

rest of the group listen. At the end of his effort the others in the meeting should offer their suggestions.

This is the way in which your salesmen can learn to act their parts with greater success. They can learn through practice how to answer and overcome objections and how to bring into play most successfully the words and actions which will cause customers to buy.

Every man on your sales staff should be given his opportunity to participate in these practice sessions in turn. Usually the best way to operate is to have these men put on presentations in pairs, one man acting the part of the prospect and the other that of the salesman.

Some dealers have put on these rehearsals, but only to the extent of having one man in the organization who is particularly glib to act as the demonstrator before the entire group. Do not have in your organization a single person who acts as your Charlie McCarthy for every session you put on. Instead, see that every man in your group gets a chance to practise during the course of any two or three sessions.

The purpose of such procedure

should not be to test the employe, but rather to give him a feeling of ease while discussing his product. On occasion the dealer will discover that an extremely good salesman is loath to stand before his fellow workers and demonstrate his sales ability. Such "stagefright" must not be considered indicative of poor salesmanship, for the employe is likely to act entirely the opposite before one or two customers who are complete strangers. On the other hand, a good performer in practice may tend to be just a little too energetic or force high pressure methods which often go a long way in alienating the customer.

Avoid Using As Test

In general, these practice meetings should, therefore, be considered merely as helpful aids to the salesmen; not as final tests of ability. Criticism, too, should be helpful and understanding, rather than harsh and hostile. This method should, for the most part, stem the over-exuberance of the show-off and encourage the new or more self-conscious worker.

It is your place to introduce into

START SALES TRAINING NOW, because - - -

It takes time to achieve good sales presentations.

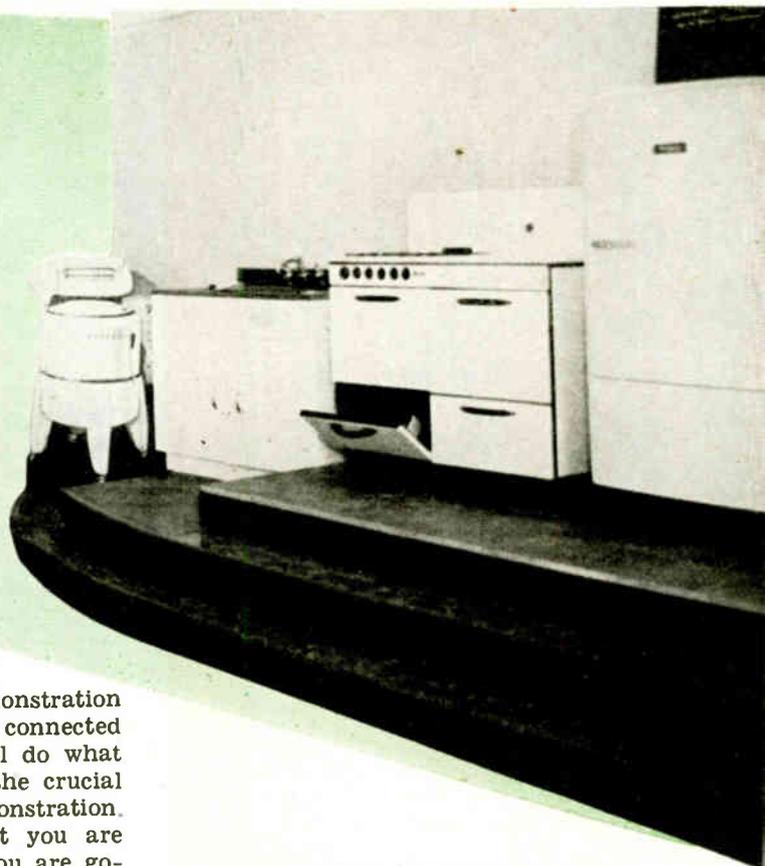
Each appliance requires a different demonstration.

Varied customer reactions complicate sales strategy.

Make Sales Meetings Actual Practice Sessions. Give Every Man a Chance to Rehearse Demonstrations

a Stage!

Ask your salesmen to "step into the spotlight"—NOT to test them, but to give them a chance to demonstrate each major electrical appliance.



these dramatizations the element of excitement and glamour which will convince your men that you are putting on a good show. Explain to them how important it is to them in terms of their increased selling ability.

Such dramatizations are the very best way for your men to learn because they capitalize upon all the ingredients which make for the greatest interest. They deal with actual living people and with everyday problems which your men face.

Your men want to be led by someone who can prepare and stage such practice sessions. Have them as a regular part of your sales training program, even though they cause some opposition from some of your men.

Dramatize Sales Points

The easiest way to break the ice on these sales dramatizations is by means of staging demonstrations. Most people are eye-minded rather than ear-minded. Instead of talking about selling a product, have the product before the group and arrange for an actual demonstration on how to sell the product, using the product itself.

Such a demonstration is itself a practice session for an actual sale, but for it to go over successfully requires preliminary preparation on your part. Try out the appliance

privately ahead of a demonstration to make sure that it is connected properly and that it will do what you expect it to do at the crucial moment in the demonstration. Then run through what you are going to say and how you are going to conduct the demonstration so that you can do so with ease when it comes time for you to face your men.

When you do this you can be reasonably sure that the demonstration will go off well and will really hold the interest of the men. Set things up so that all the men can see without straining and follow through by having them participate in the demonstration.

It is a good idea to use the same words in inviting salesmen to participate in a demonstration as they will be expected to use later to enlist active physical participation of the customer.

A liberal use of active demonstrations will impress your salesmen vividly. They will go out and describe these demonstrations enthusiastically even when they are unable to follow through with the demonstration at the moment. They also will enlist the attendance of a customer at an actual demonstration because they will be eager to show what the appliance can do for him.

Comb through every sales bulletin, sales manual and piece of

product literature that comes across your desk, with a view to figuring out how you can dramatize the points involved in meetings with your staff. Then these lifeless sales points will walk right out of the page and go to work in your store.

Demonstrate Products

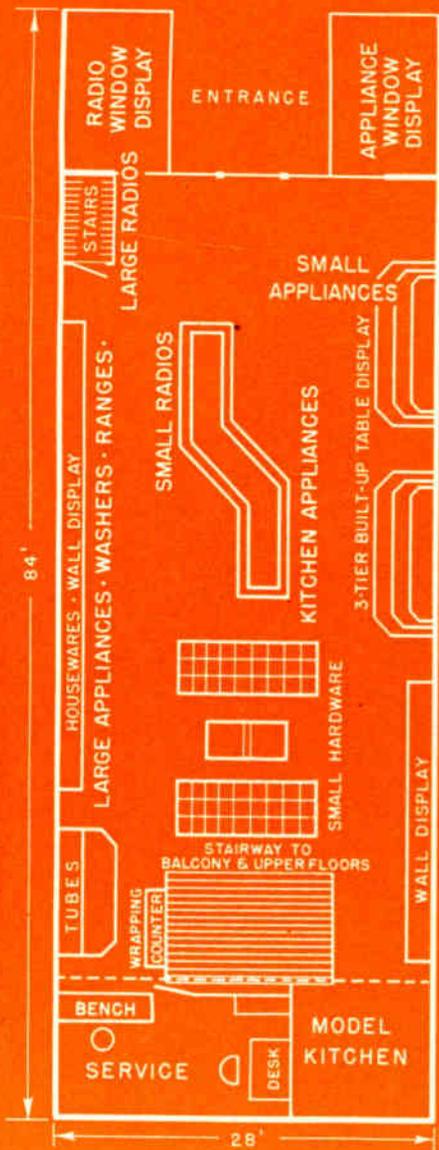
Demonstrate washers and ironers by doing an actual wash at a meeting and presenting the sales features that apply to each step of the process. Demonstrate a new heating element in a range by bringing water to a boil in the time specified. Have food in a refrigerator and show the condition in which it is kept. Close the refrigerator door with the tip of your finger if ease of closing is a sales feature.

Run through the many fine points in demonstrating radios at your sales meetings. Show how to plan a radio program by planning one for the time of a meeting. Demonstrate the common mistakes of fussing with the dials and talking against the radio program.

Practice makes perfect. This is as true of selling as anything else.

Designed to Sell Appliances

**Layout and Fixtures Build Store Traffic.
Pull Prospects to High-Profit Products.**



This layout leads the customer in search of service or demand items past displays of impulse goods both coming in one aisle and going out the other.

● When Jacob R. Feinman opened his store at 719 Main St., Lynchburg, Va., he put great thought into the layout. To him, appearance is important.

It must be important to the residents of Lynchburg as well. "We have had store traffic," says Feinman, "way beyond my belief."

Alluring Entrance

The attractiveness of this store's appearance begins at the sidewalk. A vestibule 12 feet square gives plenty of room for large window displays and invites the customer to gaze at them without being jostled by passersby.

There are large plate glass windows on each side of the entrance door. These place the entire interior of the store on display from the

vestibule, just as if it were another window.

As the customer enters the store, the first display fixture he sees is a selling table, about two feet across and 20 feet long. This elongated table has a diagonal center section.

"This was my answer to what to do if you can't get plywood thin enough to curve," explained Mr. Feinman. "I wanted to make a stretched 'S' shape, but had to settle for a zig-zag with only one zag."

Modern Display Fixtures

This table has a double shelf. On it are placed small impulse items. The customer is tempted to stop and examine these, first on the way into the store and again, on the way out.

On the right against the wall is a low background, four feet high. Against this are placed console radio-phonograph combinations, washers or electric ranges.

Since this background is 36 feet long, it permits several groupings of these products. Mr. Feinman plans to vary his emphasis on each, to conform to seasonal "peaks" and to provide variety in the display.

This low background serves an additional purpose. It is over a foot wide, so that table lamps and small appliances may be placed for display on the top of the background itself.

In the center of the store, there are two open-bin tables, each 37" wide and 73" long. On these are placed demand items.

Between them, there is a background-and-platform fixture on which two major products may be placed back-to-back.

"I intend to use this as a peak display," said Mr. Feinman. "Here I can feature any product that

stands on the floor, such as sun lamps, ranges, washers or console radio-phonograph combinations."

Along the right wall at the rear of the store is the case for radio tubes and lamp bulbs. This is a shelf ten feet long and 78" high, with a ledge in front.

It is the policy of the store to carry a complete stock of radio tubes at all times, to fill requests for these "demand" items. Placing the tube case in the rear brings customers through the entire length of the store.

Opposite the tube case is a wrapping counter. At the extreme rear of the store is the office, separated from the store only by a bench and gate. The absence of any partition adds to impression of size.

All Space Utilized

The efficient use of every bit of available space is strikingly illustrated by the details of the layout in the rear of this store. The desk where contracts are closed, together with the safe and filing cabinet, are situated under the staircase in the center. The bench, cash drawer and stool for the cashier are in the space under the balcony.

So, too, is the model kitchen, in the opposite rear corner. This, like the office, is left open at the front and is brilliantly lighted with a fluorescent fixture.

Along the wall in front is a high background 26 feet long. This is designed to set off a complete array of electric refrigerators.

Filling in the rest of the wall space between the refrigerators and the front of the store, there are two identical wall cases, side by side.

Each is 90" tall and 12½ feet

(Continued on page 138)



Here is the spotless front of Feinman's Home Appliances as it appears at night. On the main street of Lynchburg, Va., it stands out as a beacon for evening window shoppers. The dealer plans to feature large and small radios in the right-hand window, large and small electrical appliances in the left.

An interior view of the front half of the store. On the left is a background display which can be used for major appliances. Shows in a row down the center are a background-and-platform, a table for demand items and a zig-zag table for small appliances. On the right are two step-up tables.



Refrigerators ★

★ Washers

★ Ironers

★ Ranges

★ Vacuum Cleaners

★ Food Freezers

New Electrical

Universal COFFEEMATIC

Automatic chromium plated percolator. Dial can be set for strong, medium, or mild coffee; signal light indicates when brew is finished. Capacity of seven 5 oz. cups. Perforated filter cup



insures clear beverage. Designed with a mottled mahogany bakelite handle, complete with 6 ft. cord. Patented Universal "Cold Water" pump, which starts percolation quickly and makes coffee without boiling, is another feature. Landers, Frary & Clark, New Britain, Conn.—RADIO & Television RETAILING

Monitor ELECTRIC RANGE

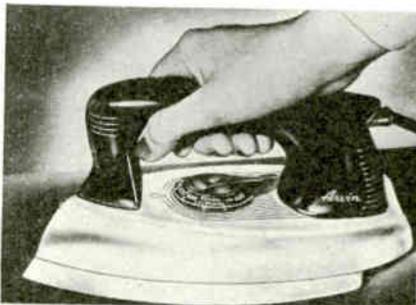
Model ELRA-1 electric range. Size: floor space, 40 in. wide x 24 in. deep; table height, 36 in.; over-all height with lamp, 48 in. Equipped with two extra heavy metal oven racks, porcelain



enameled broiler pan, 6-qt. thrift cooker, soft-glow bracket lamp. Automatic oven-control timer clock available at extra cost. Finished in white porcelain enamel. Monitor Equipment Corp., 110 E. 42nd St., New York 17, N. Y.—RADIO & Television RETAILING

Arvin IRON

Automatic electric iron features new segment on automatic dial for synthetic



fabrics. Noblitt-Sparks Industries, Inc., Columbus, Ind.—RADIO & Television RETAILING

Emerson FAN

12 in. kitchen ventilating fan, designed for quiet, slow-speed operation with large overlapping blades. Enclosed, dust-proof motor. Two sizes of adjustable mounting panels for windows or transoms, 27 to 48 in. wide, are available. The Emerson Electric Manufacturing Co., St. Louis, Mo.—RADIO & Television RETAILING

Kalamazoo ELECTRIC RANGE

The Carlton model features completely automatic cooking. Constant tem-

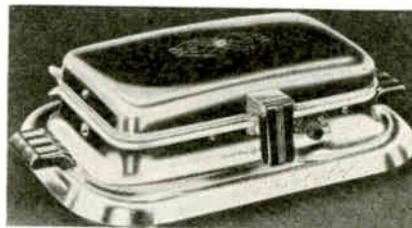


perature warming drawer keeps foods at serving temperature; built-in top

lamp illuminates cooking service. Units have seven cooking speeds. 7 qt. capacity well cooker. Two units pre-heat oven; when desired temperature has been reached broiler turns off automatically. Kalamazoo Stove & Furnace Co., Kalamazoo, Mich.—RADIO & Television RETAILING

GE SANDWICH GRILL

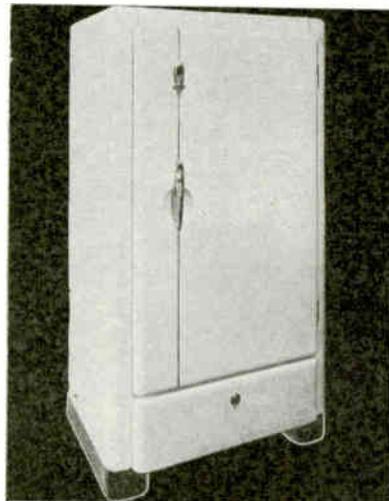
Model G-38 sandwich grill. Textolite thermostatic control dial sets temperature; signal light shows when desired



heat is reached. Grids have drain and cup to catch grease. Interchangeable waffle grids available. General Electric Co., 1285 Boston Ave., Bridgeport, Conn.—RADIO & Television RETAILING

Carrier FOOD FREEZER

15 cu. ft. freezer; holds 500 to 600 lbs. fresh food. 74 in. high, 39 9/32 in. wide, 30 1/2 in. deep. 5 in. insulation.



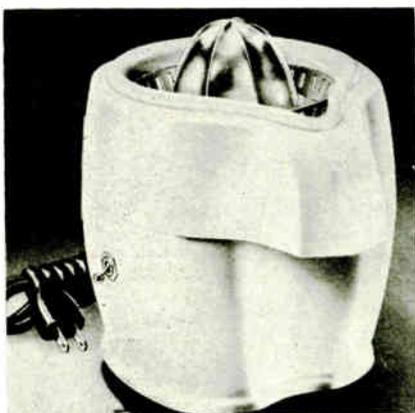
Carrier Corp., 300 S. Geddes St., Syracuse, N. Y.—RADIO & Television RETAILING

Appliance Models

★ Toasters
★ Roasters
★ Hand Irons
★ Mixers
★ Clocks
★ Coffee Makers

Dormeyer ELECTRIC JUICER

Model 3100, electric juicer. Features: Specially plated reamer; roto-spin over-size strainer; opal glass juicer bowl; bowl, reamer, strainer "lift off" as unit:



recessed front white enamel aluminum body; left-hand off-on switch; non-kinking rubber cord. 7½ in. high, 6¾ in. wide, overall. Dormeyer Corp., 4300 N. Kilpatrick Ave., Chicago 41, Ill.—RADIO & Television RETAILING

Electro-Aire OZONATOR

Homesize ozonator, clears the air electrically. No moving parts; portable. Priced at \$23.50. Electroaire Corp., 38-04 48th St., Long Island City, New York.—RADIO & Television RETAILING

Pressmaster IRON

Personal presser for use with slacks, neckties, pleats, lapels, etc. Heats in three minutes; no wet cloth is needed.



Streamlined bakelite handle. Approximately the size of a military brush. Retail for \$4.95. Pressmaster Co., 5184 Santa Monica Blvd., Los Angeles 27, Cal.—RADIO & Television RETAILING

Horton IRONER

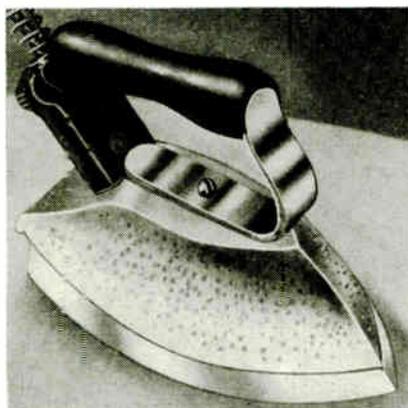
Console ironer, model 147. Features: Unfolds to correct height; simplicity of operation; twin heat controls; 26 in.



roll; both ends open; insulated heat retaining ironing surface; shoe tilts to horizontal position; emergency safety release. Horton Mfg. Co., Ft. Wayne 1, Ind.—RADIO & Television RETAILING

Thermo Broiler IRON

"Town and Country" electric iron; compact enough to tuck into luggage. Drop forged polished steel sole plate.

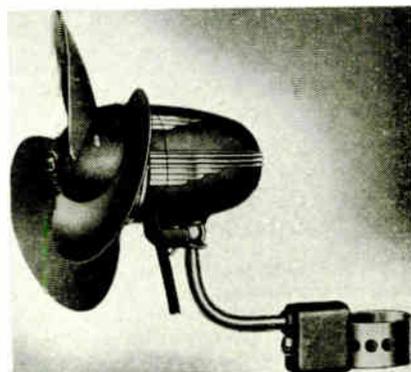


Thermo Broiler Co., 1465 Broadway, New York, N. Y.—RADIO & Television RETAILING

Casco AUTO FAN

Three blade auto fan; 6 in. blades made of rubber. Two-speed switch to control degree of air cooling. Universal

steering column bracket adjustable for mounting to steering shaft; or fan can be placed on headerboard or rear windows by flush mounting bracket; swivel arm. Finished in lawn brown, metal



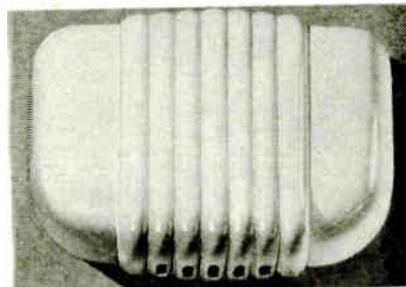
trim, and chrome swivel arm. Casco Products Corp., 512 Hancock Ave., Bridgeport, Conn.—RADIO & Television RETAILING

Shannon HEATER

Model M-46, radiator type, electric convection heater; ac or dc. Baked brown wrinkle finish. Length 10 in., height 11 in., width 11 in., weight 7½ lbs. Shannon Manufacturing Co., 159 South Main St., Akron 8, O.—RADIO & Television RETAILING

Mell-O-Chime DOOR CHIME

Model 900, Melodeon. Utility chime is self-contained; two musical notes sound for front door, one note for rear



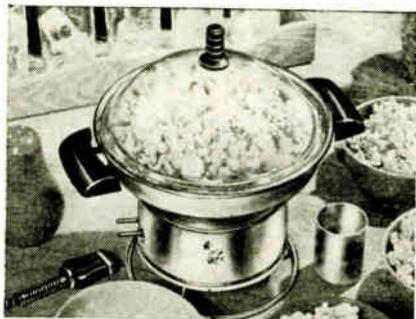
door. Size: 7½ in. x 5¼ in. x 2¾ in. deep. Mell-O-Chime & Signal Corp., Chicago, Ill.—RADIO & Television RETAILING

(Continued on page 92)

Electrical Appliances

Knapp-Monarch CORN POPPER

Tel-a-matic corn popper, made of highly polished aluminum. Clear glass

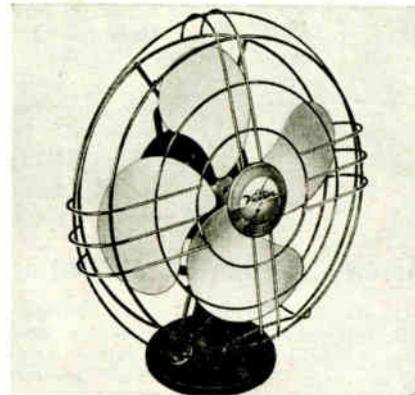


top; stay-cool handles. Knapp-Monarch Co., 3501 Bart Ave., St. Louis, Mo.—RADIO & Television RETAILING

can detach and use at stove. Height 11½ in.; length base 7¼ in. Listed to



sell at \$6.10. Bersted Mfg. Co., Fostoria, O.—RADIO & Television RETAILING



trol switch. Victor Electric Products Co., Cincinnati 9, Ohio.—RADIO & Television RETAILING

Toothmaster ELECTRIC TOOTHBRUSH

Electric toothbrush with rubber unit for gum massaging and a bristle brush for teeth cleaning. Individual massagers and brushes available in colors, for other members of the family. Complete with cord, priced at \$12.50. Toothmaster div., Howard Industries, Inc., Chicago 4, Ill.—RADIO & Television RETAILING

Consolidated STOKER

Automatic stoker with blower housing of heavy-gauge steel; dual-pressure meter; motor-air unit. Exclusive features in air supply unit; coal conveying assembly, super-charged burner, double life hopper; automatic power units. Consolidated Industries, Inc., Lafayette, Ind.—RADIO & Television RETAILING

Everhot HEATER

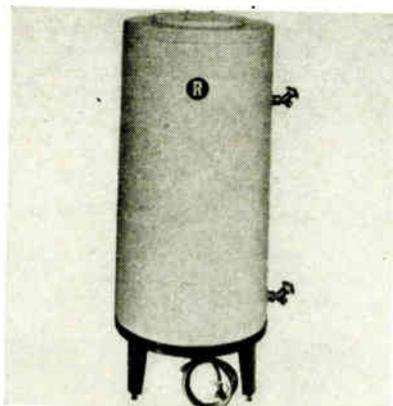
Model 910. Features: light weight (less than 5½ lbs.); retractable handle; four-blade fan and induction motor; dark maroon finish; functional design.



Swartzbaugh Mfg. Co., Toledo 6, Ohio.—RADIO & Television RETAILING

Rheem WATER HEATER

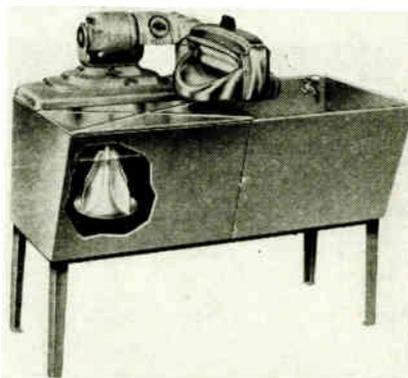
Farm electric water heater for use in barn, kitchen, or other places where running water is not available. Portable unit, when filled manually, de-



signed to operate without piped water. Finished in white baked enamel durable steel jacket. Rheem Mfg. Co., 570 Lexington Ave., New York 22, N. Y.—RADIO & Television RETAILING

Little Giant WASHING MACHINE

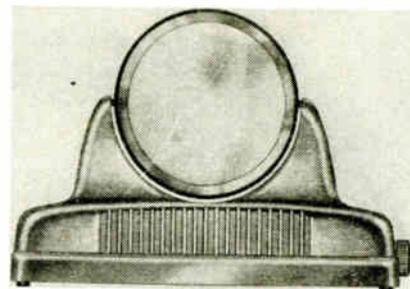
Laundry tray washing machine, fits neatly over any laundry tray. Features: balanced rubber-mounted floating motor; safety wringer with pressure selec-



tor; floating gyrator; quick-acting controls; timing selector; streamline design. Little Giant, Inc., Hayward, Cal.—RADIO & Television RETAILING

Consolite VANITY MIRROR

Electrical vanity mirror, 750-M, with 12 in. Lumiline tube in base. Has pivoting 6 in. mirror, one side magnifying.



Consolite Corp., Fremont, O.—RADIO & Television RETAILING

Eskimo KITCHEN MECHANIC

Model 725 mixer. Designed for mixing drinks, stirring food, whipping cream, making mayonnaise, etc. Extra powerful motor; square glass mixing bowl; white enameled, cast-iron, non-tip base;

Victron FAN

Model FT 16 Q5. 16-in. blades, powered by Victron customer with balanced rotor, for quiet operation. Can be carried by special carrying handle, or mounted on wall. Three-speed con-

No Defrosting

Admiral DUAL-TEMP

TWO REFRIGERATORS IN ONE
EACH WITH ITS OWN TEMPERATURE CONTROL



NEW! DIFFERENT!

NOW AVAILABLE!
5-UNIT
DISPLAY
 to help you sell
DUAL-TEMP
REFRIGERATORS

Another Admiral "first"!

- 1** Colorful card for top of refrigerator calls attention to nationally advertised Dual-Temp "no defrosting" feature.
- 2** Beautiful life-size girl in natural color shows foods from moist cold compartment kept fresh in uncovered dishes.
- 3** Another life-size, full-color girl calls attention to the built-in freezing locker.
- 4** Hinged full-color panel shows freezing locker filled with frozen foods. Can be swung open to reveal empty locker.
- 5** Another hinged full-color panel shows the moist cold compartment as though filled with foods. Reverse side of panel, when swung open, gives outstanding Dual-Temp features.

REMEMBER! ONLY...

Admiral

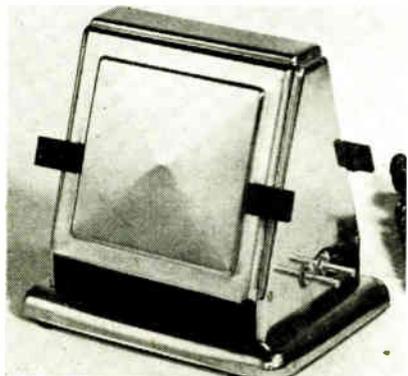
CAN BUILD A DUAL-TEMP REFRIGERATOR

Get complete details now from your Admiral Distributor
ADMIRAL CORPORATION, CHICAGO 47, ILL.
 RADIOS—DUAL-TEMP REFRIGERATORS
 —HOME FREEZERS—ELECTRIC RANGES

Appliances for the Home

Neco TOASTER

Model 100, two-slice toaster. Made of stainless steel; highly polished parts.



Equipped with separate cord attachment. Northern Engineering Co., Milwaukee, Wis.—RADIO & Television RETAILING

Penachio CHILL CHEST

Home freezer features: organized food compartment, with separator grids for fruits, vegetables and meats; good illumination; safety signal lights indicating



currents; sealed in hermetic refrigeration; well insulated cabinet; good appearance. Complete Refrigerator Sales Co., 92 Seventh Ave., New York 11, N. Y.—RADIO & Television RETAILING

Liberty HOT PLATE

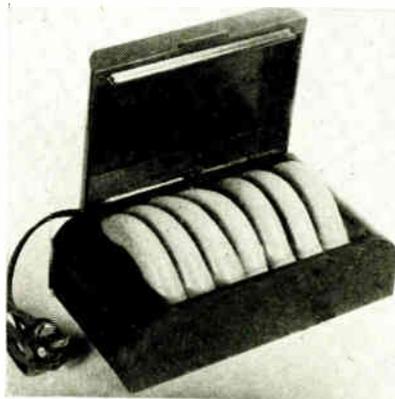
Model 6; double-unit table top hot plate. Four regulated heats. OPA re-



tail price, \$10.95. Liberty Metal Products, 190 Wooster St., New York, N. Y.—RADIO & Television RETAILING

Maxwell DOGMASTER

Model 6, hot dog cooker. Operates by placing water and salt in cooker, closing lid from 60 to 90 seconds, and



meat is thoroughly cooked. Maxwell Electrical Products, 1660 N. Western Ave., Hollywood 27, Cal.—RADIO & Television RETAILING

Prak-T-Kal ELECTRIC VAPORIZER

Made of polished aluminum; bakelite grip handle. Designed to generate medicated steam vapors; can be used

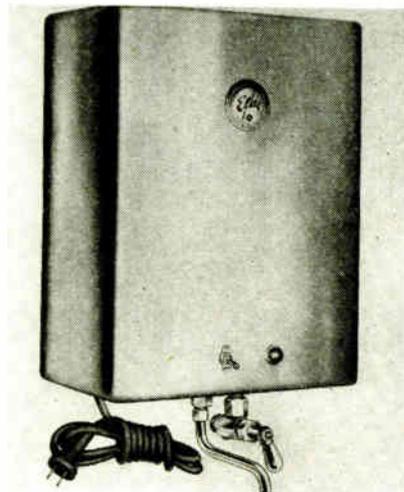


on ac and dc current. Practical Electric Products, Inc., 330 E. 148th St., New York, N. Y.—RADIO & Television RETAILING

Acme WATER HEATER

"Elite" model; two-gallon capacity, non-pressure type automatic electric water heater. May be installed over sink by means of pipe connection to the cold water supply; hot water flows from outlet spout. Satin finish, stainless steel cabinet. 12 in. wide, 16 in. high, projects 7 in. from wall when mounted. Thermostatically controlled;

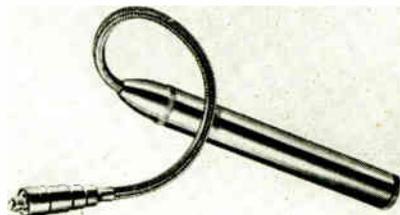
fibre glass insulation retains heat. Acme Laboratory Equipment Co., 506



W. 124th St., New York 27, N. Y.—RADIO & Television RETAILING

Zoo FLEX-LITE

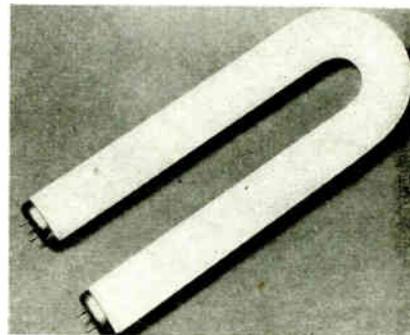
Flexible flashlight features long extension bulb retainer. Flexible bulb holder can be inserted into small openings. Made of polished aluminum for



light weight and long life; small; waterproof. Aero-Motive Mfg. Co., 1803 Alcott St., Kalamazoo, Mich.—RADIO & Television RETAILING

Duro-Test FLUORESCENT LAMP

"Uline", new U-shaped fluorescent lamp. Light will be produced in several models. These will include bridge,



table, reading, ceiling, wall suspension models. Duro-Test Corp., North Bergen, N. J.—RADIO & Television RETAILING
(Continued on page 96)

EVERYBODY THAT SEES
PHOTO-VISION
 IS STIRRED TO *OWN* IT AND *GIVE* IT



MODEL 300
 SWIVEL FRAME
 Both sides for photos or 1 side photo
 and reverse side mirror.

	<i>List Price</i>
MARBLE BASE	
5x7	\$46.00
8x10	48.00
11x14	50.00
METAL BASE (Mhg. or Wal. Finish)	
5x7	42.00
8x10	44.00
11x14	46.00

Dealer's Discount 40%



MODEL 200

	<i>List Price</i>
5x7	\$34.00
8x10	36.00
11x14	38.00

Reflector in gold finish metal; rods in
 gold finish metal, or green, white or
 blue plastic.

• Dealer's Discount 40%



MODEL 100

	<i>List Price</i>
MARBLE BASE	
5x7	\$28.00
8x10	30.00
11x14	32.00
METAL BASE (Mhg. or Wal. Finish)	
5x7	24.00
8x10	26.00
11x14	28.00

Dealer's Discount 40%

WHAT IS PHOTO-VISION ALL ABOUT?

- ★ It's a self-contained fluorescent illuminated photo frame.
- ★ It enlivens the photograph.
- ★ It heightens its beauty and expression.
- ★ It makes your subject so personable, so expressive.

Anybody that sees it, goes all out for that person . . . and for Photo-Vision. Besides all this: Photo-Vision emanates light into the room. ☆ It dramatically dresses up any spot in which it is set. ☆ Just imagine, your beloved photograph is a source of light! Photo-Vision is profitable business. Send your order in, while there is still a chance for a dealership.

Patents Pending (In U.S. & foreign countries)

PHOTO-VISION

TRADE-MARK

INC.

35 West 43rd Street, Dept. E2

New York 18, N. Y.

Products for Dealers

Silex COFFEE MAKER

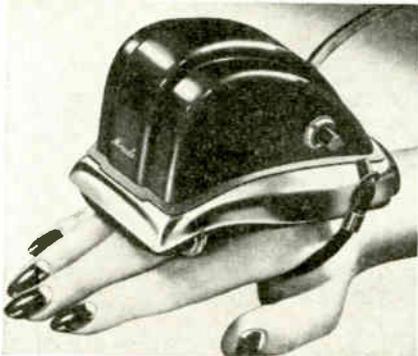
"Saratoga" model, glass coffee maker; polished chromium plated trim. White moldex stove base, collar and "pop-up"



handle. 8-cup size; self-timing stove. The Silex Co., Hartford 2, Conn.—RADIO & Television RETAILING

Miracle MASSAGER

Deluxe massager, weighs 1 lb. Designed to fit the hand of user. Miracle



Electric Co., Chicago 3, Ill.—RADIO & Television RETAILING

Rex VELVET PATTY

Skin patty, electric vibrator designed

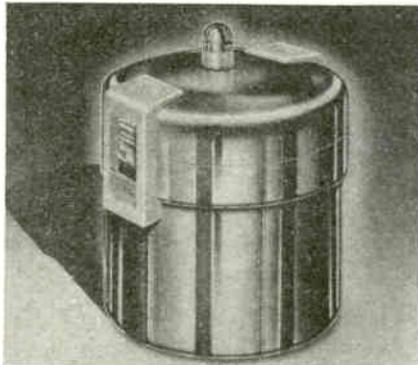


for home beauty facials and scalp massage. Approximately size and shape of

an electric razor. Styled in plastic, insulated against shock. Constructed with two small "fingers" that pat skin. Complete with two sets of rubber tips, for light and heavy massage. Rex Products Corp., 302 Fifth Ave., New York, N. Y.—RADIO & Television RETAILING

Tuff PRESSURE COOKER

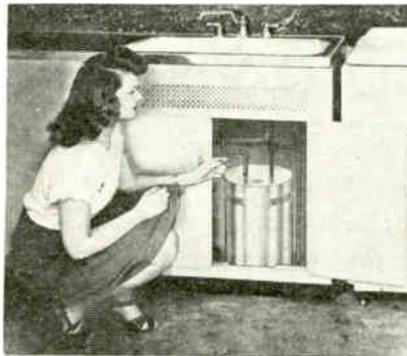
Two, four, and six quart pressure cookers to be available; features pat-



ented positive safety device. The Tutt Co., 4107 Willys Parkway, Toledo, O.—RADIO & Television RETAILING

Modo-Home WATER HEATER

Stainless steel water heaters; furnished in three sizes with capacities of



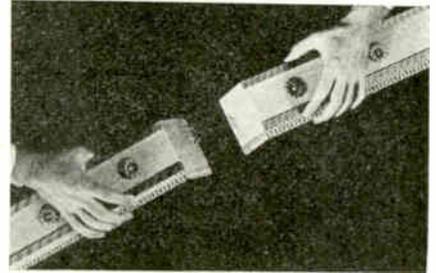
3, 5 and 7½ gallons. Installed with standard pipe fittings. Modo-Home Products, Inc., Bourbon, Ind.—RADIO & Television RETAILING

Loudon HOME FREEZER

Model HF 78 home freezer, 16 cu. ft. Outside dimensions: 78 in. long, 32 in. high, 27½ in. wide. Finished in 20 gauge rustproof cold rolled steel with baked enamel finish. Loudon Sales, Inc., Minneapolis 8, Minn.—RADIO & Television RETAILING

Unite-A-Lite FLUORESCENT LIGHTING

Unite-a-lite creates end-to-end lighting by plugging in first unit to next in line, without wiring. Furnished with five interchangeable shields and reflectors for any type of installation. Last unit in line connects to nearest outlet by means of white attachment cord. Strips are made with a plug connection



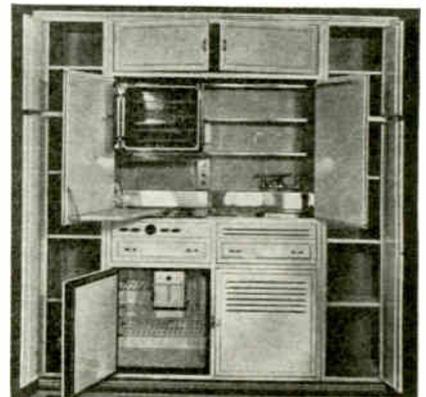
at one end and a plug receptacle in the other; back of strip is provided with openings for mounting on wall. Moe-Bridges Corp., Sheboygan, Wis.—RADIO & Television RETAILING

Ideal ELECTRIC CHURN

Deluxe electric churn, with glass jar; 3 or 5 gallon capacity sizes. 1/15 hp motor. Reinforced screw top, adjustable aluminum dasher; double blade, no-splash agitator. John J. Smith Mfg. Co., appliance div., McDonough, Ga.—RADIO & Television RETAILING

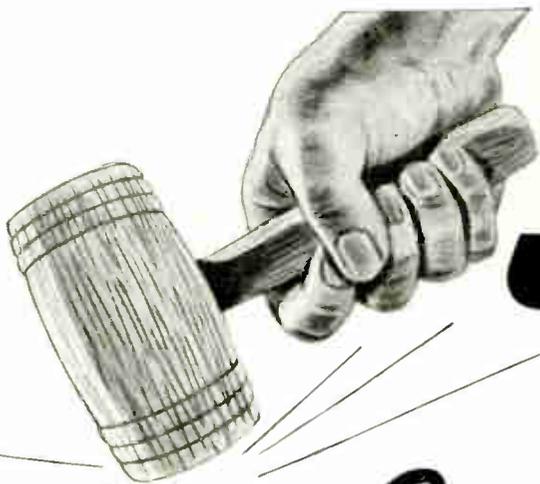
Pureaire KITCHEN

Compact all-steel kitchen, delivered ready to be connected and put into service. Contains all units needed for cooking of food, refrigeration, and stor-



age. Ventilation system carries odors through flue to outdoor air. All kitchens are 46 in. x 81½ in. x 22¼ in. Finished in baked enamel. The Parsons Co., 15000 Oakland Ave., Detroit 3, Mich.—RADIO & Television RETAILING

FOR LATEST RADIO MERCHANDISE SEE PAGES 40 TO 43



SOLD!

3 out of 3



WANT WHAT

KOILED KORDS DO.....

THE AMAZING CORD THAT S-T-R-E-T-C-H-E-S WITH EASE



THEN CURLS INSTANTLY OUT OF THE WAY

No doubt about it America's sold on Kellogg Coiled Kords! On dealer counters from Maine to California, folks see these modern cords—and find what they've always wanted but couldn't get. They see electrical cords that never tangle, dangle or kink—cords that won't fray—cords that stretch instantly to 6 times their length and contract when tension is eased—out-wear ordinary cords many times and end the fussing and fighting with the old straight cords.

There's a cord for just about every use in the 3 types now available: EXTENDO, the ideal cord for devices using a conventional power cord; KOILED KORD for any appliance using a heater-type cord; and RECOILO, the heavier duty power cord for equipment like washing machines.

Profit by the experience of Coiled Kord dealers—be sure you order an ample stock of all 3 types from your wholesaler . . . *right now.*

KOILED KORD DIVISION

Kellogg Switchboard & Supply Company
6624 South Cicero Avenue, Chicago 38, Ill.
Leading Manufacturer of Telephone Systems, Radio Apparatus
and Industrial Electrical Equipment



E-X-T-E-N-D-O

The Multi-Purpose Utility Power Cord

for radios, lamps, mixers, hand vacuums, fans, light power tools, etc.
No. 8001-6 (with attachment plug and female connector). Retail List..... \$2.95* ea.
No. 8001-5 (with plug only). Retail List..... \$2.75* ea.

KOILED KORDS

For Heater Appliances

electric irons, roasters, grills, hot plates, room heaters, etc.
No. 6000-2 (with attachment plug and heater plug). Retail List..... \$2.95* ea.
No. 6000-1 (with attachment plug only). Retail List..... \$2.75* ea.

RECOILO

For Washing Machines

and similar semi-heavy-duty electrical equipment.
No. 8011-2 (with attachment plug only.) Retail List..... \$3.50 ea.
*Prices 15 cents higher west of Rockies.
RETAIL PRICES PROTECTED BY FAIR TRADE ACTS.

JUST A FEW OF THE MANY APPLICATIONS FOR KOILED KORDS



Mirrors Reflect Charm

California Dealer Employs Decorating Device to Overcome Structural Handicap and Enhance Interior

● Nardoni-Bates of Los Angeles actually "did it with mirrors." They solved a tough problem in interior decoration. And they helped build sales volume as well.

Mirrors have long been a part of stage illusions. Their use is a result of a study in psychology.

Jack Bates, founder of the Nardoni-Bates organization, is no magician, but he is a student of smart merchandising methods.

View Obstructed

When the firm moved into one of its three retail stores, Bates was confronted with a series of square pillars at intervals around the showroom. As a necessary part of the structure, they could not be removed.

The combined footage they used amounted to considerable dead space. Moreover, they tended to cut down visibility.

One thought advanced was to place shelves on these posts. This would permit the display of small items at eye-level.

For some types of layout this

might have been a good solution, but in this store, Bates felt that these shelves would present an appearance of too much bric-a-brac. Then, too, if customers were to get at the shelves, it would be necessary to keep the space around the posts bare. And this was needed for the display of major electrical and gas appliances.

The remaining alternative seemed to be either to install mirrors on the faces of every column or leave them bare. And this came down to a question of whether the added expense of mirrors was justified.

Bates decided to spend the money for the mirrors. And, he declares, he never made a better investment in his life.

Improved Appearance

The mirrors themselves will last for years, but have already paid for themselves within a few months, Bates feels. He concludes this from observing some of the changes that installing them has accomplished.

They have expanded the apparent size of the entire store interior, he explained. And they add greatly

to its appearance by reflecting the modern panelled walls of knotty pine and the acoustically-treated ceiling.

To the displays of major electrical appliances grouped around the pillars, the mirrors add a "new dimension." They give a view of the rear and front of the appliance or console radio receiver at a single glance. This is almost as good as if the customer could walk around to the back, and takes far less space.

Aid to Display

According to Bates, this is a real help in closing sales. Since the war, he tells, most customers are machine-minded and are as interested in the "works" as they are in the appearance of a product.

He has found that nearly everybody pauses in front of one of the mirrors for at least a casual glance. This is true of men as well as women, he finds.

After they have paused, a small but appreciable percentage of the customers take a look at the major appliance or radio receiver being displayed in front of the mirror. Thus, in Bates' opinion, these mirrors will be a permanent stimulus to the sales volume of the store.

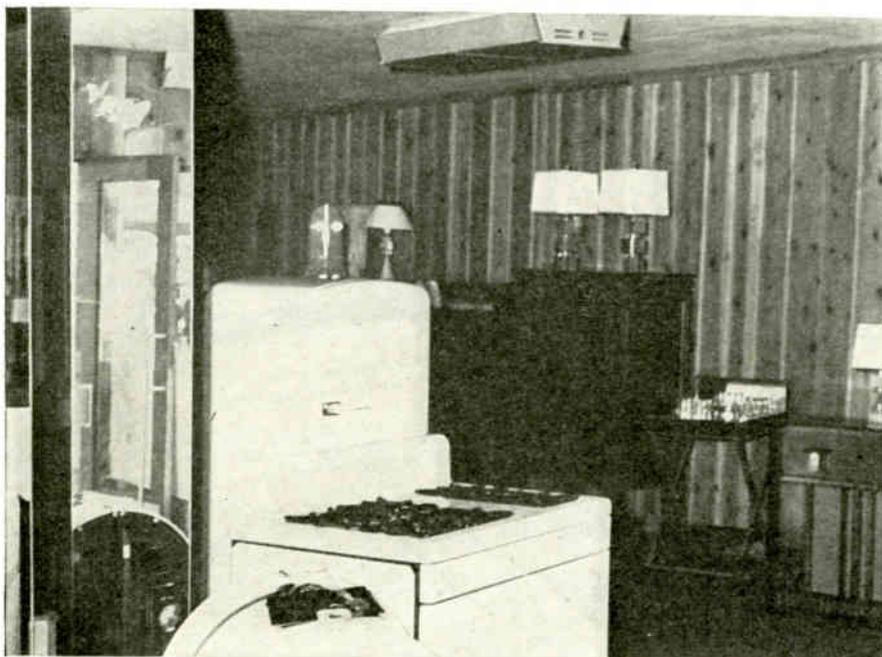
Stimulate Sales

"The case of the cluttering columns," as this story might be called, is naturally only one episode in the life of this organization. Nardoni-Bates is solving many similar problems in its program of expansion.

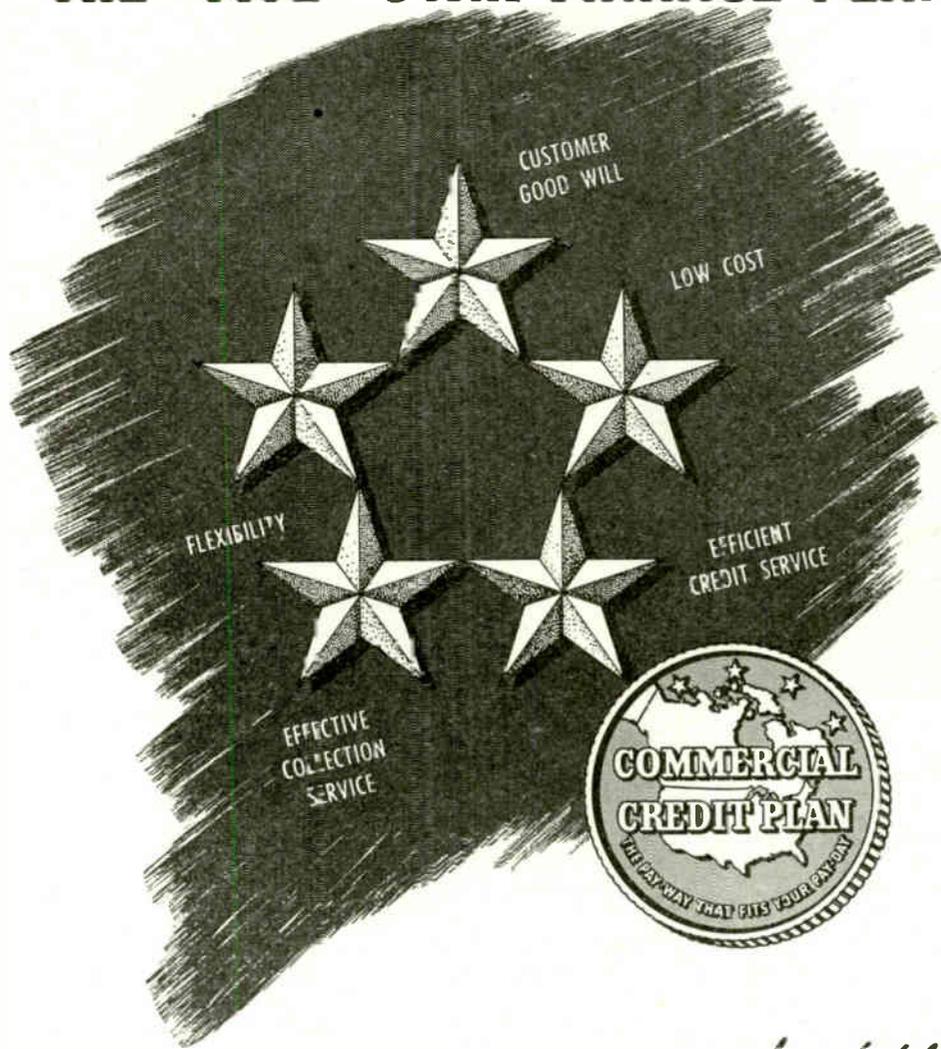
Jack Bates himself believes that in the next five years, the radio and electrical appliance industry will enjoy the greatest sales volume that it has ever known. He intends that his organization shall make the most of the situation.

He is fully aware that the only way to accomplish this is by sound merchandising in every phase of operations. And that, he concludes, cannot ALL be done with mirrors.

Major appliances are grouped around each column as shown below.



THE "FIVE" STAR FINANCE PLAN



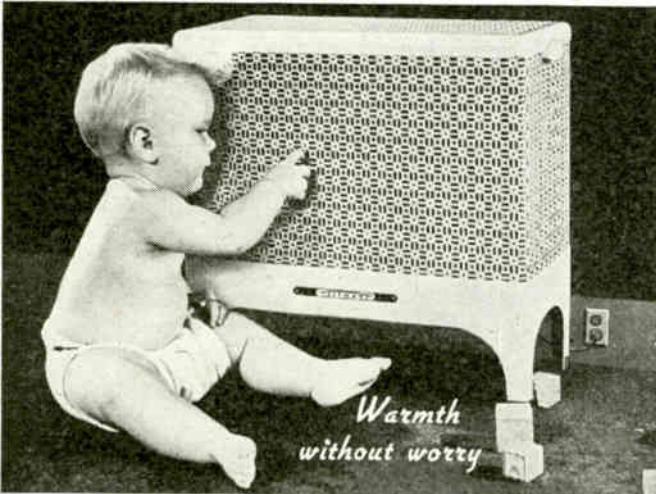
Serving Appliance Dealers throughout the United States

If you haven't yet received a copy of our "5 STAR PLAN" booklet, write your nearest Commercial Credit office.

COMMERCIAL CREDIT COMPANY

BALTIMORE 2, MARYLAND

Capital and Surplus \$80,000,000



*It won't be
long Now!*

Those chilly days that arrive before householders have started up their furnaces will bring a rush of orders for portable electric heaters. 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 your gross receipts from conventional electric heaters. All Trilmont distributors are ready now to make deliveries—not promises . . . So write us today for the one nearest you and be prepared for those customers who want the kind of heating performance only a TRILMONT offers.

MODEL A—1200 WATTS—10 AMPS @ 120 VOLTS

MODEL AA—1320 WATTS—12 AMPS @ 110 VOLTS

APPROVED
OPA PRICE **\$33⁰⁰**

*including Excise Tax and Heavy Cord Set
... 95c extra in Zone #2*

ADVERTISED IN, AND
WARRANTED BY ➔



TRILMONT PRODUCTS CO.
24th & WALNUT STS • PHILADELPHIA 3



**PROVEN IN
PERFORMANCE!**

Distinctive matched design of White Cross appliances, coupled with proven dependability of this quality line, insures complete customer satisfaction, profitable repeat sales. The appliances shown below embody features and styling that identify White Cross as the appliance line that captures popular imagination.



**AUTOMATIC
POP-UP
TOASTER**

Fully Automatic Pop-Up Toaster. This silent, automatic pop-up toaster, an entirely new development, has no clock mechanism to cause trouble. Thermostatic timing fully governs the toasting temperature at all times, regardless of fluctuating voltages. Toasts bread evenly to any color selected with color dial. Equipped with convenient crumb remover. Finished in lustrous chrome with massive bakelite base and handles to match. Heavy cord attached. A. C. only.

Matched Design

voltages. Toasts bread evenly to any color selected with color dial. Equipped with convenient crumb remover. Finished in lustrous chrome with massive bakelite base and handles to match. Heavy cord attached. A. C. only.

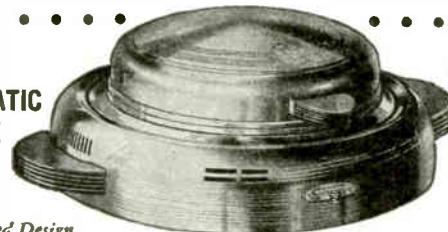
**TWIN
WAFFLE
IRON**



Matched Design

Bakes two individual waffles at the same time on stickproof aluminum grids, each 5 x 5 1/4" size. Expanding enclosed hinges. Heat indicator announces baking temperature. Finished in lustrous chrome with matched lifting and side handles. Detachable cord set. A. C. or D. C.

**LARGE
AUTOMATIC
WAFFLE
IRON**



Matched Design

Fully Automatic Waffle Iron. Requires no watching. Jewel signal light announces baking temperature. Waffles are baked everytime as set by color selector. No-stick grids, 7 1/4" size, with batter groove. Finished in high lustrous chrome with matched walnut-color lift and side handles. Detachable cord set. A. C. only.

NATIONAL STAMPING & ELECTRIC WORKS

Subsidiary of Eureka Williams Corporation

3242 W. LAKE STREET

CHICAGO 24, ILLINOIS

Light Never Fails

(Continued from page 85)

Dealers having a large commercial business will be interested in the fact that circlines will be available in all colors in which straight fluorescent lamps come. These colored circlines will find a wide use in stores, bars, and similar establishments.

There is a wide variety of other types of lamps which need to be sold on a specialty basis. It is impossible to do more than barely mention each type.

Sunlamps come in such a large number of types and strengths that the layman is confused. There is a real chance for an expert like the radio dealer, to show where and how each type should be used, and in so doing sell one or more of these lamps.

Many-Purpose Lamps

Another type of lamp with great profit possibilities is the heat lamp. Use of these lamps are limitless. They dry hair quickly, either on people or on pets. They dry nail polish, defrost the refrigerator, thaw out the radiator on the family car. Placed in a cold bathroom, they prevent discomfort by heating the people though they do not heat the bathroom.

There is also a whole battery of heat lamps that may be handled for industrial purposes. Dealers in a factory area can do a large business in these.

Germ-killing lamps are another product for which the ultimate potential is fantastic. One maker sets the market at 125 million lamps in use.

They're Needed Everywhere

Possible purchasers are operators of public gathering places, such as restaurants, hotels, theaters, and stores. These are in addition to the use of the lamps in the home.

Home users of the lamps seem to center first in the nursery. Children are most susceptible to air-borne bacteria.

Then, too, for the first few months of their lives, youngsters sleep from 16 to 20 hours a day. This amounts to three-fourths of their life. During this important period they can be in a room absolutely free from germs, immune from contamination by people who come into the room to see them.

There are many other special-

purpose lamps. Carrying them is an important way to build good will.

Obviously no dealer should be without a complete stock of panel lamps for radio receivers. These help establish the store as radio headquarters.

Various makes of ranges have lamps. Some of them on top; others have them in shelves and storage compartments. Many have a lamp in the oven.

Refrigerators, vacuum cleaners and hand irons likewise may have lamps. Literally hundreds of applications of pilot lamps exist in the homes and stores around dealer's

store. When these burn out real inconvenience may ensue.

The dealer who stocks a complete variety of lamps will encourage customers in the habit of coming in when they are in trouble. Replacing the lamp gives him a chance to discuss the condition of the appliance. It keeps the customer away from a competitive store, perhaps a chain store, where a major replacement sale might ultimately be made.

As long as technical progress continues, there will always be a new frontier for the radio and electrical specialty dealer.

Vaculator

and ONLY Vaculator
is equipped with the

DUTCH

Clothless
COFFEE FILTER

Women love this sparkling china filter that locks in place and can't fall out; that's virtually unbreakable, and makes better, clearer coffee. The DUTCH Clothless Filter is just one of many VACULATOR innovations that spell P-R-O-F-I-T-S for you: gorgeous styling; PYREX brand glass; MAGIC-SEAL bushing. You find them all ONLY in VACULATOR, the coffee maker that hits a high spot in traffic appliance sales and profits.

VACULATOR • CHICAGO 6



FREE! Beautiful DUTCH Filter Counter Display-Dispenser. Set it up near the cash register • and watch the DUTCH Filter ring up new profits. The DUTCH

Filter fits all standard glass coffee makers — replaces old style filters. Retails 50c.



Forms of Business

Dealers Weigh Pros and Cons of Proprietorship, Partnership and Corporation—Choice May Affect Profits and Business Future

● What form should a radio and electrical appliance retailing business take? Should it be run as a proprietorship, a partnership or a corporation?

This question should be reviewed periodically by the established dealer. The needs of the people who own the business change from time to time. And the laws governing each form of business likewise change.

Obviously, also, the question is uppermost in the minds of dealers about to start in this field. The correct answer may have a bearing on the success or failure of the new enterprise.

Professional Advice

No one answer can fit every dealer. Conditions vary from state to state. There are many factors confronting each retail establishment.

Therefore dealers should consult both a lawyer and an accountant before making their decision. But they should also have made up

their own minds what they want to do and why.

It is up to the businessman himself to formulate his aims. These can be stated in a general way as they apply to most radio and appliance dealers.

Retailers in this industry generally want the form of business which is best designed to bring maximum profit *after taxes*.

Make Form Fit Needs

They may desire to have a form of business which will survive the death or physical disablement of any principals. The business being in a highly technical field, they may wish to be able to change the nature of the business enterprise to incorporate new electrical inventions. Or they may want to be free to expand in size and scope of activity.

There may be many other aims. The radio-appliance dealer can, in the light of specific information given him by his advisers, choose the form that satisfies his needs.

This is the first of two articles dealing with various forms of business. The series is designed to inform the dealer concerning new developments in laws concerning each type of organization.

Perhaps the most common form of business for the radio and appliance dealer is the individual proprietorship. Perhaps this is because it is the line of least resistance.

Any man can set up a proprietorship without formality. He needs no permission to set up shop under his own name. He can change its nature and scope at any time. If he adopts a trade style, his greatest inconvenience may be registering it at a small fee. The proprietorship is equally easy to stop. A man can just quit or sell his business.

This ease of liquidation may, however, be a disadvantage. The proprietorship may be forced to cease upon the death of the owner.

Personal Enterprises

The proprietor may also be thrown into bankruptcy. If he runs up debts, he is subject to unlimited liability. His creditors can take from him all his personal property that the law allows.

The Federal income tax collector does not consider the proprietorship apart from the proprietor. What he makes or loses on the store is merged with any other income on his personal income tax return.

The partnership is another common form of business for radio and electrical appliance dealers. In many ways, it is just a proprietorship multiplied by the number of partners.

It, too, is an easy way to start a business. Two or more partners simply draw up an agreement. This usually stipulates the amount of money, time and talent to be put in by each partner, and the proportion of profits, if any, to which he is entitled.

Like a proprietorship, a partnership needs no sanction of any governmental body. Its scope and purpose may be changed any time the

(Continued on page 142)

THE THREE MAIN KINDS OF BUSINESS

Proprietorship

- Easiest to start and end—sometimes prematurely.
- Purpose flexible—no government approval required.
- Owner personally liable for all debts and taxes.

Partnership

- Simplest for two or more people to start and terminate.
- Same flexibility of scope—partners taxed separately.
- Personal liability for all except "limited" partners.

Corporation

- Operates under state laws—has continued life.
- Scope of business and name restricted by charter.
- Limits liability—makes tax savings possible.

Window Display



... GRAYBAR can help make yours turn more street traffic into store traffic!

Which will do the best selling job for you — a mass display or a comparison display? How often should you change it? Should you show prices? What's the most effective way to use display cards, lighting, color, action? — Questions like these merit careful answering, because window display can be as powerful a selling force as your personal salesmanship.

You'll find it profitable to discuss your windows with your near-by Graybar representative. Behind his knowledge of sales conditions in your community lies the merchandising know-how of Graybar's national sales organization. He is a source of display ideas that will draw the most traffic into your store.

Graybar dealers get lots of good ideas from Graybar Merchandising Men — ideas for store layout, personnel training, and every other aspect of modern merchandising. And they get local delivery of leading lines of major appliances, traffic appliances, and home radio—from an independent distributing organization which is free to select merchandise and to make recommendations in your best interest.

4682



FREE TO DEALERS! — The "Profit-Flasher" — a handy device for rapid, accurate calculation of selling prices, profit percentages, etc. To receive one of these time savers *free*, just ask your Graybar representative — or phone or write our nearest office. *Graybar Electric Company . . . in over 90 principal cities. Executive Offices: Graybar Building, New York 17, N. Y.*

★ **Fast-selling lines . . .**

★ **profit-building ideas . . .**

★ **time-saving deliveries . . .**



Merchandising Department

HOME RADIO • MAJOR APPLIANCES • TRAFFIC APPLIANCES

PRODUCTS OF ELECTRICAL APPLIANCE MANUFACTURERS

Listing the companies whose lines cover one or more of the seven groups of greatest importance to retailers and distributors.

The following manufacturers of electrical appliances returned our editorial questionnaire giving the information needed for these listings

Refrigerators
Laundry Equip.
Vac. Cleaners
Elec. Ranges
Gas Ranges
Freezers
Traffic Appl.

Adel Precision Products Co., No. Hollywood, Calif.						
Admiral Corp., 3300 W. Cortland St., Chicago						
Airmaster Corp., 4317 Ravenswood Ave., Chicago, Ill.						
Air Way Electric Appliance Corp., Toledo, Ohio						
Altorfer Bros. Co. (ABC), East Peoria, Ill.						
Amana Society, Refrigeration Division, Amana, Iowa						
American Electrical Ap. Co., 5014 Ft. Hamilton Pkwy, Brooklyn						
American Electrical Heater Co., Detroit, Mich.						
American Ironing Machine Co., Algonquin, Ill.						
American Refrigerator & Machine Co., No. Minneapolis, Minn.						
American Stove Co., 4301 Perkins Ave., Cleveland, Ohio						
Apex Electric Mfg. Co., Cleveland, Ohio						
Appliance Indus. of Amer., 666 Lake Shore Dr., Chicago 11, Ill.						
Appliance Mfg. Co. (Duchess), Alliance, Ohio						
Aray Mfg. & Supply Co., 3107 Pine St., St. Louis, Mo.						
Armstrong Products Co., Huntington, W. Va.						
Automatic Washer Co., Newton, Iowa						
Barlow & Seelig Mfg. Co. (Speed Queen), Ripon, Wis.						
Barr Mfg. Co., Weedsport, New York						
Barton Corp., West Bend, Wis.						
Beam Mfg. Co., Webster City, Iowa						
Bell Appliance & Radio, 125 E. 46th St., New York, N. Y.						
Bondix Home Appliances, Inc., South Bend, Ind.						
Bon-Hur Mfg. Co., 634 E. Keefe Ave., Milwaukee, Wis.						
Borger Electric Co., 109-01 72nd, Forest Hills, N. Y.						
Borsted Mfg. Co., Fostoria, Ohio						
Birtman Electric Co., 4140 Fullerton Ave., Chicago, Ill.						
R. H. Bishop, Champaign, Ill.						
Blackstone Corp., Jonestown, New York						
Buffalo Forge Co., 205 Mortimer St., Buffalo, N. Y.						
Calkins Appliance Corp., South Bend, Ind.						
Camco Products, Inc., 57 William St., New York, N. Y.						
Camfield Mfg. Co., Grand Haven, Mich.						
Casco Products Co., 512 Hancock Ave., Bridgeport, Conn.						
Cavalcade Industries, 39 S. LaSalle St., Chicago 3, Ill.						
Central Rubber & Steel Corp., Findlay, Ohio						
Chicago Dryer Co., 2210 No. Pulaaki Road, Chicago, Ill.						
Chicago Electric Mfg. Co., 6333 W. 65th St., Chicago, Ill.						
Circuitators & Devices Mfg. Corp., 100 Princes St., New York, N. Y.						
Clayton & Lambert Mfg. Co., 1427 Tiramane, Dearborn, Mich.						
Clements Mfg. Co. (Cadillac), Chicago, Ill.						
Clock Products Co., 55 E. Washington St., Chicago, Ill.						
Coldaire Corp., 56 E. Walton Pl., Chicago 11, Ill.						
Columbia Associates, 141 W. 24th St., New York 11, N. Y.						
Complete Refrigerator Supply, 92 7th Ave., New York, N. Y.						
Comon Corporation, 1824 So. 52nd Ave., Chicago, Ill.						
Coolerator Co., Duluth, Mich.						
Copeland Refrigeration Corp., Sidney, Ohio						
Cory Glass Coffee Brewer, 221 N. LaSalle St., Chicago						
Cribben & Sexton Co., 700 N. Sacramento Blvd., Chicago						
Crosley Corporation, Cincinnati, Ohio						
Deepfreeze Division, Motor Products Corp., N. Chicago, Ill.						
Dejur Electric Works, 124 Bleeker St., New York, N. Y.						
Deleo Appliance Division, General Motors, Rochester, N. Y.						
Detroit Michigan Stove Co., 6900 E. Jefferson, Detroit						
Dexter Company, Fairfield, Iowa						
Domestic Sewing Mach. Co., Main Ave. & Elm St., Cleveland, O.						
Dominion Electric Mfg. Co., Mansfield, Ohio						
D. A. Dormeyer Mfg. Co., 4316 N. Kilpatrick Ave., Chicago						
Dual-Air Fan Co., So. Elgin, Ill.						
Easy Washing Machine Co., Syracuse, N. Y.						
Economaster Products Co., 9th Ave., Nashville, Tenn.						
Edison G. E. Appliance Co. (Hotpoint), Chicago, Ill.						
Edwards Company, Norwalk, Conn.						
Electric Steam Prods. Corp., Detroit, Mich.						
Electro-King Mfg. Co., 503 N. LaSalle St., Chicago, Ill.						
Electromaster, Inc., 1803 E. Atwater St., Detroit, Mich.						
Electromode Corp., Div. Am. Foundry Eq. Co., Mishawaka, Ind.						
Emerson Electric Mfg. Co., 1824 Washington Ave., St. Louis, Mo.						
Empire Appliance Co., 480 Lexington Ave., New York						
Empire Ironer, Inc., 817 Main, Cincinnati, Ohio						
Eseo Cabinet Co., Eseo Bldg., W. Chester, Pa.						
Estate Stove Co., Hamilton, Ohio						
Eureka Vacuum Cleaner Corp., 6060 Hamilton Ave., Detroit						
Expert Die & Stamping Co., Grand Rapids, Mich.						
Faraday Electric Co., 11 S. LaSalle St., Chicago, Ill.						
S. W. Farber, Inc., 141 S. 5th St., Brooklyn, N. Y.						
Fayson Appliance Co., Inc., 1875 Broadway, New York, N. Y.						
Finders Mfg. Co., 3669 S. Michigan Ave., Chicago						
Florence Stove Co., Gardner, Mass.						
Fogel Refrigerator Co., Eadon & Kennedy Sts., Philadelphia, Pa.						
Franklin-McAllister Corp., 135 S. LaSalle St., Chicago, Ill.						
Free Sewing Machine Co., Rockford, Ill.						
Fresh-air Co., 210 N. Clinton St., Chicago, Ill.						
Ed. Friedrich, Inc., San Antonio, Texas						
Frigidaire Div., General Motors Corp., Dayton, Ohio						
Froster Div., General Tire & Rubber Co., 332 S. Mich. Ave., Chicago						
F. A. Geler Co. (Royal), 540 E. 105th St., Cleveland, Ohio						
General Aircraft Equipment, Inc., So. Norwalk, Conn.						
General Die & Stamping Co., 262 Mott St., New York, N. Y.						
General Electric Co., Appl. & Mech. Dept., Bridgeport, Conn.						
General Mills, Inc., Chamber of Com. Bldg., Minneapolis, Minn.						
Gibbs Power Washer Co., 1025 Walnut St., Morton, Ill.						
Gibraltar Mfg. Co., 403 Communipaw Ave., Jersey City, N. J.						
Gibson Refrigerator Co., Greenville, Mich.						
A. C. Gilbert Co., 319 Peck St., New Haven, Conn.						
William L. Gilbert Clock Co., Winsted, Conn.						
Giffill Bros., Inc., 1815 Venice Blvd., Los Angeles						
Gilson Electric Mfg. Co., 216 No. Clinton St., Chicago, Ill.						
Glenwood Range Co., Taunton, Mass.						
Globe-American Corp., 101 E. Broadway, Kokomo, Ind.						
Go Electric Corp., 200 William St., New York, N. Y.						
Grand Home Appliance Co., 2323 E. 67th St., Cleveland, Ohio						
Gray & Dudley Co., 222 3rd Ave., Nashville, Tenn.						
Hamilton Beach Co., Div. of Seovill Mfg. Co., Racine, Wis.						
Hamilton Mfg. Co., Two Rivers, Wis.						
Hammond Instrument Co., 2915 N. Western Ave., Chicago, Ill.						
Hardwick Stove Co., Cleveland, Tenn.						
Health-Mor, Inc., 203 N. Wabash Ave., Chicago						
Heinz & Munschauer, 20 Superior St., Buffalo, N. Y.						
Hill-Shaw Co. (Vacuator), 311 No. Desplains St., Chicago						
Hobart Mfg. Co. (Kitchen Aid), Troy, Ohio						
Holland Rieger Corp., Sandusky, Ohio						
Hoover Co., North Canton, Ohio						
Horton Mfg. Co., 131 Osage St., Ft. Wayne, Ind.						
Hunter Fan & Ventilating Co., 92 Warren St., New York						
Hurley Mach. Div. (Thor), Elec. Household Util. Corp., Chicago						
Hydro-Aire Co., 626 N. Robertson Blvd., Los Angeles, Calif.						
Ig Electric Ventilating Co., 2874 N. Crawford Ave., Chicago						
E. Ingraham Co., Bristol, Conn.						
International Appl. Corp., 1027 Metropolitan Ave., Brooklyn						
International Denora Corp., 1501 Beard St., Detroit, Mich.						
International Harvester Co., 180 N. Michigan Ave., Chicago						
Interstate Electric Supply Co., 4754 N. Clark St., Chicago, Ill.						
Ironrite Ironer Co., 38 Piquette St., Detroit, Mich.						

Manufacturers not listed may furnish data for the next issue. No advertising obligation. Additions or revisions will be made monthly.

Refrigerators
Laundry Equip.
Vac. Cleaners
Elec. Ranges
Gas Ranges
Freezers
Traffic Appl.

F. L. Jacobs Co. (Lauderall) 1043 Spruce St., Detroit						
Jewett Refrigerator Co., 10 Letchworth St., Buffalo, N. Y.						
Jordan Refrigerator Co., 235 N. Broad St., Philadelphia, Pa.						
Kalamazoo Stove & Furnace Co., Kalamazoo, Mich.						
Kelvinator Leonard Div., Nash Kelvinator Corp., Detroit, Mich.						
Kisco Co., Inc., St. Louis, Mo.						
Knapp Monarch Co., 3501 Bent Ave., St. Louis, Mo.						
Koral Elec. Mfg. Co., 43-22 Van Dam St., L. I. City, N. Y.						
Landers, Frary & Clark, 47 Center St., New Britain, Conn.						
Leach Relay Co., 5915 Avalon Blvd., Los Angeles, Calif.						
A. G. Lindemann & Hoverson Co., Milwaukee, Wis.						
Lovell Mfg. Co., Erie, Pa.						
Lowell Mfg. Co., 589 E. Illinois Ave., Chicago, Ill.						
Lydon-Briher Mfg. Co., St. Paul, Minn.						
Magie-Aire, Inc., 1730 Ivanhoe Rd., Cleveland, Ohio						
Majestic Electric Appliance Co., Inc., Galion, Ohio						
Malleable Iron Range Co. (Monarch), Beaver Dam, Wis.						
Manning Bowman & Co., Meriden, Conn.						
Marlin Mfg. Co., 37 E. 21st St., New York, N. Y.						
Martin-Parry Corp., York, Pa.						
Mat Matie Home Ap. Corp., Div. Matam Corp., 45-18 Ct. Sq., LIC						
Maytag Co., Newton, Iowa						
Menasco Mfg. Co., Burbank, Calif.						
Merit-Made, Inc., 94 Elm St., Buffalo, N. Y.						
Herman Miller Clock Co., Zeeland, Mich.						
Miracle Electric Co., 36 So. State St., Chicago, Ill.						
Modern Maid Co., Inc., 122 S. Michigan Ave., Chicago 3, Ill.						
Moo-Bridges Corp., 1415 Illinois Ave., Sheboygan, Wis.						
Montag Stove Works, 2011 N. Columbus Blvd., Portland, Ore.						
Morrow Co., 400 W. Madison St., Chicago, Ill.						
Morton Appliance Co., 666 Lake Shore Drive, Chicago, Ill.						
National Die Casting Co., Touhy & Lawrence Ave., Chicago, Ill.						
National Motor Co., 5500 Chene St., Detroit, Mich.						
National Stamping & Elec. Wks. (White Cross), W. Lake, Chicago						
Naxon Util. Corp., 2101 W. Walnut St., Chicago, Ill.						
New Haven Clock Co., 133 Hamilton St., New Haven, Conn.						
Nineteen Hundred Corp., St. Joseph, Mich.						
Noblitt Sparks Industries (Arvin), Columbus, Ind.						
Norge Div., Borg-Warner Corp., E. Woodbridge, Detroit, Mich.						
Northeastern Radio Co., 799 Broadway, New York, N. Y.						
Nu-Tone Co., 321 E. 3rd St., Cincinnati, Ohio						
One Minute Washer Co., Kellogg, Iowa						
Panelectric Products Div., Gen. Aire. Eq., South Norwalk, Conn.						
Phileo Corp., Tioxa & C Sts., Philadelphia, Pa.						
Portable Elevator Mfg. Co., Refrig. Div., Bloomington, Ill.						
Portable Products Corp., 420 Blvd. Allien, Pittsburgh, Pa.						
Premier Vacuum Cleaner Div., General Electric Co., Cleveland, O.						
Pressed Steel Car Co., 122 S. Michigan Ave., Chicago, Ill.						
Prevore Elec. Mfg. Co., 122 18th St., Brooklyn, N. Y.						
Proctor Elec. Co., Div. Proctor & Schwarz, Inc., Philadelphia						
Quillen Bros. Refrig. Co., 1639 Lafayette Rd., Indianapolis, Ind.						
Redi-Electric Co., 141 W. 24th St., New York, N. Y.						
Refrigeration Corp. of America, 225 W. 57th St., New York, N. Y.						
Regina Corp., Rahway, N. J.						
Revere Clock Co., McMillan at Dover, Cincinnati, Ohio						
Rehair, Inc., Fisher Bldg., Detroit, Mich.						
A. E. Rittenhouse Co., Inc., Honeoye Falls, N. Y.						
Rival Mfg. Co., Westport and Broadway, Kansas City, Mo.						
Robbins & Burke, Inc., 29 Lansdowne St., Cambridge, Mass.						
Robbins & Myers, Inc., Springfield, Ohio						
Roberts & Mander Stove Co., Hathoro, Pa.						
Robeson-Rochester Corp., 176 Anderson Ave., Rochester, N. Y.						
Geo. D. Roper Corp., Blackhawk Div., Rockford, Ill.						
Rotor-Beam Corp. of America, Inc., 1008 Dakin St., Chicago, Ill.						
Round Oak, Dowagiac, Mich.						
Rutember Electric Co., Marion, Ind.						
Samson United Corp., 1700 University Ave., Rochester, N. Y.						
Sanitary Refrigerator Co., Fond du Lac, Wis.						
Savage Arms Co., Turner St., Utica, N. Y.						
Schaefer, Inc., 801 Washington Ave., Minneapolis, Minn.						
Schelm Bros., East Peoria, Ill.						
Scott & Fetzer, 11401 Locust Ave., Cleveland, Ohio						
Seeger Refrigerator Co., Arcade & Wells Sts., St. Paul, Minn.						
Seeger Sunbeam Elec. Mfg. Co. (Coldspot), Evansville, Ind.						
Servel, Inc., Evansville, Ind.						
Sessions Clock Co., Forestville, Conn.						
Seth Thomas Clock Co., Div. Gen. Time Inst. Corp., Thomaston, Ct.						
Sheridan Electronics Corp., 2650 S. Michigan Ave., Chicago, Ill.						
Signal Electric Mfg. Co., Menominee, Mich.						
Sifco Co., 30 Bluff St., Hartford, Conn.						
F. A. Smith Mfg. Co., 801 Davis St., Rochester, N. Y.						
Son-Chief Electric, Inc., Winsted, Conn.						
Sparks-Withington Co., Jackson, Mich.						
Sperli, Inc., Beech & Kenilworth Sts., Cincinnati, Ohio						
Standard Gas Equip. Corp., Bayard & Hamburg, Baltimore, Md.						
Steam Electric Co., Grand & Potomac, St. Louis, Mo.						
Stern Brown, Inc., Long Island City, N. Y.						
Stiglitz Furnace & Foundry Co., Portland Ave., Louisville, Ky.						
B. F. Sturtevant Co., Hyde Park, Boston, Mass.						
Sunbeam Corp., 5600 Roosevelt Blvd., Chicago, Ill.						
Sun Kraft, Inc., 213 W. Superior, Chicago, Ill.						
Superior Electric Prod. Corp., Cape Girardeau, Mo.						
Swartsbaugh Mfg. Co. (Everhot), 1336 W. Bancroft St., Toledo						
Tappan Stove Co., Inc., Mansfield, Ohio						
Thermador Electric Mfg. Co., S. Riverside Dr., Los Angeles, Calif.						
Thermo-Brella Co., 23 Flatbush Ave., Brooklyn, N. Y.						
Timm Ind., Inc., 5235 W. San Fernando Rd., Los Angeles 26, Cal.						
Toastmaster Prod. Div., McGraw-Electric Co., Elgin, Ill.						
Toastwell Co., 620 Tower Grove Ave., St. Louis, Mo.						
Tolmord Prod. Co., 24th at Walnut, Philadelphia, Pa.						
Tutt Co., 4107 Willys Pkwy., Toledo 12, Ohio						
Tyler Fixture Co., Niles, Mich.						
United States Time Corp., 630 5th Ave., New York, N. Y.						
Victor Electric Prod., Inc., 2950 Robertson Ave., Cincinnati						
Victor Products Corp., Hagerstown, Md.						
Vidrio Prod. Corp., 134 W. 54th St., Chicago, Ill.						
Voss Bros. Mfg. Co., Davenport, Iowa						
Wage Mfg. Co., 632 N. Albany Ave., Chicago, Ill.						
Ward Refrigerator & Mfg. Co., 6601 So. Alameda, Los Angeles						
Warren Products Corp., 321 Madison Ave., New York, N. Y.						
Warren-Talcherson Co., Ashland, Mass.						
Waverly Tool Co. (Steam-O-Matic), Grove St., Irvington, N. J.						
Weber Showcase & Fixture Co., Avalon Blvd., Los Angeles, Calif.						
Welbilt Stove Co., Maspeth, L. I., N. Y.						
Westclox Div., General Time Instrument Co.,						

SERVICE & SOUND

Section of **RADIO Television RETAILING**

Overhaul Summer Portables

AC-DC-Battery Sets Merit Service Promotion. Major Replacement Parts — Big Item.

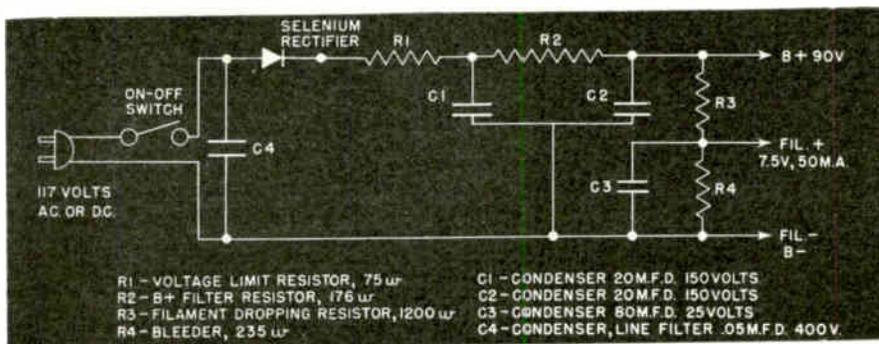
• Of all receivers, undoubtedly the portable takes the worst beating. Which is likewise undoubtedly a boon to the servicer, for portable sets require servicing particularly in the slack summertime.

Perhaps the greatest faults occur in tubes, the lives of which are limited by the amount of movement they undergo . . . a condition inherent in portable operation. Not as scarce as they were once, there is still need at times to replace the 1A7 tube with a 1R5, 1LA6, 1LC6, 1D8 or 3A8.

Easy Substitutions

To avoid socket wiring changes, standard adapters can often be used. Changes in parts values necessitated by these substitutions have appeared in past issues of *RADIO & Television RETAILING*, such as July '46, p. 140, and May '44, p. 69.

A new type of selenium rectifier has been produced which replaces still-scarce 117-volt tubes in ac-dc-battery portables. Examples are Federal's square stack #403D2625, and GE's 1" round stack. The illus-



Power supply for 3-way portable, using selenium rectifier to replace scarce 117Z6 tubes.

trations show how to wire them into typical portable circuits.

Battery manufacturers are already shipping more dry cells than in any prewar year. Previous shortages, however, have caused old batteries to be long ago discarded and determining the correct replacement is often a problem.

For sets not clearly marked, use the battery replacement guides offered through your local distributor by the manufacturers. In addition, remember that ac-dc-battery sets use series filaments, while 2-volt

storage or straight battery sets have paralleled filaments.

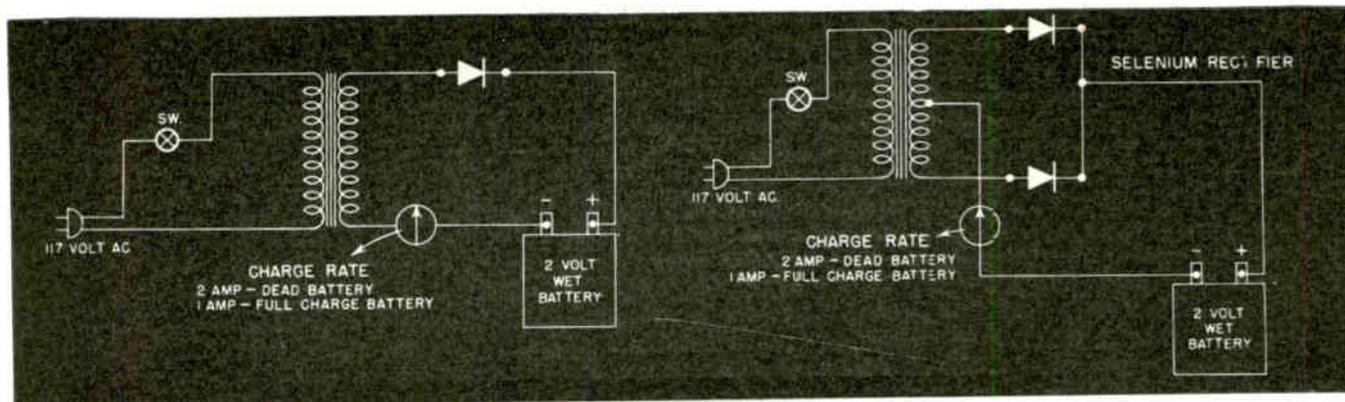
Standardizing Helps

Manufacturers have finally standardized on certain plugs for certain battery types, regardless of make. Should the make or model of the set be unknown, and no schematic attached, the battery plug on most recent sets is in itself a fairly reliable guide.

Use of portables in small pleasure boats and seaboard regions

(Continued on page 138)

2-volt storage battery type portables use half wave copper or selenium rectifier, left, or full wave type, right.* Charge rates are for selenium.



**RCA's Technical Publications
help you sell more tubes**



**They keep you up to date . . .
They're the standard of the industry**

**HERE'S WHAT YOU GET
WHEN YOU HANDLE RCA**

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.
6. You gain the advantage of the best in technical literature.

**THE FOUNTAINHEAD OF MODERN
TUBE DEVELOPMENT IS RCA.**

RCA tube publications are the most widely used in the radio and electronic fields. Nearly a million of the famous RC-14 Receiving Tube Manuals have been sold, and about 200,000 copies of the Radiotron Designers Handbook.

These and other RCA tube publications are crammed full of up-to-date design and application data—the very kind of information that aids you in selecting the proper tubes to meet your customers' needs.

Besides, RCA tube publications are so widely accepted in the technical field as standard reference works that they naturally promote the sale of RCA Electron Tubes . . . lead more customers your way.

And you may be sure that in the future, as in the past, RCA will lead the way in the sort of technical literature that will aid you in expanding your business.

So, push RCA Electron Tubes and watch your business grow!
Listen to "THE RCA SHOW," Sundays, 2:00 P.M., EDT, NBC Network.



TUBE DEPARTMENT

RADIO CORPORATION of AMERICA

HARRISON, N. J.

Speak Up at Elections!

Campaign Time Is Profitable Period for PA Dealers Who Build Sound Trucks Now

● Every year, it seems, we manage to feel that *this* year's election campaign will be the hottest one yet. And there's no reason to change that habit, judging from the important issues being battled out in the country today. Yes, this year's electioneering will be plentiful and loud!

No PA dealer intends to get passed up in the rush to book the use of sound trucks for publicizing candidates, meetings, platforms and issues. But some aggressive men look to make a big deal out of it. A profitable sound truck can be put together just as expensively or as inexpensively as you wish.

Selecting a Car

Ordinary private cars are by far the most numerous type of "truck" used during campaigns. Speakers may be mounted on a small platform that hooks on to door inserts, as illustrated by the car at upper right. More elaborate rigs mount a pipe frame on the front and rear car bumpers, with a 3' x 12' sign suspended over the car, and a pair of loudspeakers at front and rear of the sign.

Panel trucks are the most popular for the more permanent in-



Sound dealer Max Martin of Ottawa, Canada, gets as much publicity as the candidate. A portable generator lights 100 W reflector bowl lamps mounted in the white-painted DR-72 Atlas trumpets.

stallations, as exemplified by the car below. The rental prices generally reflect the availability of sign space on the side panels or above the truck. Station wagons fall into this same general category.

For larger rallies, many operators use speakers mounted on masts or tripods, set up some small distance from the truck itself. At right, below, can be seen a telescoping mast used for such a purpose.

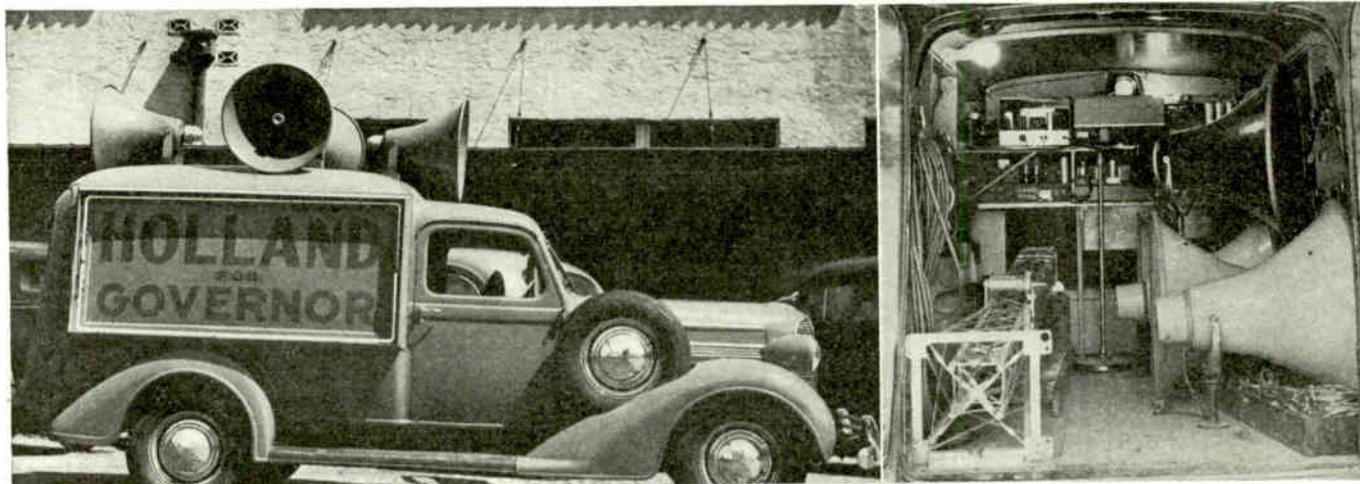
Trailers are excellent for use in street speaking when campaigners intend to stop the truck at intervals for a speaker to attract a crowd and deliver his message. The addition of a steel ladder and reinforced roof make the trailer into a fine

platform while the interior may be used to house folding tables which are set up to pass out reading material, buttons and other campaign items, and to provide the speaker with comfortable riding quarters.

Using Ingenuity

Ex-delivery wagons of the type used by some bakery and milk companies also make simple conversions to use along the same lines as the trailers. Add a 25 to 50 watt amplifier with a separate battery operating off an oversized car generator, a turntable, a couple of microphones with stands, and you're right smack in the sound truck rental business. It's work that pays!

Florida Governor Holland's successful campaign used L. Poague's sound truck with University projectors. At right, typical truck interior.



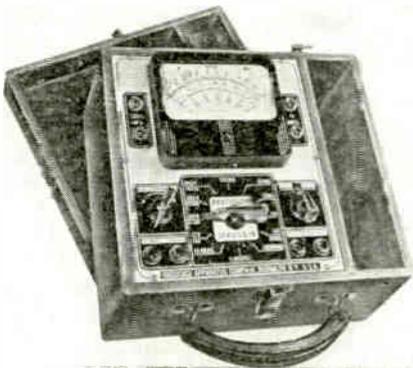
The Latest in



General Electric Type YMW-1



Jackson Electric Model 642



Precision Model 844-P



Radio City Model 424P

Simpson Model 263



GENERAL ELECTRIC CO. Type YMW-1 Unimeter

DC volts: 2.5, 10, 50, 250, 1,000
AC volts: 2.5, 10, 50, 250, 1,000
DC ma.: .05, .5, 5, 50, 500
Ohms x 1000: 2, 200, 20,000
Decibels: -10 to +55; meter size: 4½ inches
Case size: 12¾ in. x 9¾ in. x 5½ in.
Features: All function except 50 microamp range and output meter available without changing leads or jacks. 20,000-ohms-per-volt meter. For measuring to 10,000 volts, uses YYW-1 multiplier probe, sold separately.

HICKOK ELECTRICAL INSTRUMENT CO.

Model 435 Volt-Ohm-Milliammeter
DC volts: 2.5, 10, 50, 250, 1000, 5000
AC volts: 2.5, 10, 50, 250, 1000, 5000
DC ma.: 0.05, 2.5, 10, 50, 250, 1000, 10 amps.
Ohms: to 10 mgs in 4 ranges
Decibels: -12 to +29; meter size: 4 inches
Case size: 5¾ in. x 8¾ in. x 3½ in.
Features: 20,000 ohms per volt for both ac and dc. 4½ volt internal battery used on 10 megohm range. Separate jack with blocking capacitor for output voltage measurements.

JACKSON ELEC. INSTRUMENT CO.

Model 642 Universal Multimeter
DC volts: 10, 100, 250, 500, 1000, 5000
AC volts: 10, 100, 250, 500, 1000, 5000
DC ma.: 1, 10, 100, 1000, 10,000
Ohms x 1000: 3, 300, 30,000
Decibels: -10 to +54; meter size: 4 inches
Case size: 8½ in. x 8½ in. x 6 in.
Features: 20,000 ohms per volt; push-button switches for range and function.

JACKSON ELEC. INSTRUMENT CO.

Model 643 Universal Multimeter
DC Volts: 10, 100, 250, 500, 1000, 5000
AC volts: 10, 100, 250, 500, 1000, 5000
DC ma.: 1, 10, 250, 10,000
Ohms x 1000: 3, 300, 3000
Decibels: -10 to +54; meter size: 4 inches
Case size: 8½ in. x 8½ in. x 6 in.

PRECISION APPARATUS CO.

Model 832-S Compact AC-DC Tester
DC volts: 6, 30, 150, 300, 600, 1200
AC volts: 12, 60, 300, 600, 1200, 2400
DC ma.: 1.2, 12, 120, 600
Ohms x 1000: 5
Decibels: -10 to +62; meter size: 3 inches
Case size: 7 in. x 4½ in. x 3 in.
Features: Provision for 27 volt external battery for 500,000 ohms and 5 megohms.

PRECISION APPARATUS CO.

Model 844-P Volt-Ohm-Milliammeter
DC volts: 12, 60, 300, 600, 1200, 6000
AC volts: 12, 60, 300, 600, 1200, 6000
DC ma.: 1.2, 12, 60, 300, 1200, 12,000
Ohms x 1000: 4, 100, 1000, 10,000
Decibels: -12 to +70; meter size: 4½ inches
Case size: 9 in. x 10 in. x 6 in.
Features: Tool and test lead compartment.

PRECISION APPARATUS CO.

Model 856-P Volt-Ohm-Milliammeter
DC volts: 3, 12, 60, 300, 600, 1200, 6000
AC volts: 3, 12, 60, 300, 600, 1200, 6000
DC ma.: .06, .3, 3, 30, 120, 600, 12,000
Ohms x 1000: 6, 600, 60,000
Decibels: -12 to +70; meter size: 4½ inches
Case size: 9 in. x 10 in. x 6 in.
Features: 20,000 or 1,000 ohms per dc volt, tool and test lead compartment.

Complete Technical Data and Features of the Principal Non - Electronic Multitesters Now Available

RADIO CITY PRODUCTS CO.

Model 420SP Pocket Multitester
DC volts: 2.5, 10, 50, 250, 1000, 5000
AC volts: 10, 50, 250, 1000, 5000
DC ma.: 1, 10, 100, 1000
Ohms x 1000: .5, 100, 1000
Decibels: -10 to +69; meter size: 3 inches
Case size: 6¾ in. x 5¼ in. x 4¼ in.
Features: 2,500 ohms per dc volt, tool compartment and cover.

RADIO CITY PRODUCTS CO.

Model 424P Volt-Ohm-Milliammeter
DC volts: 2.5, 10, 50, 250, 1000
AC volts: 10, 50, 250, 1000
DC ma.: 1, 10, 100, 1000, 10,000
Ohms x 1000: .5, 100, 1000, 10,000
Decibels: -10 to +55; meter size: 3 inches
Case size: 7½ in. x 5¾ in. x 3¾ in.
Features: 2,500 ohms per dc volt, tool and test lead compartment.

RADIO CITY PRODUCTS CO.

Model 447 AC-DC Multitester
DC volts: 5, 50, 250, 500, 2500
AC volts: 10, 100, 500, 1000
DC ma.: 1, 10, 100, 1000, 10,000
Ohms x 1000: .5, 100, 1000
Decibels: -8 to +55; meter size: 3 inches
Case size: 5 in. x 8½ in. x 3 in.

RADIO CITY PRODUCTS CO.

Model 448 Pocket Multitester
DC volts: 5, 50, 250, 1000
AC volts: 5, 50, 250, 1000
DC ma.: .5, 10, 100, 1000
Ohms x 1000: 2, 20, 200, 2000
Decibels: -10 to +46; meter size: 3 inches
Case size: 5¾ in. x 3¾ in. x 2½ in.
Features: 5,000 ohms per dc volt.

RADIO CITY PRODUCTS CO.

Model 488A Ultra-Sensitive Multitester
DC volts: 3, 12, 60, 300, 600, 1200, 6000
AC volts: 3, 12, 60, 300, 600, 1200, 6000
DC ma.: .06, .3, 3, 30, 120, 600, 12,000
AC amperes: 3, 6, 12
Ohms x 1000: 3, 300, 30,000
Decibels: None; meter size: 4½ inches
Case size: 13 in. x 12½ in. x 5½ in.
Features: 20,000 or 1,000 ohms per dc volt, tool and test lead compartment.

SIMPSON ELECTRIC CO.

Model 215 Set Tester
DC volts: 2.5, 10, 50, 250, 1000, 5000
AC volts: 2.5, 10, 50, 250, 1000, 5000
DC ma.: .25, 10, 100, 500
Ohms x 1000: 4, 400, 4000
Decibels: -12 to +52; meter size: 4¼ inches
Case size: 5½ in. x 7 in. x 3 in.
Features: 5,000 ohms per dc volt.

Test Equipment

Combination Volt-Ohm - Milliampere - Output Meters Offered by The Leading Makers of Radio-Electronic Instruments

SIMPSON ELECTRIC CO.

Model 230, Volt-Ohm-Milliammeter

DC volts: 10, 50, 250, 1000
AC volts: 10, 250, 1000
DC ma.: 10, 50, 250
Ohms x 1000: 1, 100

SIMPSON ELECTRIC CO.

Model 240 "Hammer"

DC volts: 15, 75, 300, 750, 3000
AC volts: 15, 150, 750, 3000
DC ma.: 15, 150, 750
Ohm x 1000: 3, 300

SIMPSON ELECTRIC CO.

Model 260 Set Tester

DC volts: 2.5, 10, 50, 250, 1000, 5000
AC volts: 2.5, 10, 50, 250, 1000, 5000
DC ma.: 1, 10, 100, 500
Ohms x 1000: 1, 100, 10,000
Decibels: -10 to +52; meter size: 4 1/4 inches
Case size: 5 1/2 in. x 7 in. x 3 in.
Features: 20,000 ohms per dc volt.

SUPERIOR INSTRUMENTS CO.

Model 670 Super-Meter

DC volts: 7.5, 15, 75, 150, 750, 1,500, 7,500
AC volts: 15, 30, 150, 300, 1,500, 3,000
DC ma.: 1.5, 15, 150, 1,500
Ohms x 1000: .5, 100, 10,000
Decibels: -10 to +58; meter size: 4 1/2 inches
Case size: 5 1/2 in. x 7 1/2 in. x 3 in.
Features: Electrolytic capacitors checked on GOOD-BAD scale. Inductance and reactance conversion scales supplied. AC line required for capacity, inductance, reactance, electrolytic and 10-megohm ranges only. Model 670P in cabinet with cover, tool and test load compartment.

SUPREME INSTRUMENTS CORP.

Model 542 Multi-Meter

DC volts: 6, 150, 300, 1500
AC volts: 6, 30, 150, 600
DC ma.: 3, 6, 30, 150
Ohms x 1000: 2, 20, 200, 2000
Decibels: -6 to +50; meter size: 3 inches
Case size: 5 7/8 in. x 3 3/4 in. x 2 1/8 in.
Features: 5000 ohms per dc volt.

SUPREME INSTRUMENTS CORP.

Model 543 Multi-Meter

DC volts: 15, 150, 600, 3000
AC volts: 15, 150, 600, 3000
DC ma.: 6, 60, 600
Ohms x 1000: 2, 200
Decibels: None; meter size: 3 inches
Case size: 5 7/8 in. x 3 3/4 in. x 2 1/8 in.
Features: Single rotary switch for all ranges and functions.

SUPREME INSTRUMENTS CORP.

Model 592 Speed Tester

DC volts: 3.5, 7, 35, 140, 350, 700, 1400
AC volts: 7, 35, 140, 350, 700, 1400
DC ma.: .07, .7, 7, 35, 140, 350, 1400, 14,000
Ohms x 1000: .5, 5, 50, 500, 5000, 50,000
Decibels: 0 to +46; meter size: 4 1/4 inches
Case size: 9 3/4 in. x 6 3/4 in. x 5 3/4 in.
Features: 25,000 and 1000 ohms per dc volt, push-button selection of all ranges and functions.

TRIPLETT ELEC. INSTRUMENT CO.

Model 625-N Volt-Ohm-Milliammeter

DC volts: 1.25, 5, 25, 125, 500, 2500
AC volts: 2.5, 10, 50, 250, 1000, 5000
DC ma.: .05, 1, 10, 100, 1000, 10,000
Ohms x 1000: .4, 50, 10,000
Decibels: -30 to +69; meter size: 6 inches
Case size: 6 in. x 5 1/2 in. x 2 1/2 in.
Features: 20,000 or 10,000 ohms per dc volt.

TRIPLETT ELEC. INSTRUMENT CO.

Model 666-H Volt-Ohm-Milliammeter

DC volts: 10, 50, 250, 1000, 5000
AC volts: 10, 50, 250, 1000, 5000
DC ma.: 10, 100, 500
Ohms x 1000: .3, 250
Decibels: None; meter size: 3 inches
Case size: 3 3/4 in. x 5 7/8 in. x 2 1/8 in.

TRIPLETT ELEC. INSTRUMENT CO.

Model 2400 Volt-Ohm-Milliammeter

DC volts: 10, 50, 250, 500, 1000
AC volts: 10, 50, 250, 500, 1000
DC ma.: .25, 1, 10, 50, 250, 10,000
AC amperes: .5, 1, 5, 10
Ohms x 1000: .5, 1.5, 1500, 7500
Decibels: -10 to +55; meter size: 6 inches
Case size: 10 in. x 10 in. x 5 3/4 in.
Features: 5000 ohms per dc volt, separate jacks for ac amperes.

TRIPLETT ELEC. INSTRUMENT CO.

Model 2405 Volt-Ohm-Milliammeter

DC volts: 10, 50, 250, 500, 1000
AC volts: 10, 50, 250, 500, 1000
DC ma.: .05, 1, 10, 50, 250, 10,000
AC amperes: .5, 1, 5, 10
Ohms x 1000: 4, 40, 4000, 40,000
Decibels: -10 to +55; meter size: 6 inches
Case size: 10 in. x 10 in. x 5 3/4 in.
Features: 25,000 ohms per dc volt, separate jacks for ac amperes.

WESTON ELEC. INSTRUMENT CORP.

Model 779 Super-Sensitive Analyzer

DC volts: 2.5, 10, 50, 250, 1000
AC volts: 2.5, 10, 50, 250, 1000
DC ma.: 1, 1, 10, 50, 250, 1000, 10,000
Ohms x 1000: 3, 30, 300, 30,000
Decibels: -14 to +54; meter size: 4 1/4 inches
Case size: 6 3/8 in. x 9 1/4 in. x 4 7/8 in.
Features: 20,000 and 1000 ohms per dc volt.

WESTON ELEC. INSTRUMENT CO.

Model 785 Industrial Circuit Tester

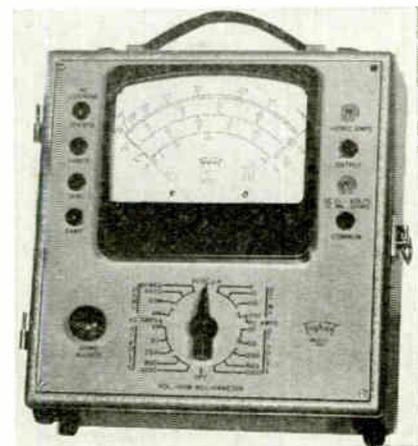
DC volts: 1, 10, 50, 200, 500, 1000
AC volts: 5, 15, 30, 150, 300, 750
DC ma.: .05, 1, 10, 100, 1000, 10,000
AC amperes: .5, 1, 5, 10
Ohms x 1000: 3, 30, 300, 3000, 30,000
Decibels: None; meter size: 4 3/4 inches
Case size: 13 in. x 12 1/2 in. x 5 1/2 in.
Features: 20,000 and 1000 ohms per dc volt.



Superior Model 670

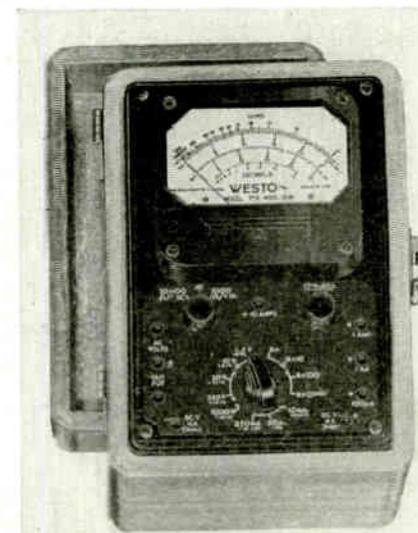


Supreme Model 592



Triplett Model 2405

Weston Model 779



Easy Alignments for

Complete Schematics, Full Adjustment Information, Replacement Part Values for Three Popular Radios.

PILOT MODELS B-5 & T-3. To align, couple the signal generator to the grid of the 12SK7 r-f tube through a .1 mf capacitor and peak the i-f trimmers at 455 kc. Commence the r-f alignment with the short wave band connecting the generator to the outside antenna post through a 400 ohm resistor.

Adjust trimmer A, atop the front section of the variable, for maximum signal at 24 mc with the gang fully unmeshed. Next, with the set tuned to the fifth calibration dot on the dial scale, and the generator at 21 mc, peak the rear section antenna trimmer B.

To align the broadcast band, adjust the trimmer C on the rear of the chassis for maximum signal at 1400 kc with the dial set to the fourth calibration dot. Separate antenna trimmers are used for loop and outside antenna operation.

and outside antenna operation.

For loop alignment, the receiver should be in the cabinet with the back in place and the antenna selector switch set for the loop position. Through the slot in the lower left hand side of the cabinet back, adjust the trimmer D on the extreme left for maximum signal at 1400 kc., with the receiver dial set at calibration dot 4.

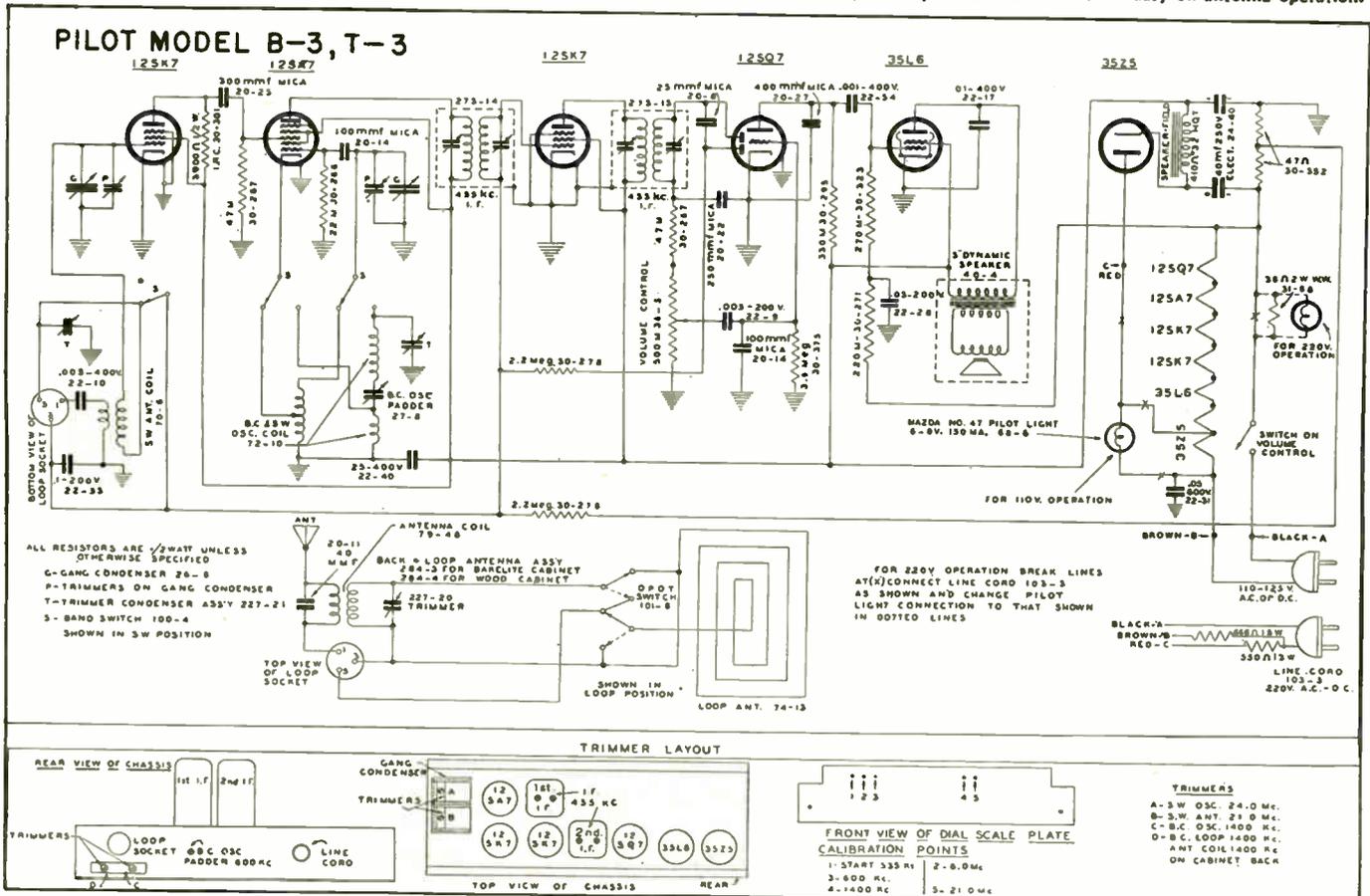
With the switch to the outside antenna position, vary the trimmer situated next to the switch at the same 1400 kc dial and generator setting. Now find the broadcast oscillator padder on the rear of the chassis. With the generator set to 600 kc, and the dial at the third calibration dot, rock this padder for maximum signal. The final adjustment is made on trimmer C at 1400 kc, on the oscillator's trimmer.

AIR KING MODEL 4603. The alignment of this model is extremely simple. With the generator tuned to 455 kc and the receiver dial set at 540 kc, adjust the i-f trimmers for maximum signal gain. The signal generator's i-f connection is made to the third grid of the mixer 12SA7. The r-f alignment, however, no direct connection is made between the signal generator output lead and the receiver.

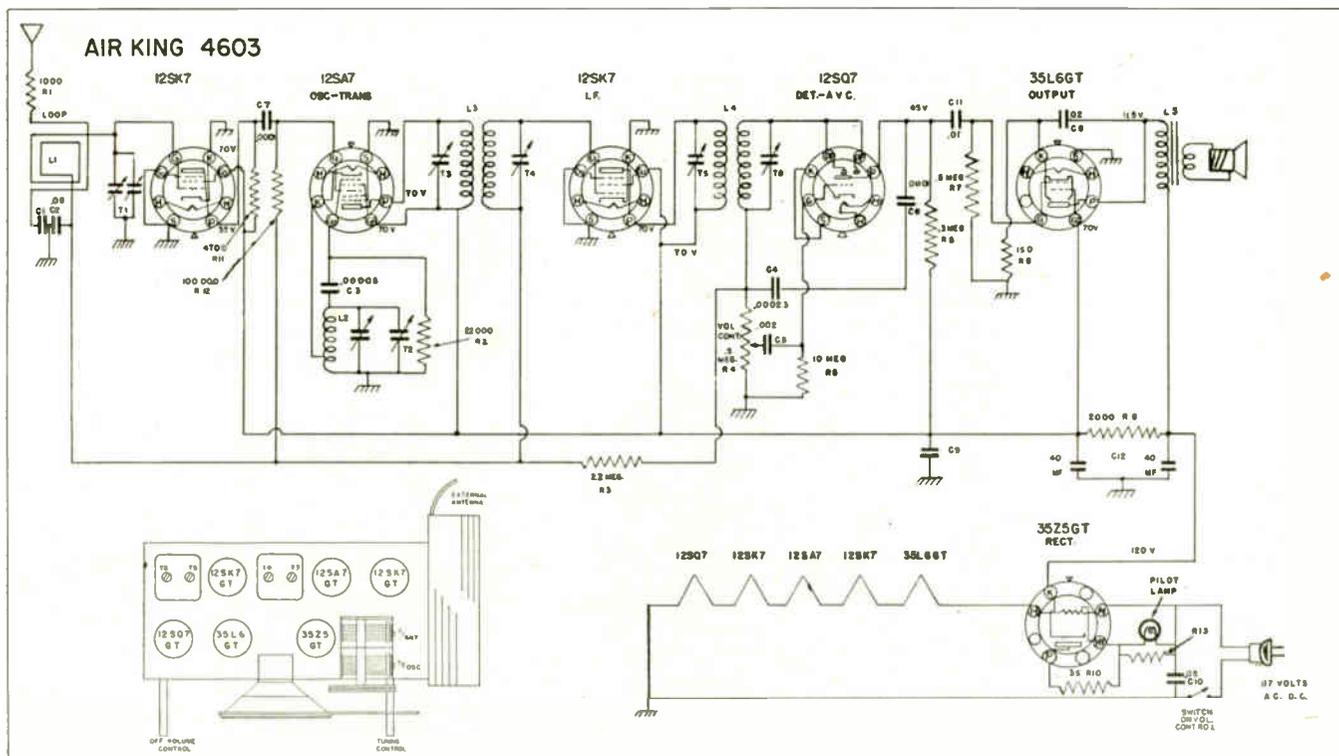
Run an unshielded wire close to the loop, leaving the generator grounded to the set's chassis. Both the oscillator and r-f trimmers are aligned at 1500 kc on the dial, no low-frequency padder being provided.

The schematic diagram shown on these pages reproduces the error which appears in early copies of the manufacturer's service instruc-

Back and loop assembly of Pilot B-3, T-3 has a switch to short out loop on outside antenna operation, and antenna coil secondary on antenna operation.



Newest Set Circuits



Two-winding loop assembly of Air King Model 4603 permits use of set on outside antenna without readjusting antenna tuned circuit. Uses no ground.

tion sheets. In the detector-avc circuit, the cathode-shield connection, as well as the junction of the two capacitors C4 (.00025 mf diode return by-pass) and C6 (.0001 mf plate by-pass), should be grounded to chassis. Although a two-gang variable is used, an r-f stage of amplification is provided. This is accomplished by making the mixer input circuit an untuned stage,

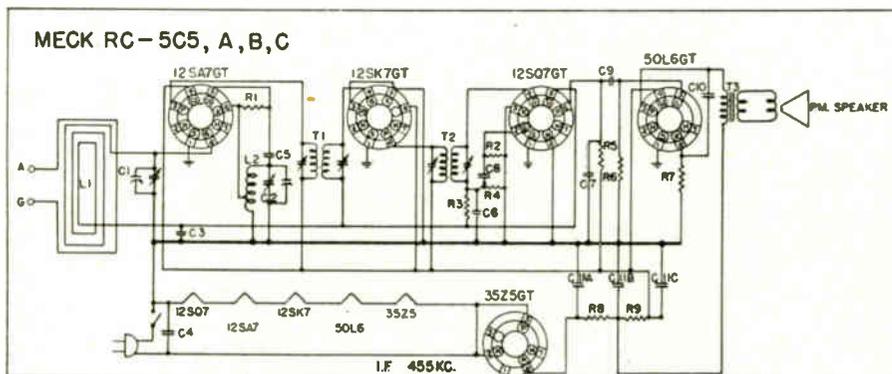
with R11, R12 and C7 substituted for the usual coil or transformer and variable gang section. R1 prevents a resonant antenna circuit from occurring.

MECK RC-5C5, A, B, C. For i-f alignment, the signal generator is connected directly to the antenna section of the variable capacitor, and the grounded side through a

.01 mf capacitor to the chassis. The four i-f trimmers are peaked at 455 kc.

For the r-f alignment, a small coupling loop should be made, by winding 5 to 10 turns of insulated wire on a 3 to 4 inch form and closely coupled to the loop antenna of the receiver. Set the gang capacitor to 1720 kc on the dial, and the signal generator at the same frequency, and vary the oscillator trimmer atop the variable for maximum signal.

With the dial and generator tuned to 1400 kc, adjust the antenna trimmer for maximum output while rocking the ganged capacitor. Check for tracking at 800 kc.



C1, C2—Condenser-Variable, with pulley
 C3, C4, C10—Condenser-Paper, 0.05 mfd. 400V
 C5—Condenser-Mica, 0.00005 mfd.
 C6, C7—Condenser-Mica, 0.00025 mfd.
 C8, C9—Condenser-Paper, 0.01 mfd. 400V
 C11A, C11B, C11C—Condenser-Electrolytic 20/20/20 mfd. 150V
 R1—Resistor-Carbon, 20,000 ohms 1/2 watt
 R2—Resistor-Carbon, 10 megohms 1/2 watt
 R3—Resistor-Carbon, 2 megohms 1/2 watt
 R4—Control-Volume, with switch, 1 megohm

R5—Resistor-Carbon, 250,000 ohms 1/2 watt
 R6—Resistor-Carbon, 500,000 ohms 1/2 watt
 R7—Resistor-Carbon, 150 ohms 1/2 watt
 R8—Resistor-Carbon, 200 ohms 1/2 watt
 R9—Resistor-Carbon, 1000 ohms 1/2 watt
 L1—Antenna-Loop
 L2—Coil-Oscillator
 T1—Transformer—1st I.F.
 T2—Transformer—2nd I.F.
 T3—Transformer—Output
 SPKR—Speaker—P.M. 4" round, with T3

Meck socket voltages, using 1M-Ω-v meter.

PIN	12SA7	12SK7	12SQ7	50L6	35Z5
1	0	0	0	0	—
2	24AC	36AC	-.9 to -1.2	—	82
3	78	0	0	95	—
4	78	-.8 to -1.2	0	78	78
5	-.7 to -1.2	0	-.8 to -1.2	0	115AC
6	0	78	55	—	100
7	12AC	24AC	12AC	36AC	115AC
8	-.65 to -1.2	78	0	4 to 5	110

Fixing Weak Spots in

Part II Gives Valuable Preventive Maintenance Tips

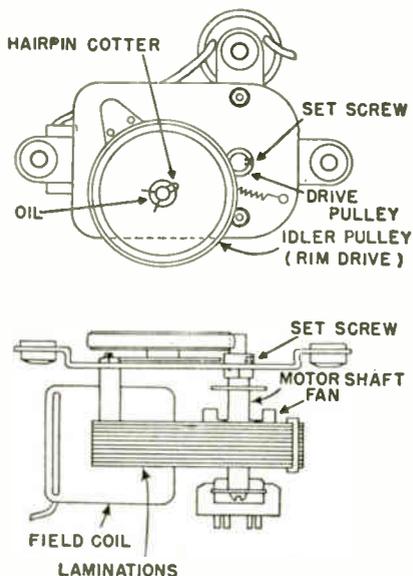
● Motors in record changers are by no means the weakest elements involved. Nevertheless, they are the prime movers . . . the originating point for everything that moves . . . and without a properly serviced motor, the changer is worthless.

Most changers have been designed for AC operation, although some deluxe changers use universal (AC-DC) motors. Since the troubles encountered with the induction type AC motors common to the record changers in current use are less numerous, we will dispose of them first.

Field Coil Checks

Burned out and shorted field coils are easiest to locate. The obvious check for a burned out coil is with an ohmmeter. However, there is no available information as to what constitutes a normal coil resistance for particular AC motors. Besides, the resistance would certainly be small enough so that one or a few shorted turns would be unlikely to show up without extremely precise, close-reading apparatus.

The best indicator of a short in a field coil is overheating. Most record changer motors are normally rather warm to the touch after a short continued period of opera-

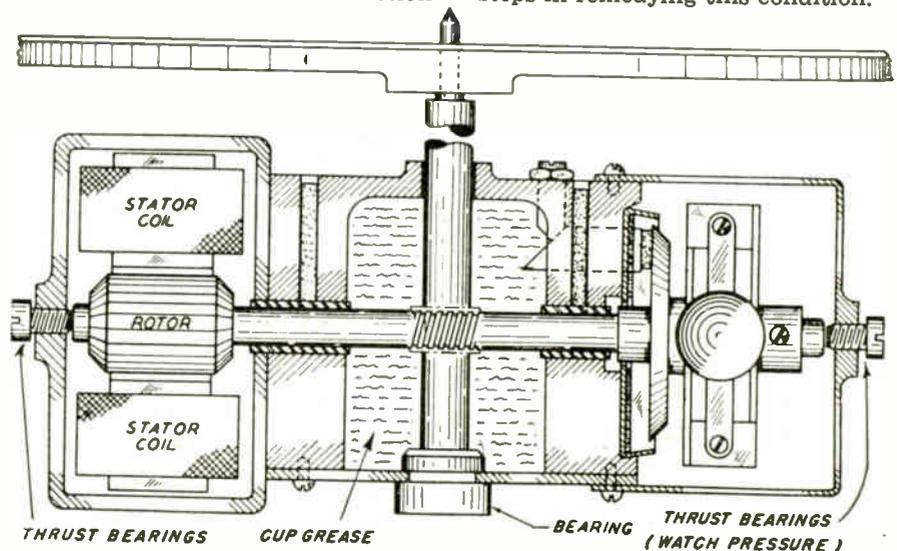


Rumble noise from flats on the idler pulley requires pulley replacement.

tion. With shorts present the motor will run quite hot and in the extreme conditions will melt the wax potting compounds with which the coils are impregnated.

Other troubles that can be encountered in the AC induction

cy so that a particular rotor pole passes between adjacent magnetic field poles during the zero instant of the 60 cycle current. Realignment of the shaft and the replacement of worn washers are general steps in remedying this condition.



AC motor is illustrated. Universal type has brushes and commutator to left of rotor.

motor are mainly mechanical. Rough handling can cause misalignment of shafts and the shafts may "freeze" in their bearings. These can sometimes be straightened by careful use of a vise.

In any instance where a shaft must be inserted in the vise or a drill press, care must be exercised in preventing damage to the shaft through scratching or flattening the surface. "Soft jaws" or paper wraps will prevent any such damage.

Frozen bearings can be loosened with a fine "cutting oil". If allowed to run into a shaft bearing that is binding the oil will free it sufficiently to permit removal. A fine cut on the lathe will prevent a recurrence. When spare changer motors are available it is often easier and cheaper to replace the entire motor.

"Hunting", a condition characterized by a humming sound which varies in intensity at a low frequency, is sometimes the result of misalignment of shafts. It is due to the rotor seeking to synchronize its rotation with the power line frequen-

Overloading of a changer motor is the general result of some mechanical strain upon the motor through jamming of the changing mechanism or any other reason. Binding caused by foreign particles, jamming between moving parts, and pawls which stiffen on their bearings and don't engage other mechanisms can cause the kind of strains which stop the motor.

Investigating a Jam

When a changer is "jammed" never force the motion. Very frequently simply rotating the turntable in the opposite-to-normal direction can release a jam.

If a motor jams in a record changer and there is no immediate apparent reason, remove the motor from the rest of the mechanism. If it still doesn't turn over the fault is in the motor—if it works while out of its environment, there is a mechanical fault in the changer.

A condition which can be confused with "hunting" is the turntable rumble due to irregularities in the

Record Changer Motors

Symptoms and Causes of Tricky Troubles Outlined

table drive. This is particularly true of rim-driven turntables. The rubber liner on the rim of the drive wheel develops a flat during periods of inoperation when the drive presses against the inside of the turntable rim. It is a simple matter to replace the distorted rubber rim bands with new ones readily obtainable at parts dealers who have replacement types for most changers.

The Three Trouble Signs

In general, it might be said that there are three common-place indicators of trouble: The motor does not start; it runs abnormally warm; or, it exhibits one or several unusual operating noises. The chart at the right gives example of common causes of these troubles.

All that has been written above applies to AC, eddy current, induction and other type motors as well as to the universal motor, except where the physical structure would make the listed conditions inapplicable.

There are particular conditions in the universal motor that are frequently encountered. These stem from the brushes and the contact made to the commutator. The commutator itself will seldom require any maintenance unless physically damaged by abrasion or pitted

MOTOR TYPE	TROUBLE SYMPTOM	CHECK THESE CAUSES																		
		LOW LINE VOLTAGE	JAMMING OF CHANGER—LOAD TOO GREAT	SHORTED TURNS IN WINDING	FROZEN SHAFT BEARING	OPEN FIELD COIL	WORN BRUSHES, POOR CONTACTS	WRONG CURRENT	AC MOTOR SETTING, OPERATED ON DC	DIRT IN GEAR TRAIN	LOOSE THRUST BEARING	ROTOR NOT CENTERED	POOR MOUNTING	LOOSE LAMINATIONS OR WINDING	EXCESS ROTOR END PLAY	BENT SHAFT	LOOSE GEARS OR DRIVES	PITTED COMMUTATOR	WORN OR BROKEN TOOTHED GEARS	DC MOTOR ON AC CURRENT
D-C	FAILURE TO START	•	•	•	•	•	•												•	•
	OVER-HEATING		•	•																
	MECHANICAL NOISE									•	•	•							•	
A-C	FAILURE TO START	•	•	•	•	•														
	OVER-HEATING		•	•																
	MECHANICAL NOISE									•		•	•	•	•	•	•	•	•	
UNIVERSAL	FAILURE TO START	•	•		•	•	•	•											•	
	OVER-HEATING		•	•						•										
	MECHANICAL NOISE									•		•	•	•	•	•	•	•	•	•

Check list of faults that cause basic types of trouble in AC, DC and Universal motors.

from poor brush contact which causes arcing. If badly cut up the commutator can be cleaned with very fine sandpaper (never emery) while turning in the lathe or drill press.

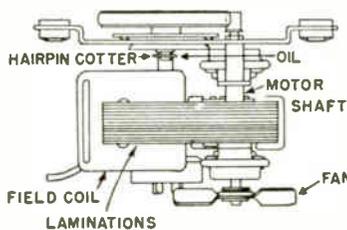
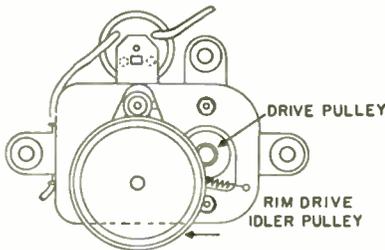
Brushes can become worn and require replacement. In replacing brushes they must be contoured to fit the commutator. This is done by placing fine sandpaper strips around the commutator and oscillating it by hand back and forth under the brushes in place in the brush holders with the normal spring pressure applied. The brushes must be properly bedded if freedom from sparking is to be obtained.

A quick test for good brush contact is made on the lowest resistance scale of an ohmmeter. Disconnect the motor from the power line and connect the ohmmeter across the motor leads. Good brush contacts will be indicated when

there is no variation in the meter reading as the armature is rotated. Poor contacts will be indicated when the ohmmeter needle moves erratically.

The general care of motors requires that all moving parts be oiled periodically with a good grade of machine oil. SAE No. 10 is suggested. In cases where the motor is located directly over the radio chassis, the use of oil is definitely an error, since a constant drip into the chassis and radio set mounted underneath is apt to occur. In these cases motors should be lubricated with grease. Grease remains where it is placed, whereas oil runs out.

In motors with reduction gear trains the gear assemblies are normally operated in grease. A good soft grease is preferable, and it should be changed when it becomes dirty from contamination with metallic wear products that might leave an abrasive effect.



Loose field coil laminations are tightened by squeezing clamps.

Trace Tele Faults Fast

Movement of the Screen Image Reveals Common Troubles. How to Repair.

● It is very common practice to use electrostatic deflection in the scanning circuits of the lower priced television receivers. Both RCA and GE use this type of deflection in their television adapters and both have a tendency to show similar symptoms when a failure occurs.

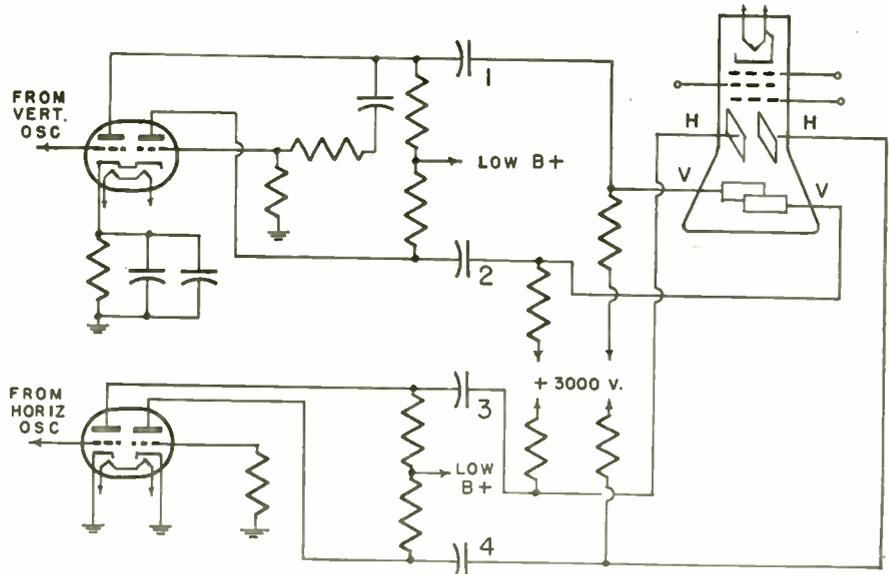
One of the most common reasons for failure in this circuit is leakage or breakdown of the deflection plate coupling capacitors, identified as 1, 2, 3, and 4 in the diagrams. These units are low capacity high voltage oil-impregnated capacitors.

What to Look For

The characteristic symptoms of leakage or breakdown are very similar in both receivers. The electron beam's trace is momentarily seen on the screen immediately after the set is turned on, then suddenly it is attracted horizontally or vertically to the very edge of the screen where it appears to scan or oscillate with erratic quivers.

It is comparatively easy to detect which capacitor, either vertical or horizontal, is at fault by noting the direction in which the beam is attracted.

In some instances the trace is pulled completely out of the screen, to where it cannot be observed. Very often this happens before the beam has had time to appear on



Simplified sweep circuits of RCA Models TRK-5 & TT-5. Capacitor 1, 2, 3 & 4 are coupling units designed to block high d-c deflection plate voltages from low-voltage vertical and horizontal oscillators.

the screen as a scanning dot or point. When this is the case, the condition is slightly more difficult to detect. However, by careful observation in a well-darkened room, the beam can be faintly seen to pull suddenly to one side as the receiver is turned on.

The capacity of coupling capacitors in such deflection circuits vary with the manufacturer and the model. When the need for replacement of these oil-impregnated units has arisen, however, best results

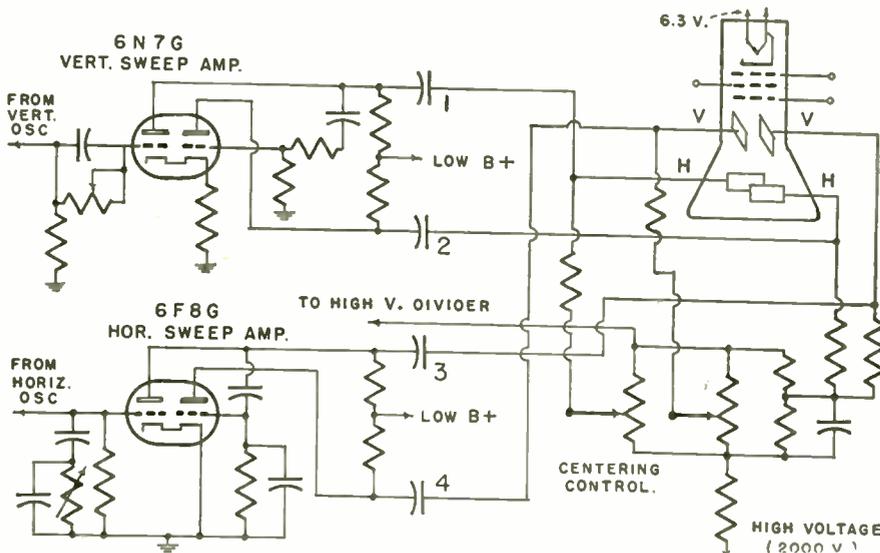
were observed by using two .003 mf, 3000 w.v. (or higher) as horizontal deflection plate coupling capacitors, and two .05 mf, 3000 w.v. (or higher) as vertical deflection plate coupling capacitors.

Special Capacitor Check

Because of the nature of oil-impregnated capacitors, it is hard to detect leakage by the usual method of reading resistance across the unit. It was found, however, that leaks in capacitors of this type could very easily be detected by completely removing them from the set and then connecting them across a megger.

By replacing the faulty capacitor, the receiver is generally returned to normal operation. Usually no apparent damage is inflicted upon any of the other component parts of the circuit, even in the case of a severe leak of one of these units. It is advisable, nevertheless, to replace the deflection amplifier tube corresponding to the defective coupling capacitor, because of the very high voltages applied to the plate of this tube through the leaky capacitor.

Many future call-backs will be avoided if these coupling capacitors are carefully checked in every set that comes in for repair, regardless of the original cause of failure.



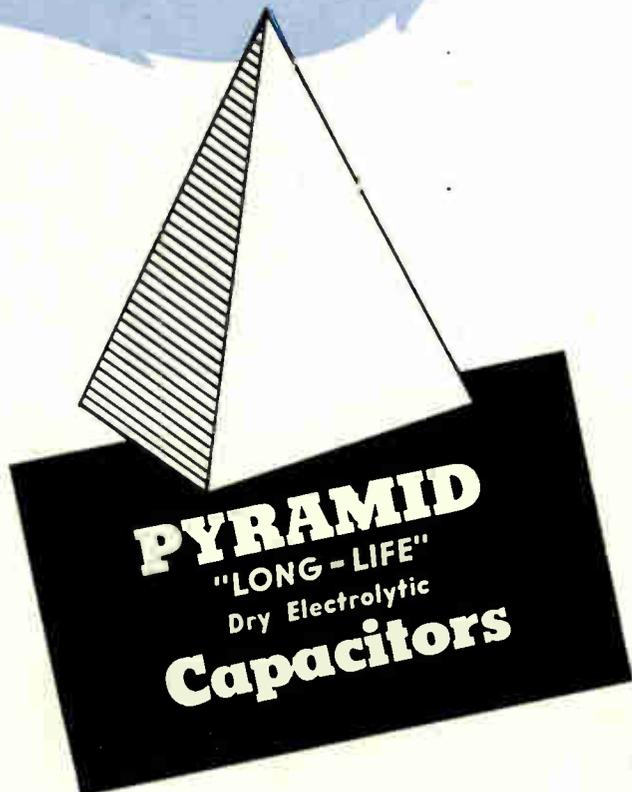
Simplified deflection amplifier circuits for GE Models H-171 & HM-185 tele receivers. Leaky coupling capacitors cause the beam spot to pull over to one direction, making quick detection possible.

Portrait of a Very Happy Man



He's quite content now!
He's found that he can
kiss his capacitor
worries goodbye --- be-
cause Pyramid products
are really good; they're
modestly priced, and
most important of all,
Pyramid is delivering!!

WRITE FOR LITERATURE
PYRAMID ELECTRIC COMPANY
JERSEY CITY 6, N. J.



Announcing...

THE NEWEST IN TUBE TESTERS

MADE BY THE MEN WHO HAVE TESTED TUBES BY THE MILLION!

LARGE METER
4½ inch size for high legibility. Sensitive but rugged.

PROVISION FOR NOISE TEST

8-FT. LINE CORD—
extra long for extra convenience.

LEGIBLE DIAL MARKINGS—
lines and numerals in white against green panel.

TESTS STANDARD, LOCK-IN, ACORN TUBES.
Extra sockets and switches allow easy adaptation when new tube types appear.

SHORTS TEST
at voltage low enough to prevent tube damage or faulty indications—high enough for full brilliancy on Shorts Indicator.

FINGERTIP CONTROLS
make settings easy.

DYNAMIC CONDITIONS
All tube elements tested under dynamic conditions.

DELUXE DESIGN
helps sell on sight—builds prestige for serviceman or retailer.



SYLVANIA

MAKERS OF RADIO TUBES; CATHODE RAY TUBES; ELECTRONIC DEVICES;

SYLVANIA-ENGINEERED SYLVANIA-STYLED

TO GIVE YOU THE FINEST IN TEST
EQUIPMENT FOR THE TUBES OF
TODAY AND TOMORROW

TO HARMONIZE WITH THE SUR-
ROUNDINGS OF THE MOST MOD-
ERN STORE

Here's the "last word" in tube testers, made for discriminating radio retailers by Sylvania Electric. Now, this advanced type tube testing unit can be yours—smartly styled, scientifically designed, attractively priced.

And, no special operating knowledge is required to set controls! Think what this means. Clerks or store helpers, entirely unfamiliar with technical radio servicing can operate this amazing new tube tester—*expertly*, with little or no instruction. All controls are easily set for each tube to be tested.

Remain up to date easily, economically with Sylvania's modern tube testing equipment. Besides all the special features (shown in large illustration, left) the Sylvania tester has been designed with *extra sockets* and *switch contacts* to insure quick, inexpensive further modernization as new tube types are developed.

Counter Tester Specifications

Type 139 (shown left). 5¼" x 12 x 16¼". Net weight 15¾ lbs. Steel cabinet, wooden ends. Two-tone green panel. Power supply: 105-125 volts, 50-60 cycles, 20 watts.

PORTABLE MODEL FOR YOUR SERVICE DEPARTMENT

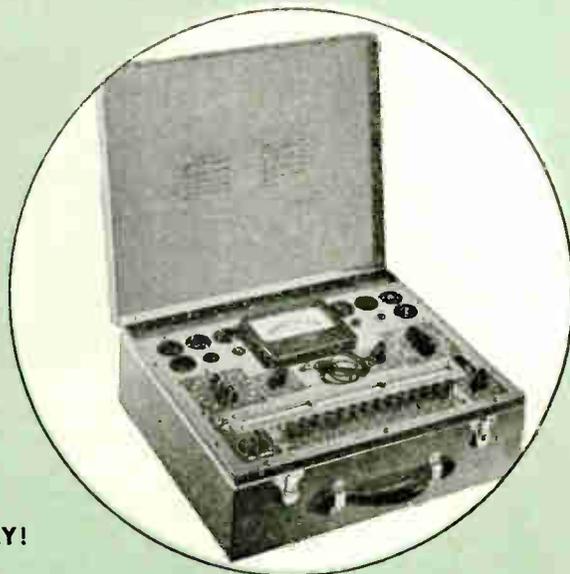
Your service department can easily carry to the home of your customers the same fine type of testing equipment that you employ in the store.

This Sylvania Portable Tube Tester Type 140 is precisely the same in every testing characteristic as the Counter Model described above.

Portable Tester Specifications

Type 140 (shown at right). 5¼" x 13" x 15". Net weight 19¼ lbs. Steel carrying case, sturdy leather handle. Other features same as Counter Type.

SEE YOUR SYLVANIA TUBE DISTRIBUTOR TODAY!



**YOUR HELP IS NEEDED—QUICK! SHARE
WHEAT AND FATS—FIGHT FAMINE!**

ELECTRIC

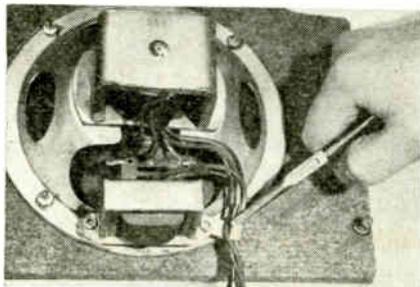


FLUORESCENT LAMPS, FIXTURES, WIRING DEVICES; ELECTRIC LIGHT BULBS

Tested Service Ideas

On Periodic Check-Ups

To avoid call-backs, check the insulated wires leading to the speaker field coil and the output transformer. Often bound under a metal clip as illustrated, two or more of



Use screwdriver, never pliers, to spread clip.

the leads may short-circuit due to the gradual deterioration of the insulation. Inspection should be made by bending back the clip, and taping wires which are not perfectly insulated.

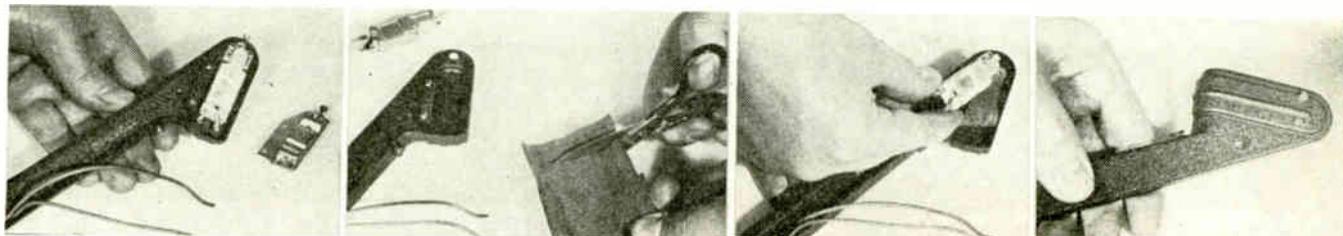
Substituting Crystal Pickups

A Webster cartridge with a two hole flange mount was found damaged due to misuse. No replacement of the same type was available, but an Astatic cartridge was purchased. The problem was then to fit the new cartridge to the arm, since the new one had no flange mount.

Inasmuch as the new cartridge would have to rest directly on the arm—not suspended flexibly by the flange, as was the old one—pieces of an old tire tube were cut to the new pickup's outline shape, and placed between the cartridge and the metal arm.

To hold the new unit in place two small holes were drilled through the arm and the cartridge bolted in the proper position. These bolts passed through the openings in the Astatic M-22 cartridge. The screw heads which appeared on top of the arm were smoothed down, and touched with a spot of paint to make them unobjectionable to the set owner.

Webster flange-mounting cartridge, shown on table at left, is replaced by Astatic direct-mounting type using a home-made rubber cushion.



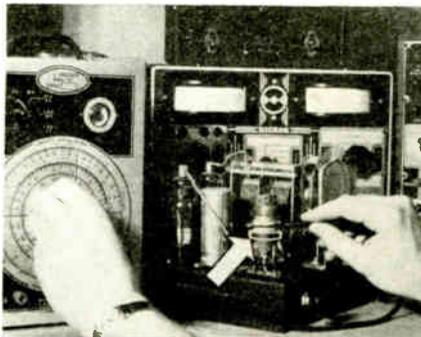
Replacing Antenna Coil

Burnt out primary windings of "hank" antenna input coils of older midget sets lacking underwriters' approval is no rare occurrence. A broadcast band primary salvaged from some old universal-wound coil makes an ideal replacement. In these days of copper shortages, however, it is sometimes valuable to have handy a good rule-of-thumb to use in winding your own.

Use This Turns Ratio

The big trick is to secure a high impedance without reaching the tuning range of the secondary circuit. About 2/3 to 4/5 as many turns as are on the secondary should be scramble-wound on a fairly narrow piece of paper wrapped around the coil form.

When completed, smear the outside with rubber cement, clip off all the excess paper, and what is left is a primary which can be coupled closer or farther away from the secondary. Connect it up, turn on

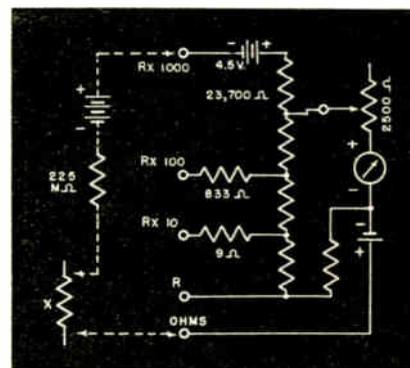


Checking resonant frequency of primary (arrow). Should be higher than 1700 kc.

the receiver, and couple a signal generator to the antenna. Tune the receiver to pick up the generator signal at the low frequency end of the dial, and adjust the movable primary for the greatest signal strength, keeping the attenuator control down for a weak signal input. A final realignment of the receiver is advisable.

Multiply Ohmmeter Range

As a general rule, ohmmeter ranges may be multiplied by 10 with the simple addition of a resistor and battery. As illustrated on the Model 442 tester of Radio City Products, the multiplier resis-



Simplified circuit of typical multimeter shows how ohmmeter section is adapted to higher range, by adding a battery and multiplier.

tor and a battery are added in series with the highest ohm range pin jack. The external battery should be ten times the value of the internal battery used in the highest scale . . . in this case 45V. The resistor should be nine times the mid-scale value of the highest range . . . in this case, 225,000 ohms. The zeroing adjustment should work on this new range as well as the older ones.

Philco 41-623,4,5

The Beam-O-Lite phono amplifier section of the XXD tube in these Philco models has an associated two-section electrolytic capacitor. A 6 mfd high voltage section acts as a plate by-pass filter, while a 10 mfd low voltage section filters the cathode circuit. Low volume and distortion in the phono amplifier tube are sometimes caused by leaky electrolytic units having leakage between sections, and shorts to ground. Replace with separate 8 and 10 mfd units.

Announcing

NEW Electro-Voice CARDYNE

Now you get More Features...
More Advantages than ever... in a Single Head

Cardioid Dynamic Microphone

New E-V developments bring you true cardioid unidirectionality . . . smooth, wide-range response . . . high output . . . and other desirable advantages in a rugged single-head dynamic.

Through the exclusive new E-V *Mechanophase** principle, the CARDYNE virtually eliminates unwanted sounds . . . gives you only the sound you want, with greater definition and fidelity. Substantially reduces background noise and reverberation. Increases effective working distance from microphone. Stops feedback. Permits increased loudspeaker volume. Gives extremely accurate pick-up and reproduction of music and speech . . . indoors and outdoors. Highly suitable for the most exacting sound pick-up work . . . in studio and remote broadcasting, disc and film recording, public address and communications.

Trim, modern, functional design, finished in rich satin chromium. Smooth, firm tilting action. "On-Off" switch. Ruggedly built to withstand severe operating conditions. Available in 50, 250, 500 ohms impedance, or Hi-Z (direct-to-grid, 25,000 ohms). Low impedances balanced to ground. Also available without "On-Off" switch. *Send now for Cardyne Bulletin No. 131.*

CARDYNE II. Model 731. List Price \$75.00
Frequency response, substantially flat, 30-12,000 c.p.s.

CARDYNE I. Model 726. List Price \$55.00
Frequency response, substantially flat, 40-10,000 c.p.s.

Only the Cardyne Gives You All This!

- New E-V *Mechanophase** Principle
- True Cardioid Unidirectional Performance
- Reduces Background Noise, Reverberation
- Stops Feedback—Permits Greater Volume
- Relatively High Output
- New E-V Acoustalloy Diaphragm
- Substantially Flat, Wide-Range Response
- And other E-V Features

Cardioid (heart-shaped) Polar Pattern. Wide-angle front pick-up, horizontally and vertically, diminishes sharply to dead zone at rear. Sound at rear dead zone cancels out and is not reproduced. Solves everyday sound problems—in a great many applications.

*Patents Pending

No finer choice than

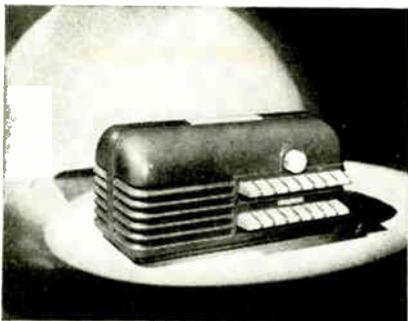
Electro-Voice

ELECTRO-VOICE, INC., 1233-R South Bend Ave., South Bend 24, Indiana
Export Division: 13 East 40th St., New York 16, N. Y., Cables: Arlab

Newest Items for PA Men

Belfone MAESTRO INTERCOM

The Maestro line of intercommunicators come in two major types: the a-c only, Mixer-Master 450 series, and the ac-dc Standard 460 series. Substations are of the wall type or of the 4- or



8-station type. The latter resemble the master station in appearance. 50-ohm lines connect the units, which are driven by a 6V6 power amplifier. Only filament current is used during standby operation. The Durex Bakelite cabinet is made in two pieces, and can be completely disassembled for easy servicing. Bell Sound Systems, Inc., 1183 Essex Ave., Columbus, Ohio.—RADIO & Television RETAILING

Newcomb MICROPHONE TRANSFORMERS

A new feature in all Newcomb amplifiers is the plug-in microphone transformers which are located on the amplifier chassis, rather than the microphone itself. With the advantages of speedy switching from one to another impedance microphone, and the use of long, heavy lines with small effect on frequency response, the transformers are triple-shielded to prevent hum pick-up. Newcomb Audio Products Co., 2815 S. Hill St., Los Angeles 7, Calif.—RADIO & Television RETAILING

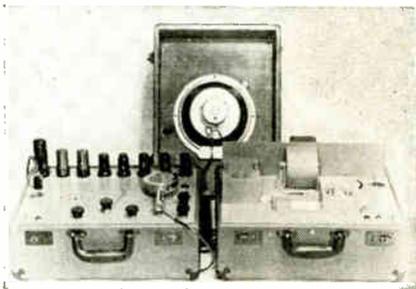
Sound, Inc., AMPLIFIERS

Plus Sound is the name given to this line of amplifiers. Power outputs from 30 watts to 300 watts are available by the use of plug-in boosters. All units have less than 2% distortion at rated output. Both standard phone jack and screw type input connections are provided on the 120 db, 100,000 ohm microphone channels. Phono inputs have

a gain of 78 db. Four separate gain controls, plus treble and bass compensators mount on the front panel. A radio tuner, preamplifiers, phono player and volume indicators may be plugged into the amplifier. Sound, Inc., 221 E. Cullerton St., Chicago 16, Ill.—RADIO & Television RETAILING

Sound Apparatus Co. WARBLE TONE OSCILLATOR

The Electronic Warble Tone Oscillator uses a 60 db preamplifier and a frequency-modulated oscillator. In conjunction with Model PL level recorder it is used to measure reverberation time at any desired frequency, as an aid in working on acoustic properties of halls in which sound equipment is installed. With the Model FR automatic frequency response recorder, a complete frequency "run" can be taken



on an entire PA system or any of its components such as microphones, speakers or amplifiers, or the hall itself. Covers from 20 to 20,000 cycles, with as much as 500 cycles "sweep" either side of center frequency (1000 cycles in all) at a rate of 2, 5 or 10 times per second. Delivers 10 watts into a matched load, from a pair of 6V6 tubes. Sound Apparatus Co., 233 Broadway, New York 7, N. Y.—RADIO & Television RETAILING

Concord 15 WATT PORTABLE SYSTEM

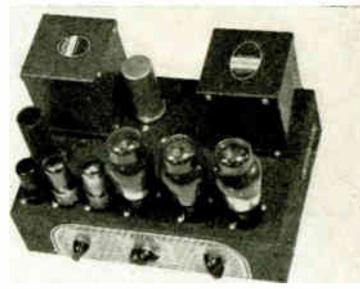
The portable system shown, No. 90-315WL, consists of a Model 315WL amplifier, two 12" PM speakers each with 35' speaker cable, one microphone with desk stand and cable, and all necessary plugs and connectors. The 15-watt amplifier is rated at 2% maximum distortion, and can handle 30 watts on peak



power. The two input channels can each handle microphones with a 120 db gain, and phonos with a 73 db gain. Besides the two channel gain controls, a bass-treble control, an off-on switch, and a pilot light appear on the front panel. 15 output impedances are supplied, ranging from 1.3 to 600 ohms. Hum level is 65 db below full signal, and frequency response is 50-10,000 cycles. Concord Radio Corp., 901 W. Jackson Blvd., Chicago 7, Ill.—RADIO & Television RETAILING

Altec Lansing HI-FI AMPLIFIER

Model A-323 Amplifier is a portable high-quality amplifier designed especially to work with Altec Lansing's Duplex speakers. Distortion at 15 watts output is 2% total harmonics above 60 cycles (8% intermodulation), falling rapidly to .75% harmonics at 14 watts, using two 6L6's in push-pull. The input impedance of the A-323 is 1/2-megohm, but can be obtained with 30, 250 and



500 ohm impedances in the Model A-323A. The output impedances are 10 and 20 ohms on both models. Noise level is -37 db at the 104 db high-gain position of the input switch, and -45 db at the 74 db low-gain position. Response is ±1 db from 20 to 20,000 cycles... Altec Lansing Corp., 1161 North Vine St., Hollywood 38, Calif.—RADIO & Television RETAILING

NEW 7-PIECE STORE DISPLAY FOR N.U. DEALERS

A store-wide promotion
in a new, flexible,
easy-to-fit-in form



Order yours today from your N. U. Distributor

Be one of the first to show this brand new display idea—that sells your service skill and tells customers how and why you can insure their radio enjoyment. Full of life, action and interest—printed in 10 colors on heavy cardboard—each unit is a complete display with easel and ribbon streamer. Display them as a group or as individual window, counter or shelf cards. Order from your N.U. Distributor now for immediate shipment.
NATIONAL UNION RADIO CORPORATION, NEWARK 2, NEW JERSEY

NATIONAL UNION RADIO TUBES AND PARTS

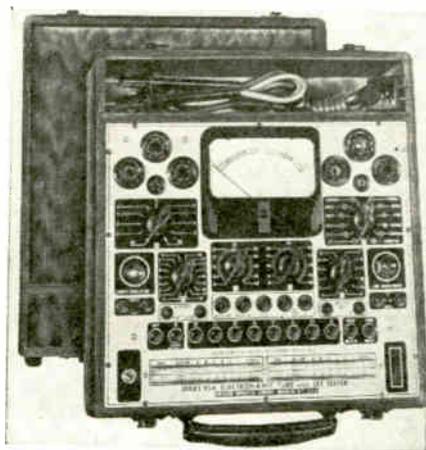


Transmitting, Cathode Ray, Receiving, Special Purpose Tubes • Condensers • Volume Controls • Photo Electric Cells • Panel Lamps • Flashlight Bulbs

New Aids for Busy Servicemen

Precision TUBE TESTER

Series 954 is a tube, battery and multimeter. All tubes are given a dynamic mutual conductance test, indicating on a tri-colored replace-weak-good scale. The same scale serves also to test batteries under average load conditions. External measurements include 7 d-c voltage ranges up to 6,000 volts



at 20,000 ohms per volt, the same ranges on a-c at 1,000 ohms per volt, 7 d-c current ranges including 0-60 microamps and 0-12 amperes, six decibel ranges from -12 to +70 db, and 3 resistance ranges covering up to 60 megohms. Precision Apparatus Co., Elmhurst, N. Y.—RADIO & Television RETAILING

Instrument Electronics V-T-V-M

Model 45 is a vtvm that covers from 7 cycles up through the entire broadcast band to 1600 kc. An error of less than $\pm 2\%$ is held within wide line voltage variations. The logarithmic voltage scale covers from .0005 to 500 volts in six ranges, while the input imped-



ance measures 5 megohms and 15 mmf. The decibel scale is linear. Instrument Electronics, 253-21 Northern Blvd., Little Neck, L. I., N. Y.—RADIO & Television RETAILING

Philco PLIERS

Philco's new time-saving tool is a combination pliers and cutter. The tool consists of a stub-type longnose pliers, used for squeezing and stripping insulation, wrapping the wire around lugs, and general holding work, with small, neat cutting jaws indented just back of the point. These jaws make it unnecessary to have a separate pair of diagonal cutting pliers. As a result, all wiring operations are conducted without the need to change tools or grip. Sells for \$1.95. Philco Radio & Television Corp., Philadelphia, Pa.—RADIO & Television RETAILING

Hickok AM-FM GENERATOR

Amplitude modulated coverage from 100 kc to 100 mc, and frequency modulated coverage from 100 kc to 160 mc is the outstanding feature of Hickok's new Model 288X Signal Generator. The sweep width is adjustable for 30, 150 or 450 kc, at either 60 or 400 cycle modulation, internally generated. External modulating voltages up to 15,000 cycles may be used both for AM and FM modulation. AM and unmodulated crystal controlled outputs at 100 and 1,000 kc, and a continuously variable



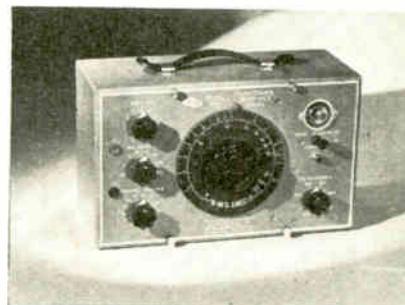
a-f output from 0 to 15 kc are also provided. A voltmeter and db meter, as well as 60-cycle synchronized sweep voltage for an oscilloscope are included. Hickok Electrical Instrument Co., 10523 Dupont Ave., Cleveland 8, Ohio.—RADIO & Television RETAILING

Reiner LAB METER

Model 333 is a d-c instrument of extremely wide range, in which the shunts and multipliers are external, and clip into brackets on the face of the meter. Of bench-type construction, a self-contained drawer holds 6 shunts, 6 multipliers, shorting connectors and spare fuses. From .002 to 1,000 volts and from 20 microamperes to 10 amperes can be measured. Heavy binding posts provide for connections. The instrument has been designed especially for self-instruction and laboratory purposes. Reiner Electronics Co., 152 W. 25 St., New York 1, N. Y.—RADIO & Television RETAILING

Silver C-R BRIDGE

Model 904 capacity-resistance bridge uses a 5" logarithmic dial. A total of eight 100:1 ranges, four for resistance and four for capacitance, cover 10 ohms through 1000 megohms and 10 mmf



through 1,000 mf. Accuracy is approximately within 3%. Up to 500 volts d-c is applied to the part under test. Leakage current and power factor may be measured also. McMurdo Silver Company, 1240 Main St., Hartford 3, Conn.—RADIO & Television RETAILING

National OSCILLOSCOPE

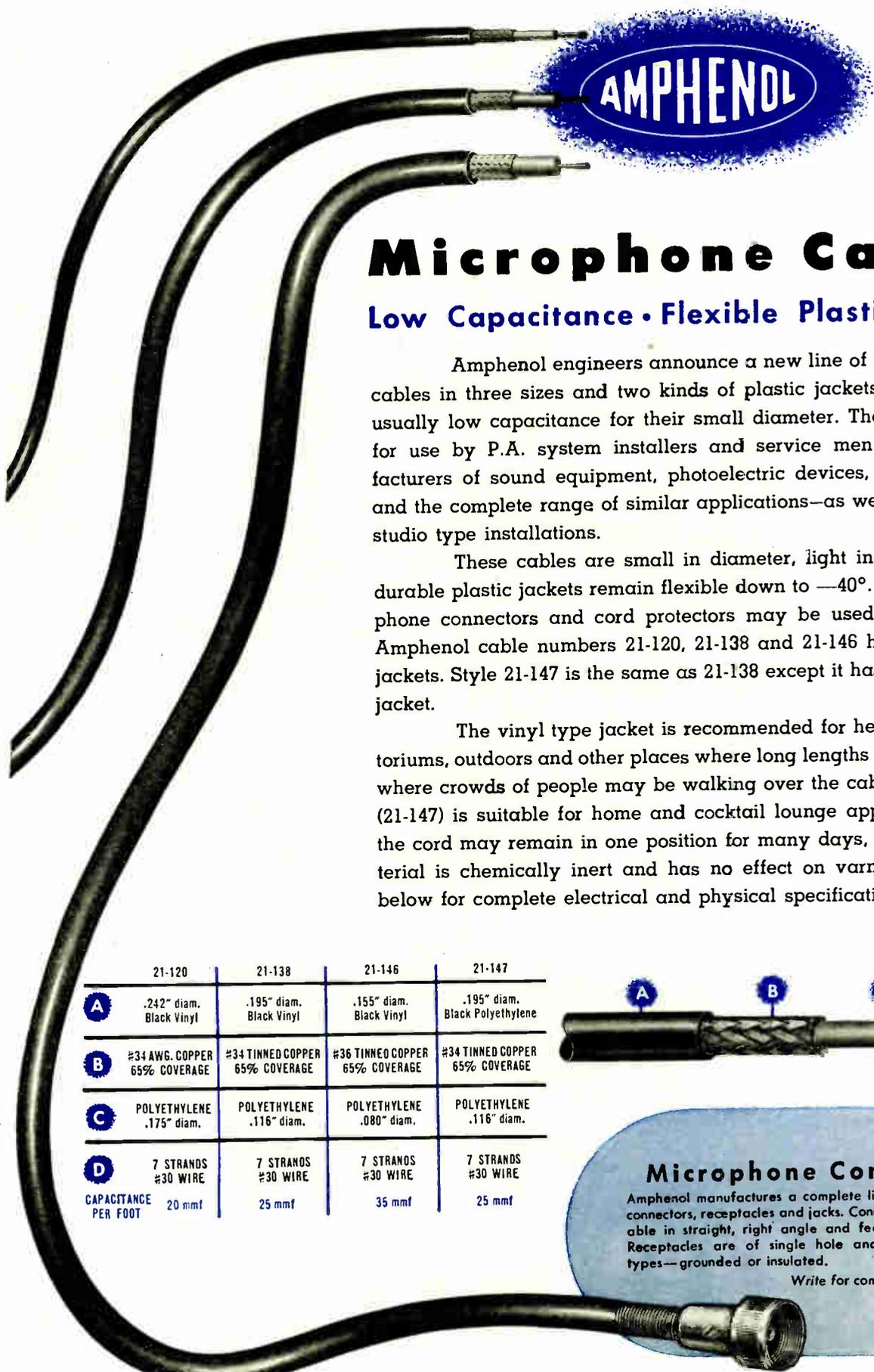
The CRU oscilloscope uses a 2" screen and a 60-cycle sweep. By means of a panel switch, external audio sweep voltage may be used. The built in power supply uses a 6X5 rectifier, and input controls are mounted on the panel. The unit is supplied in a table model, but may be converted to a rack model type by the addition of a rack panel. National Company, Inc., Malden, Mass.—RADIO & Television RETAILING

Radio City V-T-V-O

Model 668 is an ac and dc vacuum tube volt-ohm-capacity meter. 6 dc ranges and 7 ac ranges measure up to 6,000 volts with an input resistance of 16 to 160 megohms. The ac meter will



measure from 10 to 10,000 cycles. 7 ohmmeter ranges cover up to 1000 megohms, while capacities from 50 mmf to 2,000 mf are also checked. Radio City Products Co., Inc., 127 W. 26th St., New York, N. Y.—RADIO & Television RETAILING



AMPHENOL

Microphone Cables

Low Capacitance • Flexible Plastic Jackets

Amphenol engineers announce a new line of four microphone cables in three sizes and two kinds of plastic jackets. All are of unusually low capacitance for their small diameter. They are designed for use by P.A. system installers and service men and for manufacturers of sound equipment, photoelectric devices, home recorders and the complete range of similar applications—as well as for regular studio type installations.

These cables are small in diameter, light in weight and the durable plastic jackets remain flexible down to -40° . Standard microphone connectors and cord protectors may be used with any type. Amphenol cable numbers 21-120, 21-138 and 21-146 have black vinyl jackets. Style 21-147 is the same as 21-138 except it has a polyethylene jacket.

The vinyl type jacket is recommended for heavy use in auditoriums, outdoors and other places where long lengths are required and where crowds of people may be walking over the cable. Polyethylene (21-147) is suitable for home and cocktail lounge applications, where the cord may remain in one position for many days, because the material is chemically inert and has no effect on varnishes. See table below for complete electrical and physical specifications.

	21-120	21-138	21-146	21-147
A	.242" diam. Black Vinyl	.195" diam. Black Vinyl	.155" diam. Black Vinyl	.195" diam. Black Polyethylene
B	#34 AWG. COPPER 65% COVERAGE	#34 TINNED COPPER 65% COVERAGE	#36 TINNED COPPER 65% COVERAGE	#34 TINNED COPPER 65% COVERAGE
C	POLYETHYLENE .175" diam.	POLYETHYLENE .116" diam.	POLYETHYLENE .080" diam.	POLYETHYLENE .116" diam.
D	7 STRANDS #30 WIRE	7 STRANDS #30 WIRE	7 STRANDS #30 WIRE	7 STRANDS #30 WIRE
CAPACITANCE PER FOOT	20 mmf	25 mmf	35 mmf	25 mmf



Microphone Connectors

Amphenol manufactures a complete line of microphone connectors, receptacles and jacks. Connectors are available in straight, right angle and feed-through styles. Receptacles are of single hole and mounting plate types—grounded or insulated.

Write for complete information.

AMERICAN PHENOLIC CORPORATION

CHICAGO 50, ILLINOIS
In Canada • Amphenol Limited • Toronto

The World's Largest Single Source of:

COAXIAL CABLES AND CONNECTORS • INDUSTRIAL CONNECTORS, FITTINGS AND CONDUIT • ANTENNAS • RADIO COMPONENTS • PLASTICS FOR ELECTRONICS

308 SPRAGUE DISTRIBUTORS TO SERVE YOU



So many users of the SPRAGUE TRADING POST, our free wartime advertising service, have asked for the names of their nearest Sprague distributors that—well, here's the entire list. These firms will supply you with factory-fresh Sprague Capacitors and Koolohm Resistors of the very latest types. They'll be only too glad to serve you.

THE SPRAGUE TRADING POST did its part during the war. Now, both Sprague and its distributors will "follow through" by bringing radio servicemen, amateurs and experimenters the finest components backed with the best service obtainable.

As always, we'll appreciate it if you continue to: "Ask for Sprague Capacitors and Koolohm Resistors by name!"

SPRAGUE PRODUCTS CO., North Adams, Mass.
Jobbing Distributing Organization for Products of the Sprague Electric Company



◀ ASK YOUR JOBBER for a copy of the big new Sprague Catalog. Gives full details on the most complete Capacitor line on the market—also Koolohm Resistors and the famous Sprague Tel-Ohmike Analyzer.

SPRAGUE CAPACITORS are specified by part numbers in the popular new HOWARD W. SAMS PHOTO FACT FOLIOS



SPRAGUE CAPACITORS

Ask for Sprague Products by Name!

ALABAMA

Bessemer—Bessemer Radio Supply
 Birmingham—James W. Clary
 Mobile—Nelson Radio & Supply Co.
 Radio Labs
 Montgomery—Teague Hardware Co.
 Southeastern Radio Parts Co.

ARKANSAS

Fort Smith—Wise Radio Supply
 Little Rock—Southern Radio Supply
 Texarkana—Lavender Radio Supply Co.

ARIZONA

Phoenix—Radio Parts of Arizona

CALIFORNIA

Bakersfield—Bakersfield Radio Supply
 Fresno—Jack C. Arbuckle
 Billings Wholesale Radio
 Hollywood—Hollywood Radio Supply, Inc.
 Long Beach—Radio & Tel. Equip. Co.
 Los Angeles—Figart Radio Supply Co.
 Kierulff & Co.
 Nelson Brothers Co.
 Radio Equip. Distributors
 United Radio Supply Co.
 Universal Radio Supply Co.
 Modesto—Jack Warren
 Oakland—W. D. Brill Company
 E. C. Wenger Co.
 Pasadena—Dow Radio Supply Co.
 Sacramento—C. C. Brown Co.
 Henderson Bros.
 Sacramento Elec. Supply Co.
 San Diego—Coast Electric Co.
 Electronic Equip. Distr.
 Shanks & Wright
 San Francisco—Associated Radio Distrib.
 C. C. Brown Co.
 San Jose—Frank Quement
 Santa Ana—Radio & Tel. Equip. Co.

COLORADO

Denver—Inter-State Radio & Supply Co.

CONNECTICUT

Bridgeport—Hatty & Young, Inc.
 Hartford—Hatty & Young, Inc.
 New Britain—United Radio Supply
 Universal Radio Co.
 New Haven—Thomas H. Brown Co.
 Hatty & Young, Inc.
 New London—Hatty & Young of New
 London, Inc.
 Stamford—Hatty & Young, Inc.
 Waterbury—Hatty & Young, Inc.

DELAWARE

Wilmington—Radio Elec. Serv. Co.

DISTRICT OF COLUMBIA

Washington—Kenyon Radio Supply Co.
 Rucker Radio Wholesalers

FLORIDA

Jacksonville—Kinkade Radio Supply
 Major Appliances
 Miami—Electronic Supply Co.
 Major Appliances
 Orlando—Radio Accessories Co.
 St. Petersburg—Welch Radio Supply
 Sarasota—Morley Radio Co.
 Tampa—Kinkade Radio Supply
 Major Appliances

GEORGIA

Atlanta—Concord Radio Corp.
 Southeastern Radio Parts Co.
 Specialty Dstg. Co., Inc.
 Macon—Specialty Dstg. Co., Inc.
 Savannah—Southeastern Radio Parts Co.
 Specialty Dstg. Co., Inc.

ILLINOIS

Bloomington—J. W. Arbuckle
 Chicago—Allied Radio Corp.
 Concord Radio Corp.
 Grant Radio Co., Inc.
 Nation Wide Radio
 Radio Parts Company
 Kankakee—Radio Doctors Supply House

INDIANA

Angola—Lakeland Radio Supply
 Richmond—Fox Sound Equipment Co.

IOWA

Cedar Rapids—Gifford-Brown, Inc.
 Council Bluffs—World Radio Labs., Inc.
 Des Moines—Gifford-Brown, Inc.
 Radio Trade Supply Corp.
 Fort Dodge—Gifford-Brown, Inc.
 Ken-Els Radio Supply
 Mason City—Radio-Electric Supply Co.
 Sioux City—Power City Radio Company
 Sioux City Radio & Appl. Co.
 Waterloo—Gifford-Brown, Inc.
 World Radio Laboratories, Inc.

KANSAS

Pittsburg—Pittsburg Radio Supply
 Topeka—Acme Radio Supply
 Wichita—Radio Supply Co.

KENTUCKY

Lexington—Radio Equipment Co.
 Louisville—Peerless Electronic Equip. Co.
 Newport—Apex Distributing Co.

LOUISIANA

Lake Providence—F. H. Schneider & Sons, Inc.
 New Orleans—Radio Parts, Inc.
 Shreveport—Dunckelman-Pace
 Koelemay Sales Co.

MAINE

Auburn—Radio Service & Supply Store
 Portland—Frank M. Brown Co.

MARYLAND

Baltimore—Henry O. Berman Co., Inc.
 Cumberland—Cumberland Radio Whol.
 Salisbury—Dealers Radio Service

MASSACHUSETTS

Boston—De Mambro Dstrs., Inc.
 Hatty & Young of Mass., Inc.
 A. W. Mayer Co.
 Radio Wire Television, Inc.
 Sager Elec'l Supply Co.
 Cambridge—The Eastern Co.
 Holyoke—Springfield Radio Co.
 Lawrence—Hatty & Young of Mass., Inc.
 New Bedford—C. E. Beckman Co.
 Pittsfield—Pittsfield Radio Co.
 Roxbury—Gerber Radio Supply Co.
 Springfield—T. F. Cushing Co.
 Springfield Radio Co.
 Worcester—De Mambro Dstrs., Inc.
 The Eastern Co.
 Radio Electronic Sales Co.
 Radio Maintenance Supply Co.

MICHIGAN

Ann Arbor—Wedemeyer Elec. Supply Co.
 Battle Creek—Wedemeyer Elec. Supply Co.
 Detroit—Ferguson Radio Supplies
 Radio Specialties Co.
 Flint—Radio Tube Mdsq. Co.
 Grand Rapids—Wholesale Radio Co.
 Jackson—Fulton Radio Supply
 Kalamazoo—Ralph M. Ralston Co.
 Muskegon—Industrial Elec. Supply Co.
 Pontiac—Electronic Supply Co.
 Saginaw—Radio Parts Company

MINNESOTA

Duluth—Northwest Radio
 Minneapolis—Bauman Company
 Sidney Rosenthal
 St. Paul—Electronic Distributing Co.

MISSISSIPPI

Greenville—The Goyer Company
 Meridian—Griffin Radio Supply

MISSOURI

Cape Girardeau—Suedekum Elec. Sup. Co.
 Jefferson City—Central Mo. Dstg. Co.
 Joplin—M. Brotherson
 Mardick Dstg. Co.
 Kansas City—Burststein-Applebee Co.
 Manhattan Corp.
 St. Joseph—St. Joseph Radio & Supply Co.
 St. Louis—Walter Ashe Radio Co.
 Interstate Supply Co.
 Radonics
 Springfield—Harry Reed Radio & Sup. Co.

MONTANA

Butte—George Steele & Co.
 Kauspell—McIntosh Music House

NEBRASKA

Omaha—Omaha Appliance Co.
 Radio Equipment Co.
 Scottsbluff—Joachim Radio Supply

NEW HAMPSHIRE

Dover—American Radio Corp.

NEW JERSEY

Camden—Radio Elec. Serv. Co.
 Newark—Continental Sales Co.
 Krich-Radisico, Inc.
 T. A. O'Loughlin & Co.
 Radio Wire Tel., Inc.
 Perth Amboy—Bennett's Radio Supply
 Red Bank—J. H. Kelly Company
 Trenton—United Tire Stores Co.

NEW YORK

Albany—Fort Orange Radio Dstg. Co.
 Amsterdam—Adirondack Radio Supply
 Auburn—Dare's Radio Service
 Binghamton—Broome Dstg. Co., Inc.
 Federal Radio Supply Co.
 Brooklyn—Green Radio Distributors
 Stan-Burn Radio & Elec. Co.
 Buffalo—Bars Radio & Electronic Parts
 Dymac, Inc.
 Genesee Radio & Parts Co.
 Radio Equipment Corp.
 Standard Electronics Co.
 Elmira—LeValley-McLeod-Kinkaid Co., Inc.
 Fredonia—C. R. Barker
 Glens Falls—Ray Distributing Co.
 Hempstead, L. I.—Standard Parts Corp.
 Ithaca—Stallman of Ithaca
 Jamaica, L. I.—Norman Radio Distrib.
 Middletown—L & S Radio Sales
 New York City—Fischer Distributing Co.
 Radiojic Equipment Co.
 Radio Wire Tel., Inc.
 Niagara Falls—Niagara Radio & Parts Co.
 Rochester—Beaucaire, Inc.
 Masline Radio & Electronic Equip. Co.
 Schenectady—Fort Orange Radio Dstg. Co.
 M. Schwartz & Son
 Syracuse—Broome Dstg. Co., Inc.
 Syracuse Radio Supply
 Troy—Trojan Radio Co.
 Utica—Beacon Electronic Inc.
 Watertown—Beacon Electronic Inc.

NORTH CAROLINA

Asheville—Freck Radio & Supply Co.
 Charlotte—Dixie Radio Supply Co.
 Southern Radio Corp.
 Fayetteville—Eastern Radio Supply
 Goldsboro—Signal Radio Supply
 Greensboro—Dixie Radio Supply Co.
 Raleigh—Carolina Radio Equip. Co.
 Winston-Salem—C. R. Williams Radio Co.

NORTH DAKOTA

Fargo—Radio Equipment Co.

OHIO

Akron—Olson Radio Warehouse
 Ashland—Morrison Radio Supply
 Canton—Armstrong Radio Supply
 Burroughs Radio
 Cincinnati—Chambers Radio Supply Co.
 Schuster Elec. Co.
 United Radio, Inc.
 Cleveland—Goldhamer, Inc.
 Northern Ohio Laboratories
 Winterradio, Inc.
 Columbus—Hughes-Peters, Inc.
 Whitehead Radio Co.
 Dayton—Hughes-Peters, Inc.
 Standard Radio & Electronic Prod. Co.
 East Liverpool—Hausfeld Radio
 Kent—Kladag Radio Labs.
 Lima—The Northwestern Radio Co.
 Mansfield—Burroughs Radio
 Marion—Bell Radio Supply
 Springfield—Standard Radio & Electronic
 Prod. Co.
 Steubenville—D & R Radio Supply
 Hausfeld Radio
 Toledo—Toledo Radio Specialties
 Warren—Radio Specialties
 Youngstown—Appliance Wholesalers

OKLAHOMA

Enid—Standard Measuring & Equip. Co.
 Oklahoma City—Radio Supply, Inc.
 Southern Sales Co.
 Tulsa—Radio, Inc.

OREGON

Portland—Bargett Supply
 Harper-Meggee, Inc.
 Portland Radio Supply Co.

PENNSYLVANIA

Allentown—Radio Elec. Serv. Co.
 Beaver Falls—Reliable Motor Parts Co.
 Easton—Radio Elec. Serv. Co.
 Erie—John V. Duncombe Co.
 Harrisburg—Radio Distributing Co.
 Lancaster—Eshelman Supply Co.
 George D. Barbey Co.
 Norristown—Kratz Bros. Co.
 Philadelphia—Almo Radio Company
 Consolidated Radio Corp.
 Electric Warehouse
 Emerson Radio of Pa.
 Radio Elec. Serv. Co.
 N. W. Cor. 7th & Arch Sts.
 5133 Market St.
 3145 N. Broad St.
 Eugene G. Wile
 Pittsburgh—Hamburg Bros.
 The John Marshall Co.
 Radio Parts Co.
 Pottsville—Jones Radio Co.
 Reading—George D. Barbey Co.
 St. Marys—B & R Electric Co.
 Scranton—Broome Dstg. Co., Inc.
 Wilkes-Barre—General Radio & Elec. Co.
 Radio Service Co.
 Williamsport—Williamsport Radio Supply

RHODE ISLAND

Providence—William Dandreta & Co.
 W. H. Edwards Co.

SOUTH CAROLINA

Columbia—Dixie Radio Supply Co.

SOUTH DAKOTA

Aberdeen—Danielson & Brost Co.
 Sioux Falls—Power City Radio Co.
 United Radio Supply

TENNESSEE

Knoxville—Bomar's
 Chemcity Radio & Elec. Co.
 C. M. McClung & Co.
 Memphis—McTyer Radio Supply
 Nashville—Curry's Radio Service
 Radio & Appliance Corp.

TEXAS

Abilene—R & R Supply Co., Inc.
 Amarillo—R & R Supply Co., Inc.
 Austin—The Hargis Company
 Beaumont—Montague Radio Co.
 Corpus Christi—Wicks-DeVilbiss Co.
 Electronic Equip. & Engin. Co.
 Dallas—All-State Dstg. Co.
 Crabtree's Wholesale Radio
 Southwest Radio Supply
 Wanslow & Co.
 Fort Worth—Electronic Equipment Co.
 Fort Worth Radio Supply Co.
 Houston—A. R. Beyer Company
 Lubbock—R & R Supply Co., Inc.
 San Antonio—Olsen Radio Supply
 Tyler—Lavender Radio Supply Co.
 Waco—The Hareis Company
 Wichita Falls—Wichita Falls Bat. & Elec.

VIRGINIA

Norfolk—Ashman Distr. Company
 Roanoke—Leonard Elec. Sup. Co.
 Richmond—Johnston Gasser Co.

WASHINGTON

Bellingham—Waitkus Supply Co.
 Seattle—General Radio, Inc.
 Harper-Meggee, Inc.
 Sunset Electric Co.
 Spokane—Harper-Meggee, Inc.
 Tacoma—Wible Radio Supply

WEST VIRGINIA

Bluefield—Whitehead Radio Co.
 Charleston—Chemcity Radio & Elec. Co.
 Hicks Radio Supply
 Clarksburg—Trenton Radio Co.
 Huntington—Electronic Supply, Inc.
 Morgantown—Trenton Radio Co.
 Parkersburg—Randie & Hornbrook
 Wheeling—Wheeling Radio Supply

WISCONSIN

Green Bay—Neslo Electronic Dstrs.
 Madison—Radio Dstrs. of Madison, Wis.
 Milwaukee—Radio Parts Co., Inc.

.. * KOOLOHM RESISTORS

*REG. U. S. PAT. OFF.

Connecticut Retailer Draws Crowds With Regular Demonstrations



Veteran television dealer Thomas Cafora, Bridgeport, Conn., gives out 25 tickets 3 nights weekly for in-store video show, but there's still a crowd outside.

TELEVISION TOPICS

Pictures Draw Business for Television Sponsor

Ernest B. Loveman, head of television broadcasting for Philco Corp., has announced that an average sales return of about 2% a week was obtained by Gimbel Brothers, Philadelphia, for the department store's first six video programs over Philco television Station WPTZ. This was revealed as the first factual result of the pulling power of television.

The half-hour program, "All Eyes on Gimbels," presented every Wednesday at 8 p.m. from the Philco studios in downtown Philadelphia, consists of two parts, a commercial and a variety show. Only those products or services which can be demonstrated interestingly and realistically are shown. A new vacuum cleaner, for instance, is ideal for television, while a glass-radiation heater is not suitable.

With this sales return from the television commercials over WPTZ, the store would be doing a huge business from its video advertising alone if these commercials were reaching the audience of 100,000 set owners anticipated for the Philadelphia area within the next two years.

Trade Elements Join in Chicago Tele Drive

A campaign which envisions the cooperation of television stations and networks, manufacturers, distributors and dealers, has been launched in Chicago under the sponsorship of the local Electric Association, to "establish the city as a top-ranking television center."

An informal "kickoff" for the program, which is designed to stimulate the sale

and production of receivers, as well as promote improved and expanded telecasting facilities, was held when the plan was outlined for a large group of sales and advertising executives representing radio manufacturers and distributors at a meeting in the Electric Club.

A. A. Gray, secretary-manager of the association, presided at the session and A. B. Rodner, Jr., of Commonwealth Edison company's advertising department presented the program.

Big Promotion Outlined

Mr. Rodner said his company would "sparkplug" the activity with advertising, publicity and dealer demonstrations. He listed the initial objectives as follows: (1) To awaken manufacturers to the present and growing demand for television receivers in Chicago; (2) To enlist participation of manufacturers, distributors and dealers in the job of "solidly selling" television to the Chicago public through coordinated advertising, publicity and other promotion; (3) To convince the manufacturer of television equipment and other potential advertisers of the desirability of sponsoring television shows now, thus providing more good programs, which in turn will increase the demand for receivers, and (4) To spur the installation of new television stations in Chicago.

In a survey conducted among its customers, Commonwealth Edison learned that there is already a tremendous interest in television in Chicago, Mr. Rodner said. Of 2,000 persons interviewed, 575 listed television receivers among the electrical appliances they intend to buy first when they become available.

Austrian Hails Public Exhibition of Video

In an address before the RKO Radio Pictures sales meeting at the Waldorf-Astoria Hotel, New York City, Ralph B. Austrian reviewed the status of the television industry and pointed out that on Oct. 10th and 11th at the Waldorf "for the first time the public will be able to see, look at, feel and place orders for television receivers."

Mr. Austrian said that "as evidence of the strictly business attitude on the part of television broadcasters and manufacturers, there will be held at this hotel on October 10 and 11 the Second Annual Television Broadcasters Association Convention and Exhibition. Inasmuch as I am in a position to know what the plans are. There will be on display here the latest receivers, transmitters, studio equipment, etc. Actual television broadcasts will originate from this spot. Others will be piped or relayed in from stations as far away as Philadelphia and Washington."

The speaker pointed out that "stations are in operation in New York, Philadelphia, Washington, Schenectady, Chicago and Los Angeles. In these six cities there exists a market for quite a few million receiving sets. There are 8,000,000 wired homes and the percentage of the national buying power is 31½. The industry will undoubtedly start in what we term localized or regional broadcasting."

He said that "I still believe that practical theatre television is between a year and two years away."

NEW!
HICKOK

VACUUM TUBE VOLT OHM MILLIAMMETER

This newly designed HICKOK Model 125 is a dandy 3 purpose instrument for laboratories and radio service shops. You can make all necessary current, resistance and voltage readings with the use of this one compact instrument. Combines all advantages of a true vacuum tube voltmeter with the accuracy and high impedance input of an electronic D. C. voltmeter and an electronic ohmmeter. Frequency measurements well over 150 mc.

A special compartment at the side of the case provides for all accessory test leads. No zero reset required in changing ranges. Electronic protection of meter against damage from overload. Operation unaffected by variations in supply line—voltage or tube characteristics. D. C. polarity switching arrangement eliminates need of reversing leads. Special, shielded cable, furnished with probe assembly for A. C. measurements. Two 42" unshielded leads for D.C. voltage measurements. Finished in blue, baked crackle lacquer with satin chrome panel. Write for further details.



MODEL 125

SPECIFICATIONS

	Tube Complement
Size—10" x 11½" x 6"	1 9006—Rectifier in A. C. probe
Weight—15 lbs.	1 6X5GT—Power rectifier
Shipping Weight—13 lbs.	1 6SN7—Contact potential
Meter—Model S44A	1 6SN7—Vacuum tube voltmeter
	1 OD3/VR150—Voltage regulator



MODEL 534

SPECIFICATIONS

Size—17" x 18" x 8½"	Tube Complement
Weight—28 lbs.	1 No. 83
Shipping Weight—35 lbs.	1 No. 5Y3GT
	2 No. 6H6

NEW!
HICKOK

ALL-PURPOSE TUBE AND SET TESTER

The HICKOK Model 534 Dynamic Mutual Conductance combination tube tester-set tester is the most complete, full coverage unit available today.

Tests all present-day tubes by the same method used by tube manufacturers. Gas test culls gassy tubes. Locates shorts—hot or cold. Tests diodes separately. Indicates accurately line voltage. Tests grid controlled rectifier tubes.

In addition to Dynamic Mutual Conductance tube testing, the Model 534 measures: Milliamperes in ranges of 0-5-20-200 D. C., Volts in ranges of 0-20-200-500-1,000-5,000V A. C. 1,000 ohms per volt and D. C. 20,000 ohms per volt. Resistance of 0.1 ohm to 100 megohms; Capacitance—0.0001 to 100 microfarads in overlapping ranges; Inductance up to 100 henries; Decibels with range -10 to +50 D. B. Checks leakage of electrolytic or paper condensers. Satin chrome panel. Portable model only. Write for further details.

THE HICKOK ELECTRICAL INSTRUMENT COMPANY

10523 DUPONT AVENUE ★ CLEVELAND 8, OHIO

Jobber News

NEDA Sees Jobber Relief in New OPA Bill

The National Electronic Distributors Association, in a bulletin to its members, points out that some relief for pricing problems is now due to jobbers, via the new OPA bill. NEDA quotes Section 10, Subparagraph T, to the effect that "in establishing maximum prices applicable to wholesale or retail distributors, the Administrator shall allow the average current cost of acquisition of any commodity plus such average percentage discount or markup as was in effect on March 31, 1941."

The bulletin says that, as per the above, OPA must now review the price order on tubes, effective in May of this year, and issue a new order reinstating the exact percentage markup that distributors enjoyed on March 31, 1941. NEDA adds that similar relief will be granted to jobbers of medium and higher priced receiving sets.

GE Jobber Schools Attract Many

Coast-to-coast series of four new General Electric product service meetings was conducted recently for distributor service managers and other key service personnel, according to W. C. Noll, manager of the technical and educational sections of the company's product service division.

A practical breakdown of problems concerning the servicing of all GE major appliances took place in Atlanta, Bridgeport, Kansas City and San Francisco. Total attendance at the schools topped 200.

Eisenberg Now Owner of Newark Firm

Al E. Eisenberg has purchased all outstanding stock of Appliance Wholesalers, Newark, N. J. The firm is jobber for Clarion, Voss, L & H, Quaker, Ward room coolers, Kaufman, Avco, Kisco, Merit, Miracle, and other lines.

Principal office and showrooms are at 271-273 Halsey St. in Newark. Harry E. Mintz has been named general sales manager, and Emanuel Stein heads the service department. The company now serves 750 dealer accounts and the policy is strictly "Wholesale Only."

Rosen Names Two

Felix Gross has recently been appointed sales manager for Raymond Rosen & Company's home appliance division in Philadelphia.

The well known distributing organization also announced that William A. Christine, Jr., has been named to the building department of the firm, under Ray Keane.



TEXAS—Brand new building of Mission Radio Distributors, San Antonio, where self-service really gets a play. Customers may select radio parts from wall bins as well as trays on extra long counters. Air conditioning and drive-in parking are additional improvements at Mission.



TENNESSEE—Headquarters of Shobe, Inc., Memphis, has distinguished itself in several ways: streamlined store styling, a war on back-door selling, and extra variety in lines stocked.



LOUISIANA—Above, United Distributors, Inc., New Orleans, now occupy this 3-story lay-out, after a \$25,000 renovation. This warehouse and sales office involves 30,000 sq. ft.; the showroom has a black glass front, continuous rows of fluorescent lighting units, air conditioning, etc.

MICHIGAN—Below, extra window space catches the eye at J. A. White Distributing Co.'s new quarters in Grand Rapids. The organization occupies two floors plus basement, with 4,000 sq. ft. of display space—room for 500 dealer guests when the firm staged a Zenith radio showing.



Does non-productive service time cut down your profits?

PhotoFact* Folders Help You Make Up to Twice as Many Repairs a Day

Did you ever stop to estimate how much repair time is spent non-productively? How many hours you have to waste finding defective parts, figuring what replacements to use, trying to get these replacements?

Howard W. Sams & Co., Inc., has thought of it! What's more, in the Sams Radio Engineers' Service, it

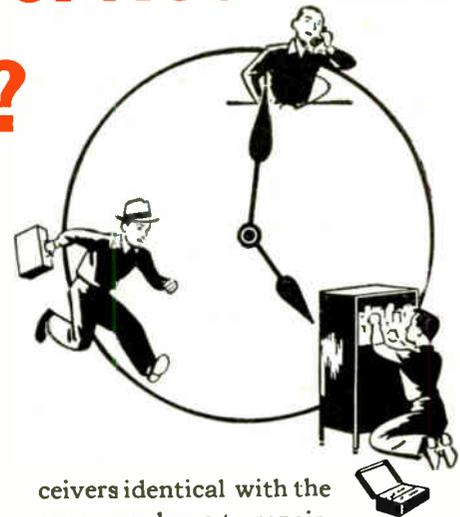
does something unique and different about it! This revolutionary service can easily help you make up to twice as many repairs a day!

What PhotoFact Folders Are

PhotoFact Folders provide information to help you service radio receivers in the fastest, most accurate way possible. Pictures and facts are presented in such a way that you get the story clearly, completely and concisely.

PhotoFact Folders come in handy sets—30 to 50 at a time—"easy to file" Folders—at a cost of only \$1.50 for each set. They cover all new radios, phonographs, inter-communication systems and power amplifiers as they reach the market.

Original manufacturers' parts as well as standard replacement parts are listed. No ordinary service data is used. Instead, you get the combined "know how" of engineers who have made every measurement, every necessary adjustment, on re-



ceivers identical with the ones you have to repair.

The Sams Institute

Purchase of all PhotoFact Folders automatically includes membership in the Howard W. Sams Institute. This means that you get the assistance of topnotch specialists in working out economical shop practices, getting more customers, developing accounting procedures, being informed of the thinking and planning of the radio industry!

Act Today

Demand for PhotoFact Folders is rapidly approaching the saturation point. Paper shortages may make it impossible to send you sets Nos. 1 to 3 at once. But reprints are being made—and you will get additional sets as fast as they are issued. The publishing date of Set No. 3 is August 25. Order Set No. 3 today. Use the coupon below!



In Each PhotoFact Folder You Get—

1. A cabinet-view photo of the receiver to help you establish identity and control functions.
2. A top-view photo of chassis and speaker to identify component parts and alignment points.
3. A bottom-view photo of chassis and/or accessories.
4. A complete list giving keyed reference to all parts, alignment and schematic diagram.
5. A complete schematic diagram of the receiver.
6. Stage gain measurements listed on the schematic diagram.
7. A complete voltage and resistance analysis chart for rapid check of operational values.
8. Complete alignment instructions on the receiver consistent with the keyed alignment points indicated in top- and bottom-view photos.

*Trade Mark Reg.

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.

CHECK ONE OR MORE SQUARES PLEASE PRINT

- Send Set No. 1 Send Set No. 2 Send Set No. 3
- Send complete information and reservation card.
- My (check) (money order) (cash) for _____ sets (at \$1.50 a set) is enclosed. (If you send cash, be sure to use registered mail.)

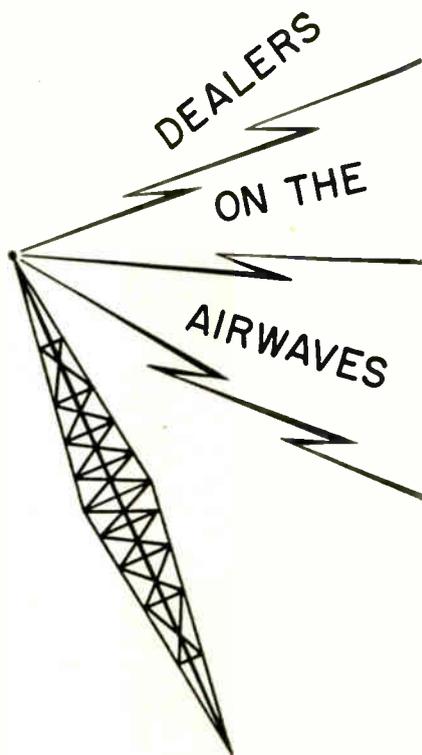
Name _____ Address _____

City _____ Zone _____ State _____

Company Name _____

My Distributor's Name _____ City _____

HOWARD W. **SAMS** & CO., INC. **RADIO PHOTOFACT SERVICE**



Can you use **BROADCASTING?**

In Some Communities a Local Radio Station May Offer Worthwhile Means for Retail Advertising

• If you operate in a community which has a radio station covering your own trading area without waste, it may pay you to—

Get on the air!

Tie your name to radio broadcasting. Under the right conditions, radio can be one of the most powerful forms of advertising for retailers.

Some dealers have found that local radio programs are a natural means of advertising their disc departments. Listeners to musical programs are likely to be record customers.

These dealers do not, however, always require records to bear the full expense of radio advertising. They plug radios, electrical appliances and other merchandise as well.

But *beware of the pitfalls!* Before you invest much money in radio advertising, Stop—Look—and—Listen!

Dangers of Waste

Be sure the station you use covers, without waste, an area which corresponds with that from which you can expect to draw customers.

Many dealers find that they sell to only one neighborhood while the local radio station blankets many square miles. In such cases, radio advertising does not pay out.

Even if your store covers the same area as the radio station, it still may not be a good buy. Other more popular or more powerful stations, either in your town or in a neighboring town, may leave your station without a substantial audience.

Sometimes this happens only at certain hours when the competing station dominates the area with a popular program. If you are unlucky enough to have bought time against such a program, you have swapped hard dollars for just so much empty ether.

One way to advertise over the radio is to buy "spots." These are 50-word, 100-word, or one-minute announcements which come as breaks between the regular programming. They cost between \$2.50 and \$10 apiece, depending on quantity and audience.

"Spots" look like the cheapest form of broadcasting. But it takes a great many of them to make any permanent effect on the audience.

If you use them, use lots of them not too far apart. Their best function is for announcing sales or new items such as phonograph records just released. If used for this, saturate the air with them during one or two days.

The Radio "Show"

Another form of radio advertising for larger retail operations is, of course, the "show." Shows usually last one quarter, one half, or one hour.

Shows are sold in thirteen-week periods. But it is good advice not to go on the air with a new show unless you are prepared to stay 26 weeks.

Radio shows gather interest like a down-hill snowball picking up snow. A show that builds accumulative interest is your best bet for getting the most out of your broadcast advertising money.

As with "spots" the prices for a "show" vary considerably. You may spend as little as \$15.00 or more than \$25.00 for a quarter-hour. Larger "shows" are naturally more expensive.

If you buy time for a "show" you

will have to decide what time of day you want and what day or days of the week. It varies with localities, but generally speaking Saturday night is the poorest (nobody home) and Sunday afternoon and evening, the best. Monday night can also be very good.

Selection of Hours

The hours between 6:00 and 10:00 P.M. have the most listeners and are the most expensive to buy. They may, however, be the most profitable to use for a general or musical program. The daylight hours are less expensive and may be better if your customers are mainly housewives.

Early morning hours are often very inexpensive. But don't let that fool you. If your show is at 6:30 A.M., it should be there because you want to reach early rising farmers with a hill-billy program and not because the time is cheap.

In planning your radio advertising, obtain as much financial aid as possible from your suppliers. Some manufacturers and distributors will pay as much as 50% of the cost of a program.

Remember that all you buy from the station is time. Many small stations maintain a copywriter, but he is usually so overworked he never has a new idea after nine in the morning.

Planning the Program

It is really up to you to supply the "talent" and copy or script that will keep *your* customers listening. Unless they do, that stuff that is being paid for out of your wallet is just so much kilocycles.

To plan a radio program sounds hard but it can be done. And has been done successfully by many alert retailers.

(Continued on page 140)

MAKING TUBES IS EASY...



If
**YOU KNOW
HOW!**

Hytron commercial engineer makes precision measurements of 50L6GT performance in many typical radio receivers. He then compiles weighted averages of tube characteristics selected to be correlated for functional testing.

Out of the commercial engineer's investigations grows this functional production tester. Combined functional and standardized tests are quicker. Operator can be even more accurate, and you are assured of more uniform performance.



FUNCTIONAL TESTING ..

You may have discovered that a tube rigidly inspected by standardized testing procedures (JAN, RMA, IRE) still may not perform satisfactorily in your equipment. Ordinary control of basic characteristics may not be enough. Functional dynamic tests—selected and correlated to simulate performance in typical equipment applications—may have to be added.

Simple analogy explains why. Testing of fundamental tube characteristics is like inspection of individual components of multi-ganged tuned circuits. When the tuner is assembled or the tube connected into a circuit, coils and condensers or tube characteristics may not combine properly. Individual variations within tolerances may be in opposition. Operational tests are the only positive checks.

Hytron commercial engineers, therefore, developed functional testers like the illustrated 50L6GT production test kit

Another **HYTRON EXTRA!**

—essentially a customary equipment circuit. Whether or not a part of the standardized tests, 50L6GT characteristics related to power sensitivity and output are simultaneously checked for smooth dynamic interaction. This comprehensive functional test automatically includes additional minor tests—pertinent but usually omitted from production testing. Hum itself is also measured, because no basic characteristic test controls it adequately.

Functional testing is another Hytron extra. Based on painstakingly acquired know-how, it is often the best and easiest way to assure you of uniform, reliable tube performance in your equipment.

SPECIALISTS IN RADIO RECEIVING TUBES SINCE 1921



HYTRON

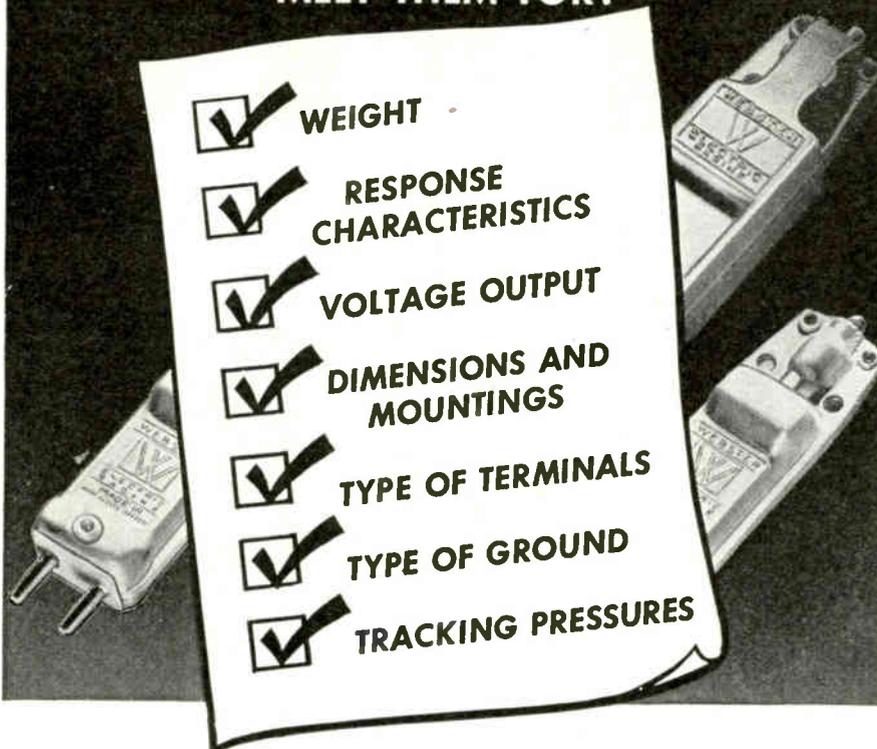
RADIO AND ELECTRONICS CORP.



MAIN OFFICE: SALEM, MASSACHUSETTS

Check Your Requirements

WEBSTER ELECTRIC CARTRIDGES
MEET THEM FOR:



● When you are using or selling cartridges for replacement or repairs, the wide selection available in the Webster Electric line makes it possible to select the correct cartridge for the best results.

You'll find that all models offer exceptionally uniform response over a desired range of frequencies, and are made to give low distortion and minimum needle noise.

In addition to the Webster Electric line of cartridges, complete tone arm assemblies of improved design are also available.

All Webster Electric products are carefully designed and manufactured under highest quality standards. They have been on the market for years, and during this time have proved their value for long life and top performance.

Chart RC-147 shows the correct tone arm or cartridge for replacement use. A copy is available to you by writing Webster Electric Company, Racine, Wisconsin.

(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"

FM for Dealers

(Continued from page 46)

merchandising a glamorous product like FM-equipped radios.

FM is a natural for the well-established, well-thought of store because being a high-priced product consumers will not be willing to buy it from every Tom, Dick and Harry. Customers will seek out the store whose appearance is in keeping with FM, whose reputation is known to them to be good and whose brands are familiar to them.

Dealers Take Action

Many of the country's outstanding dealers are laying the groundwork now for the profitable merchandising of de luxe radios. Out on the Pacific Coast a merchant is building a "studio" trailer which will be fitted up to simulate an attractive living room. He will drive this novel rig up in front of the prospective customer's house and through use of a long service cord, plugged into the home owner's electric service, will demonstrate receivers in the trailer.

One of Philadelphia's finest stores, whose owner always insisted that every radio prospect be shown FM by the salesman, is prepared to resume this practice. He points out that an FM sale means more profit, more customer-satisfaction and additional sales from neighbors, friends and relatives. "My customers use their FM sets as 'demonstrators' in their homes," he says. "The 'sales talks' they give are genuinely appealing because there's no mercenary aspect."

Static-Free Reception Sells Itself

In the early days of FM, one dealer bought an FM-equipped set to "try out." This merchant's store was situated in a district where there were many sources of interference which seriously hampered his demonstrating facilities. He became so "sold" on the FM receiver's static-free reception that before he knew it he was in the FM business in a big way. This dealer plans to be more active than ever in this great new market for FM radio.

Right now the dealer's problem is to get the FM merchandise, but the picture is brightened by the assurance that he will get some sets before long and may have enough to do a bang-up business in the not-far-distant Christmas market.

PROFITS

...are Hiding in Unused Radios

At least 1,000,000 portable radio sets now lie idle waiting for minor repairs . . . and batteries that YOU can supply them.

Yes—"Eveready" "Mini-Max" Portable Radio Batteries. You can get them now—all you need. Quickly and easily.

And you can reach this quick, profitable replacement business *simply* by displaying your stock. Most of the owners of those 1,000,000 "dead" sets . . . and a big part of 3,000,000 other portable owners whose sets are still in service . . . don't realize how easy it is to get needed "Eveready" battery replacements.

Get your "Eveready" radio battery stock up on the counter . . . down front in your window. And get your share of these ready-made profits!

The registered trade-marks "Eveready" and "Mini-Max" distinguish products of National Carbon Company, Inc.

NATIONAL CARBON COMPANY, INC.

30 East 42nd Street, New York 17, N. Y.

Unit of Union Carbide and Carbon Corporation



DISPLAYS RING THE REGISTER!

Trade Activities

St. Louis Dealers Switch to Monthly Priorities

Several St. Louis, Mo., radio-phonograph retailers have found it possible to eliminate all of the bad features of "priority registrations" on future delivery by placing this system on a "monthly renewal" basis.

Under this plan, names and addresses of customers who register for new radios, appliances, etc. are no longer left to accumulate in the file indefinitely. Instead, they are advised by the dealer salesman that to keep their priority "alive" and demonstrate real need for the merchandise, they must come in the first of each month and re-register.

Advantages of Plan

"The advantages of this system are amazing," Paul Grieves, head of a Maplewood radio store explained. "First, it means that there is absolutely no deadwood in the priority file—and that we can depend on getting immediate response from every name on the list. If we simply kept up the file indefinitely, it would have no actual value because customers will simply register with every dealer convenient to them and buy from the first one who calls up. Our experience has been that only the customer who really wants a new radio badly will take the trouble to come down and sign up each month—which we take as a demonstration of good faith.

"Another virtue of this idea is that it keeps up a stream of traffic into the store—customers who can be sold phonograph records, accessories, etc. while waiting to register. We can trace a lot of our recent sales volume to the continued calls of re-registering prospects. One customer, for example, came in three times and eventually ordered a \$250 console phonograph—business we certainly would not have gotten if he had made only one call."

Mr. Grieves cited an instance where the store made a delivery of radio to the No. 2 name listed on the old priority system. The family turned out unable to pay for it and admitted that they had registered at no less than ten stores. "With the monthly system, nothing like this can happen," he stated.

There are still plenty of people coming in with the hope of getting specific appliances, according to the half dozen dealers who have adopted this plan. To each, the dealer addresses a careful explanation that his registration is good for only 30 days, during which the store will make every effort to deliver it. If no delivery is made, the customer is told, he should remind himself to return to the store and register again. "Customers appreciate the businesslike efficiency of the idea," it was summed up, "and we save unnecessary wasted time, extra costs and good-will by dealing only with hot prospects ready to buy."

Jobber Names New Sales Executive

Appointment of J. J. McCormick as sales manager has been announced by Slap & Lasky of Philadelphia, distributors of radio and electrical appliances in eastern Pennsylvania, South Jersey and Delaware. During the war Mr. McCormick served as senior radio and radar specialist for the War Production Board.

Additional appointments made to the sales staff of this firm were Roy Siegel, ex-Air Corps Lt., as manager of ARA record division as well as Paul Lasky, Frank F. Curson, Marvin Glouser and Theodore Kaplan, all vets, to handle the S & L Territory.

Westinghouse Branch Head

Appointment of Jordan K. Silver as manager of the New Haven, Conn., branch of the Westinghouse Electric Supply Co., has been announced by E. V. Wetmore, New England district manager.

Made Managing Director

C. C. Simpson has been elected managing director of the National Electrical Retailers Association, which now has its national headquarters at 1304 Eye St., N.W., Washington 5, D. C. Next Spring, according to Mr. Simpson, the NERA main office will be set up at 1437 Merchandise Mart, Chicago 54, Ill.

Camburn to New Building

M. B. Burnstein, president of Camburn, Inc., manufacturers of automobile antennas and suppressors, announces that the company has moved to 32-40 57th St., Woodside, N. Y. Designed for Camburn's needs, the new factory is a modern two-story brick structure. Camburn was formerly located on Broome St. in New York City.



"We ordinarily guarantee it for twenty years, but in your case I'll make it a lifetime!"

Missouri Expands

The Crest Corp., St. Louis distributor of Bendix radio and appliances, has sold the property it now occupies here and will move to a new office, sales and warehouse building at 3949 Forest Park, now under construction at an estimated cost exceeding \$100,000.

Officers of the Crest Corp. are William Schmidt, president; Frank S. Purviance, vice-president, and G. L. Weseman, secretary.

Vet Radio Men Open New Company

Arrow Sales, Inc., 59 W. Hubbard St., Chicago, is the new name for the Arrow Radio Company. Rudy Weiss, for many years associated with radio and electronics, has dissolved the latter and is president of the Arrow Sales, Inc.

Ralph Sackley, in radio for 20 years and formerly sales manager for the war assets of Belmont Radio Corp., is secretary-treasurer of the firm. The company has moved into its own new, large building at the Hubbard St. site.

New England Store Doubles Space

World Appliance Co., 7 Granite St., Quincy, Mass., is now doing business at its new quarters in the local shopping center where floor space is double that of the previous site. H. C. Smith and Robert F. Hendrickson are partners in the firm.

Mr. Smith's statement of policy is that servicing of radio and appliances is indispensable to a store, but he believes that a dealer is primarily a seller of merchandise. Extensive newspaper advertising is planned by the company.

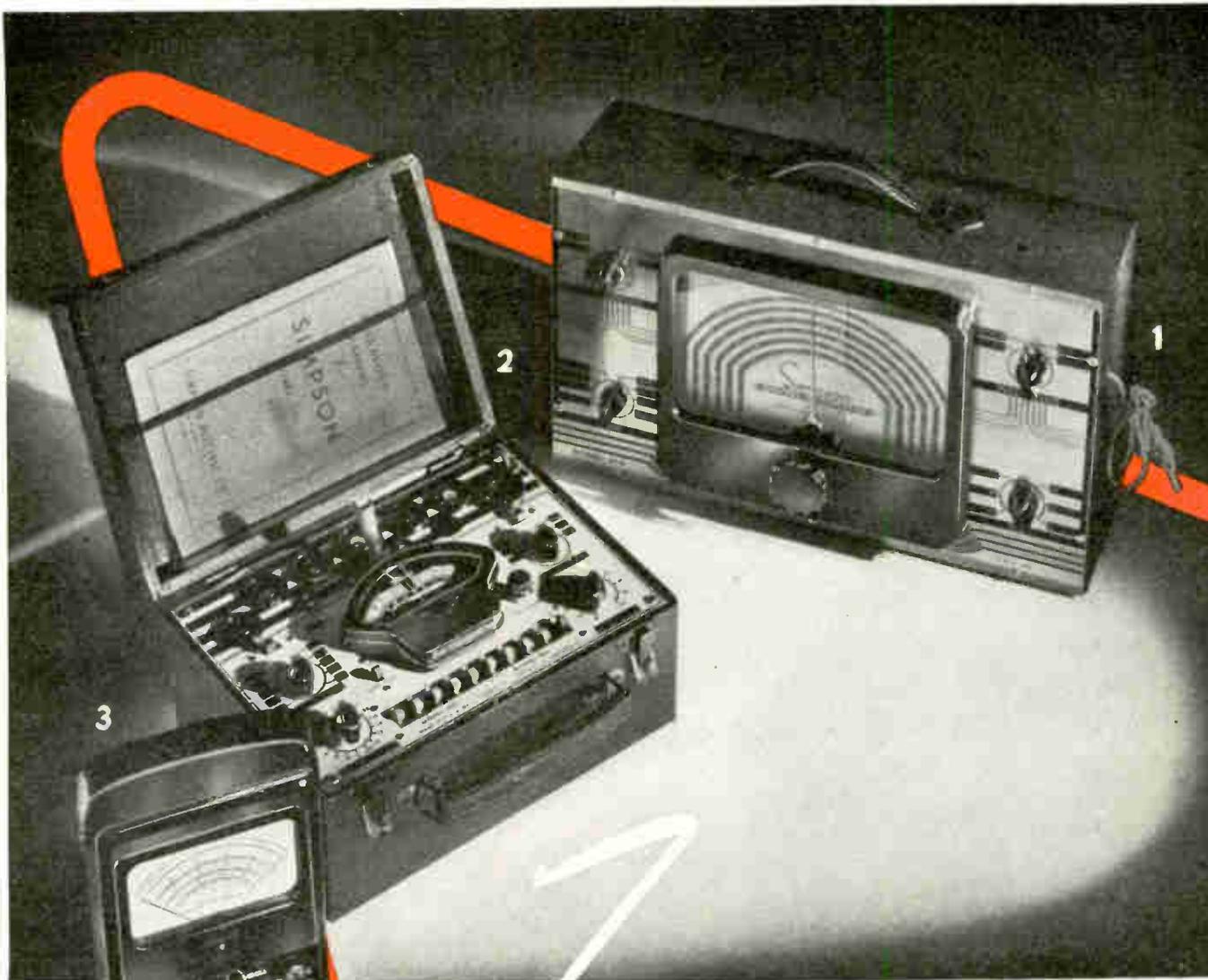
New Shop in Dwight, Ill.

New radio service organization in Dwight, Ill., has been opened by Ford Seabert, formerly a television engineer for Farnsworth at Ft. Wayne, Ind. Mr. Seabert got his technical training at Tri-State College, Angola, Ind., and subsequently worked as district engineer for Indiana Service Corp. before he became an electronics officer in the Navy.

Mulroy's New Radio Store Gets Going

A new radio outlet in Worcester, Mass., is Mulroy's Radio Shop at 76 West St., Worcester, Mass.

James S. Mulroy, veteran of four and a half years service in the Army is the general store manager. He plans to carry a full line of radios and traffic appliances. The service department is under the supervision of James R. Mulroy who has been in this field for over 20 years.



Model 315 Signal Generator.
Designed down to the most minute detail for highest accuracy, greatest stability, minimum leakage, and good wave form\$67.35

Model 305 Tube Tester. Tests all tubes. Provides for filament voltages from .5 volts to and including 120 volts. Spare sockets for future tube developments...\$46.25

Model 260 High Sensitivity Set Tester. 20,000 ohms per volt. D.C. Voltage ranges to 5,000 volts A.C. and D.C. Resistance ranges to 20 megohms. Current ranges to 500 milliamperes.....\$38.95

This Simpson "Big 3" *... gives servicemen a real profit-making set-up*

● The successful radio serviceman today must have the finest in test instruments for a very practical reason—that's his only hope of present and continued profits. To meet the tremendous volume of business available he must be able to "trouble-shoot" fast and *accurately* every time. Only thus can he correct trouble speedily, with satisfaction to the customers.

Simpson offers you, in three basic test instruments, the accuracy and advanced electronic engineering which have given Simpson the proudest name in the industry. They are tried-and-tested examples of the kind of instruments Simpson has always built. Their use will demonstrate that from Simpson alone can you expect "instruments that stay accurate" with construction and design that lead the field.

To dealer and to serviceman alike, Simpson offers today the assurance of continued profits that only quality can give. No Simpson instrument is ever marketed, or ever will be, unless its makers feel that, of its kind, nothing finer can be produced.

Simpson

INSTRUMENTS THAT STAY ACCURATE

SIMPSON ELECTRIC COMPANY
5200-5218 West Kinzie Street, Chicago 44



HOWARD RADIO PHONOGRAPH

with FAST, QUIET, AUTOMATIC RECORD CHANGER

Jeweled Feather-Light Tone Arm Floats Gently Across Records!

This distinctive new able model is engineered for thrilling radio and recorded entertainment. Like the larger Howards with *Acousticolor*, it bespeaks superb styling and enduring craftsmanship. Its automatic record changer, housed in a special acoustically treated compartment, operates at the touch of a button.

Needles don't have to be changed either—Howard's genuine sapphire stylus brings out the true rich tones of thousands of records. Features like Alnico "5" PM speaker, beam power output and high gain built-in antenna place this new Howard in front rank position. You'll agree it's a winner.

*America's
Oldest Radio
Manufacturer*

HOWARD RADIO COMPANY

CHICAGO 13, ILL. NO. 15
PIONEERS IN FM RADIO

Stock Has Wings

(Continued from page 35)

the servicers had "robbed" a part—hadn't charged it out. A charge-out slip would have acquainted the proprietor with the fact that the part had been removed and would have given him the opportunity to rush an order for another part and, pending its arrival, he could have advised the salespeople not to attempt demonstrating the receiver.

The first step in administering a good charge-out system is to *make* it work by making employees live up to its regulations.

When a salesman is very busy waiting on a number of customers in a store he is prone to carry some of the cash or charge transactions "in his mind"—to be booked "later." Such method frequently results in losses and should not be tolerated by the head man in any organization.

The properly drilled salesman will go and write out a sales slip for each transaction. He will charge the flashlight batteries, toaster and cordset to Mrs. Williams immediately after she has ordered them from him. The other customers must wait. That's a rule that makes cents—and more importantly it makes dollars and cents for the dealer.

Don't give away or lose merchandise, parts or supplies, is good advice from the nation's leading dealers.

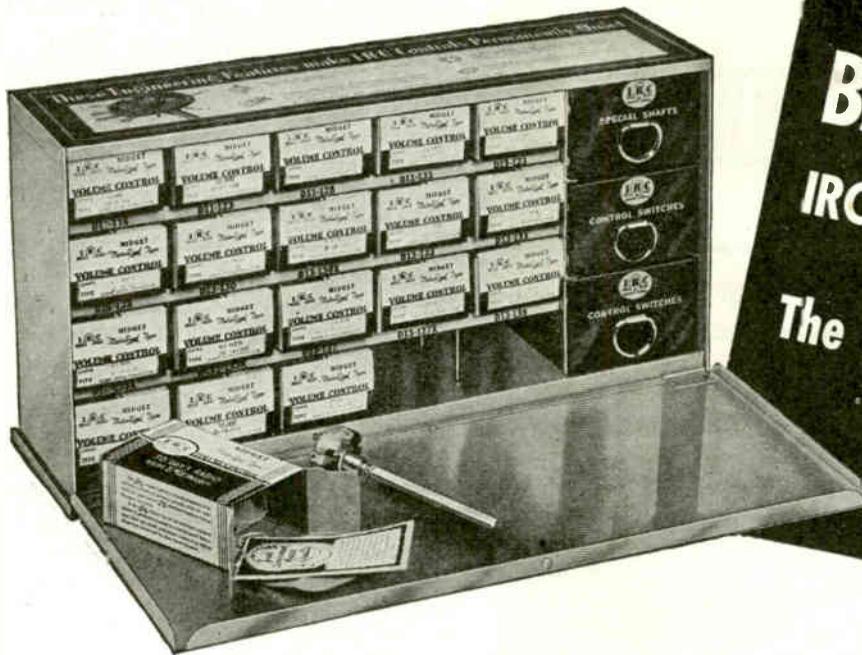
Contact Means Business

(Continued from page 39)

these promises to the syllable. It happens that one of the characteristics of the area is that it has few "drifters"—that is, the majority of people there are home owners who stay in the community for years.

In such a community, if a dealer does not conduct himself with complete honesty, dependability and efficiency, he will find himself with a permanent lack of clientele. Nassau & Queens Radio likes to make guarantees and to back them up to the letter, operating on a courteous but firm theory that the customer must be satisfied.

Mr. Sollima stocks a wide variety of merchandise, in addition to the standard radios, appliances, and records. His lines include electric light bulbs, lawn sprinklers, heat lamps, fans and heaters, cookers, flashlights, electric sewing machines, table lamps, fire extinguishers and radio construction kits.



BACK AGAIN!
IRC Volume Control Kit
The Kit That Ends Your
Stock Headaches

All Steel Cabinet FREE With Ordered Controls

Here's a time-saver, service speeder—IRC Volume Control Kit, 18 Type D All-Purpose Controls, 6 Switches and 5 Special Shafts--a wide utility stock suited to 87% of all replacements.

This kit is delivered to you factory-packed in an attractive all steel cabinet, which provides 20 individual, marked compartments for the controls—you see at a glance what types to reorder. Three handy drawers accommodate switches and shafts. The hinged cover fastens shut securely so the cabinet may be carried with you when required. Base is arranged for stacking where more cabinets are needed.

The cabinet is FREE with the kit of 18 controls ordered at standard control prices. It is not sold separately. Order from your IRC distributor today!



INTERNATIONAL RESISTANCE CO.

401 N. BROAD ST., PHILADELPHIA 8, PA.

In Canada: International Resistance Co., L'd., Toronto, Licensee

BRILLIANT PERFORMANCE

that wins customer applause

TURNER MODEL 211 DYNAMIC MICROPHONE

Combining high fidelity with rugged construction, the Turner 211 Dynamic offers finest reproduction under a wide range of operating conditions. Its precision built dynamic circuit utilizes an improved magnet structure and acoustic network to extend the high frequency range and raise the extreme lows. A specially designed diaphragm results in unusually low harmonic and phase distortion without sacrifice of high output level.



Field tested under the most difficult operating conditions the brilliant performance of the Turner 211 never grows dim. Neither climate, altitude, nor temperature affect its operation. Its response remains free from peaks or holes from 30 to 10,000 cycles to reproduce both voice and music with lifelike clarity.



You can recommend the Turner 211 Dynamic with utmost confidence for quality recording, sound system, public address and broadcast work.

Ask your distributor or write

THE TURNER COMPANY

903 17th Street N. E., Cedar Rapids, Iowa



TURN TO TURNER FOR THE FINEST IN ELECTRONIC EQUIPMENT

Licensed under U. S. Patents of the American Telephone and Telegraph Company, and Western Electric Company, Incorporated.



SPECIFICATIONS

- Output Level: -54DB at high impedance (1 volt/dyne/sq. cm).
- Frequency Response: Flat within ± 5 DB from 30-10,000 cycles.
- Impedance: 30-50 ohms, 200 ohms, 500 ohms, or high impedance.
- Case: Salt-shaker type, chrome satin finish, 90° tilting head.
- Cable: 20 ft. heavy duty with removable type connectors.
- Uni-directional
- Mounting: 5-27 thread (Standard Thread).

Selling Appliances

(Continued from page 88)

long. Each has a counter and two shelves. Both are designed to display a variety of traffic appliances and other small merchandise.

"In planning the layout of the main floor," says Mr. Feinman, "I have tried to follow two basic principles of traffic flow. The first is to place impulse merchandise and smaller items so that people must pass displays of them first to reach the larger items and the demand items. The second is to give a balance to the layout."

To be sure people see these products as they pass them, Mr. Feinman has installed fluorescent, luminaires overhead. These are of the semi-direct type in the main part of the store, and direct in the office, model kitchen and windows.

The second floor is devoted to service and storage of small merchandise. There are eight separate rooms on this floor. Ultimately some of the space upstairs may be used for demonstration rooms of radio-phonograph combinations, classical phonograph records, etc.

"We must compete not only with other radio and appliance stores, but also with the department and furniture stores in Lynchburg," said Mr. Feinman. "Doing this boils down to just a question of merchandising."

A study of the layout and equipment in this store seems to indicate that Feinman's will succeed in meeting this competition.

Summer Portables

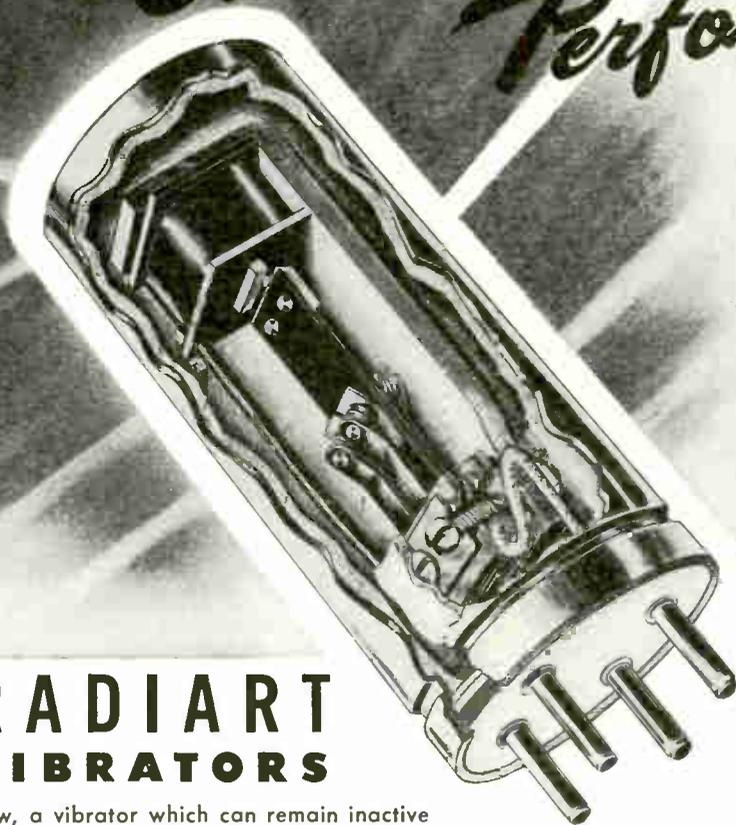
(Continued from page 105)

has caused novel troubles. The components of lower-priced portables are not impregnated against moisture effects. Intermittent operation is often traced to corroded battery plugs and wires, oxidized tube prongs (especially on miniature tubes), requiring sandpapering and warped speaker cones.

When salt water spray has reached the chassis, use a hot iron and flux on the soldered connections. Volume controls may have carbonized elements so corroded that cleaning is impossible and replacement necessary.

Service work on portables which have been used all summer is easy to sell. Use your window for a strong promotion on overhauling these "tired" portables in preparation for late summer outings, fall dances and sports events.

For Outstanding Product Performance!



RADIART VIBRATORS

Now, a vibrator which can remain inactive indefinitely, and start instantly... every time! Effectively sealed against air and moisture the Radiart Vibrator is designed for sure dependable operation under conditions which lick ordinary units. Write today for new, free catalog.



MEISSNER ANALYST

The Meissner Analyst, above... fastest and most reliable set testing instrument available to the service trade. Five separate and distinct channels. All controls accurately calibrated... functions clearly indicated.

THORDARSON TRANSFORMERS

51 years of outstanding reputation for quality transformer manufacture. That's what you get when you buy Thordarson.

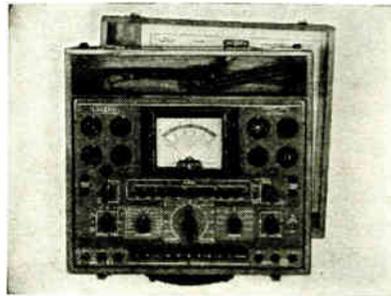
THORDARSON • MEISSNER • RADIART PRODUCTS LISTED AND RECOMMENDED BY PHOTO-FACT FOLDERS.

ELECTRONIC DISTRIBUTOR AND INDUSTRIAL SALES DEPARTMENT MAGUIRE INDUSTRIES INCORPORATED, 936 NORTH MICHIGAN AVENUE, CHICAGO 11, ILLINOIS

ALL IN ONE PACKAGE



You've got a lot of "sharp" instruments in a small space when you buy the Jackson Model 637. In addition to complete tube testing, it combines 9 functions and 27 ranges, readily selected by push buttons that save time and guesswork.



MODEL 637 DYNAMIC OUTPUT TUBE TESTER

with complete universal meter ranges

1—Dynamic Output Tube Tester—accurate, thorough. 2—Ballast Tube Tester—finds shorts or burn-outs. 3—High-sensitivity Neon Continuity Tester. 4—Condenser Tester for finding shorted or leaky condensers. 5—Multi-range A.C. Voltmeter: 0-10/100/250/500/1000/2500. 6—Multi-range D.C. Voltmeter: 0-10/100/250/500/1000/2500. 7—Decibel Meter—Ranges from minus 10 to plus 14/10 to 34/30 to 54. 8—Multi-range D.C. Milliammeter 0-1/10/100/250. 9—Ammeter Range—0 to 10 amperes D.C. 10—Triple Range Ohmmeter 0-3000/300,000/0-30 megohms.

Automatic Push Button Selector—permits instant use of any range. Remarkably fast; reduces chance of mistakes.

Full Range Filament Selection—from $\frac{3}{4}$ V. up to and including 115 V . . . Filament selector marked directly in volts at each position.

Tests All Tubes—all of the popular receiving types and television amplifiers, including Banrams—Miniatures—Locals—Single Ended—and High-Voltage Filament Types. Provision for many more. Two spare socket positions are provided on panel.

"Dynamic" Method of Test is more accurate, frequently finds "poor" tubes which might pass for "good" in ordinary testers.

New High-Voltage Power Supply—permits using higher plate voltages (over 200 V. for some types), giving more accurate results.

Most Improved Type of Switching System—Spare circuits and switch positions are provided for future use on different tubes.

Controls Easy to Use—You don't waste time figuring out the next move.

Illuminated Meter Dial easy to read. Noise test jacks provided. Dimensions: $14\frac{3}{4}$ " x $13\frac{3}{4}$ " x 6". Weight 14 pounds.

Accessories—Complete with self-contained battery (for ohmmeter), and test prods.

JACKSON

Fine Electrical Testing Instruments

JACKSON ELECTRICAL INSTRUMENT COMPANY. DAYTON, OHIO

Using Broadcasting

(Continued from page 130)

In advertising phonograph records the problem is much simplified. Discs are a ready-made source of a tremendous variety of talent, from the latest releases to the oldest favorites and from jitterbug to classical. It is up to the dealer to choose the type that best fits his clientele and the products he wants to sell.

People who handle albums and high-priced combos have used classical records on Sunday or evening shows to connect their names to quality merchandise.

One merchant in a college town who catered to the younger set, started a contest program to select the most popular jive band and had a campus "war" on his hands that "consumed" hundreds of his records.

Another dealer on the main street of his town uses the radio exclusively. Through the years he has developed a succession of outstanding programs.

He hires his own radio announcer and writes the copy. On one program he lets the announcer do considerable ad libbing.

He has developed programs which have a high listening audience. For example, Bing Crosby's phonograph records can be played in his city only on his program.

This dealer uses radio because the city is isolated. The nearest large town is 110 miles away. Other large cities are still farther from him.

The station completely dominates the radio audience so that the advertising dollar he spends reaches the people he serves. This may be contrasted with a large metropolitan area where the situation is totally different.

Under favorable broadcast conditions radio showmanship can be made to pay big profits. You can use phonograph records of your own "live" programs and advertise each department in turn to give your entire store the glamor of broadcasting.

Aldrich New Sales Manager

The Presto Recording Corp., New York, announces the appointment of Thomas B. Aldrich as general sales and advertising manager. Mr. Aldrich has been with the company for the past ten years. In 1942, he was granted a leave of absence to enlist in the U.S. Army. He spent two years in Europe as a captain in the Air Force.



MINIATURE
AMPLIFIER #50B5
Ideal for many
radio applications

TUNG-SOL DEALERS

can't help talking about it!



As a radio service dealer, I'm interested in making money. And making money isn't only how much comes over the counter, but how much stays in the till after paying expenses.

For instance, making good repair jobs that go bad after you have put your time and parts in them. You can't charge the customer the second time so it comes out of your pocket. You can bet

that I watch out for parts that I have to make good on.

I've noticed that when I replace a set of tubes with TUNG-SOL I don't have call backs. Those tubes were always good. Now, with sets coming through with TUNG-SOL miniatures, they seem more rugged than ever.

That TUNG-SOL line is an up-to-date quality line that is merchandised right. The prices let you make a dollar yet the sales policy discourages cut-throat competition. With the TUNG-SOL line I have tubes to service practically every kind of equipment that comes in.



TUNG-SOL

vibration-tested

ELECTRON 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



GET SET FOR FALL
battery business by tying in
with this hard-hitting program on

**BURGESS
BATTERIES**
for RADIO • HEARING AID
FLASHLIGHT • INDUSTRIAL
IGNITION SERVICE

BURGESS offers you a whole program of selling helps to boost your volume of Burgess Batteries this fall and winter. Use this Burgess program to get your share of the profits from this busy battery season.

The Complete Line for radio, hearing aid, ignition and flashlight service enables you to serve *more* customers with one outstanding line, recognized for quality!

National Advertising in leading magazines pre-sells Burgess Batteries for you. Ads in *The Saturday Evening Post*, *Liberty*, *Collier's*, *American Magazine*, *Better Homes and Gardens* and leading farm papers reach over 20 million battery users every month,

Dealer Promotional Helps . . . display material, dealer order forms, window streamers and eye-catching packaging . . . all designed to help you do a complete selling job on the *complete* line.



Counter
Display Card



Future Order Form

Colorful Window Streamer



WRITE TO YOUR DISTRIBUTOR TODAY
for complete details on the big
Burgess Fall Sales Program

BURGESS BATTERIES

To our Burgess Distributor
Gentlemen:

Send us full information on the Burgess Fall Sales Program. Send us a Preferred Stock Order Form to help simplify ordering.

NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

Forms of Business

(Continued from page 102)

partners agree to do so. It, too, may assume a trade style.

Each partner pays his own share of the income of the partnership on his individual Federal income tax return. However, this does not exempt the partnership from filing a Federal return.

Limited duration is a characteristic of partnerships. The partnership agreement is terminated by the death of the partners.

Some partnerships use life insurance to help extend their duration. Each partner takes out a policy equal to his interest, and names other partners as beneficiaries. Upon his death, they can use the proceeds to buy out his interest from his estate.

There are, of course, other ways in which partnerships may end. Some of these are by mutual consent, by the withdrawing of a partner, or bankruptcy.

Unlimited liability is another attribute. Although the partners may have made an agreement as to who shall share what loss, any creditor can take legal action against any partner for the entire amount of his claim.

Responsibilities Vary

Some radio and electrical appliance dealers have found financial backers who are willing to put up money but who wish to avoid any liability beyond the investment itself. In a number of cases the solution has been to form a "limited partnership," with one or more general and one or more limited partners.

Some partnerships, either ordinary or "limited" ones, are restricted to the members of one family. These have been set up by some dealers.

They make it possible to divide the net income from the business two or more ways. One result of this may be to reduce the Federal surtax on the entire income.

To be valid for tax purposes, a family partnership must operate on certain lines which have been decreed by the Supreme Court. The latter has ruled that a husband and wife could become partners "if she either invests capital originating with her or substantially contributes to the control and management of the business, or otherwise performs vital additional services, or does all of these things."

TELEPHONE PORTSMOUTH 7600
CODE WORD • JERAD

Jensen
*Fine
Acoustic
Equipment*



MANUFACTURING CO.
6601 SOUTH LARAMIE AVE.
CHICAGO ILLINOIS

"ALL THE JENSEN SPEAKERS YOU WANT"

During the war...when we were building and shipping thousands of loud speakers every week for the Armed Services...we would have staked our last dollar on our ability to continue our large-scale production when the war was over. We would have promised our customers eagerly, "You'll have all the JENSEN speakers you want when the war ends." Little did we know then that the postwar period would be so difficult.

There's no use reminding you that strikes and shortages of material have resulted in a scarcity of steel and copper wire and all of the parts needed for making loud speakers. Nor can we console ourselves with the thought that other manufacturers are in the same boat. We know our customers need merchandise and we're truly sorry that our production is a trickle instead of a flood; that our deliveries are slow; that our new products are not yet in full production. Some day soon materials will become more plentiful and our production will catch up with our backlog.

Then we can truthfully and honestly promise...and deliver... "all the JENSEN speakers you want."

Now all we can tell our customers is, "We appreciate your patience."

Thomas A. White
President

The Name Insures the Quality

5 MONOGRAPHS AVAILABLE

1. Loud Speaker Frequency-Response Measurements
2. Impedance Matching and Power Distribution
3. Frequency Range in Music Reproduction
4. The Effective Reproduction of Speech
5. Horn Type Loud Speakers

25c
Each

If you haven't yet procured these five valuable technical booklets, order now—either from your dealer or direct—at 25c each.

JENSEN MANUFACTURING COMPANY • 6625 South Laramie Avenue, Chicago 38, Illinois
IN CANADA • J. R. LONGSTAFFE, LTD., 11 KING STREET, WEST, TORONTO



Backed
by the real
"KNOW-HOW"

• Once again the Aerovox line provides the widest selection of capacitor types—electrolytics, paper, oil-filled, mica, ultra-high-frequency, etc. That means a good capacitor for every requirement. Improvisation is no longer necessary—nor desirable.

But more than all that: the monthly *Aerovox Research Worker* has been brought up to date again, following the many handicaps of the war period. This timely publication is chuckfull of practical information on the application of capacitors in various radio-electronic circuits. And that means more and better applications for the bigger and better choice of postwar Aerovox capacitors.

• **Ask Our Jobber . . .**

Ask for a **FREE** subscription to the *Aerovox Research Worker*. Ask for a copy of the new *Aerovox Catalog*. Or write us direct.



FOR RADIO-ELECTRONIC AND INDUSTRIAL APPLICATIONS

AEROVOX CORPORATION, NEW BEDFORD, MASS., U. S. A.

SALES OFFICES IN ALL PRINCIPAL CITIES • Export: 13 E. 40th St., New York 16, N. Y.

Cable: 'ARLAB' • In Canada: AEROVOX CANADA LTD., HAMILTON, ONT.

Sentinel In Big New Plant

Production is now under way at the new home of Sentinel Radio Corp., located on a landscaped 9-acre suburban site at 2100 W. Dempster St., Evanston, Ill. The specially designed plant has all facilities under one roof, with 125,000 sq. ft. of floor space giving Sentinel a single-shift capacity of 3,000 sets per day. The opening was announced by Sentinel president Ernest Alschuler.

The plant has four continuous assembly lines, each 250 ft. long. The structure is brick and stone, with stainless steel trim, daylight glass windows, poured gypsum roof, and recreational patio.

Another feature of the huge plant is the country-club-style cafeteria seating 375 persons.

Farnsworth Promotion

Appointment of William H. Myers as chief engineer of the receiver division, Farnsworth Television & Radio Corp., has been announced by B. R. Cummings, Farnsworth vice-president in charge of engineering.

Succeeding J. H. Pressley, who has been retained as company consultant, Mr. Myers was formerly project engineer in charge of Farnsworth aircraft and tank radio transmitters and also in charge of an important electronic bombsight project for the armed forces. Mr. Myers has been with Farnsworth since 1940. Prior to this he was associated with the Crosley Corp., the Automobile Radio Corp. and the Packard Motor Car Co.

Majestic Names Lindholm

In the field organization of its West Coast division, Majestic Radio & Television Corp. and Majestic Records, Inc., have named A. J. Lindholm as acting division manager.

"Al" Lindholm, has been with McCormack & Co., San Francisco wholesale distributors of Majestic radios and records and other household appliances, in the capacity of manager of the Majestic radio and record division.

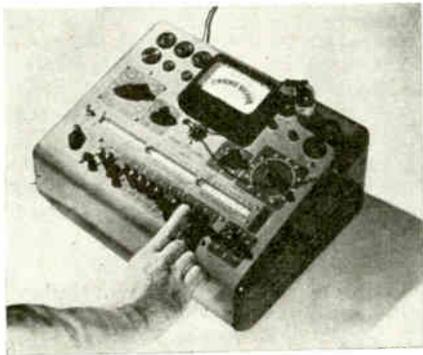
Toastmaster Sales Confab

Toastmaster Products div., McGraw Electric Co., held its first postwar sales conference, Wm. E. O'Brien, general sales manager, announced. Sales reps and district managers met at Max McGraw's farm near Elgin, Ill., for conference sessions. Sales planning, improvements in production techniques, and advertising programs were discussed.

New Sales Reps for JFD

The JFD Mfg. Co., 4117 Fort Hamilton Parkway, Brooklyn 19, N. Y., have announced the appointment of B. G. Twyman & Associates of Chicago, Ill., as JFD representatives for the entire state of Illinois. The states of Kansas, Nebraska, Iowa and Missouri will be covered by Fred H. Larrabee, whose sales headquarters are located in Kansas City, Mo.

Sylvania Introduces New Tube Testers



Model 139, counter-type electron tube tester, now ready for servicemen.

Using a patented circuit suitable for all standard receiving and several special types of tubes, two new electron tube testers have been brought out by Sylvania Electric Products, Inc., 500 Fifth Ave., New York 18, N. Y. R. W. Andrews, merchandise manager of Sylvania's radio tube division, in announcing the new units said that the testers "combine many of our developments for production tube testing and provide about 80% of the accuracy available in commercial tube production equipment."

Models 139 (counter type) and 140 (portable type) are for the shop, spot testing in homes, industrial use, auto sets, and mobile radio equipment. They're designed to check tubes in broadcast receivers, FM, television, record players, photoelectric devices, etc., under dynamic conditions.

Features include extra sockets and switch contacts for modernization as new types of tubes appear. Provision is made for noise testing.

Podolsky Heads New Sprague Service

President R. C. Sprague of the Sprague Electric Co., North Adams, Mass., has announced the appointment of Leon Podolsky as manager of a new field engineering department organized by that concern.

Mr. Podolsky's new department will be responsible for all Sprague Electric engineering contacts with customers and will provide any technical assistance required by the sales department. It will also be responsible for the field engineering work of the Sprague Products Company, a subsidiary which handles the distribution of Sprague equipment through the jobbing trade.

Appliance Buying Head

O. H. Helmer, branch manager of appliances, Butler Bros., Chicago distributors, has been promoted to the central buying division and is in complete charge of appliance divisions of all Butler branches. W. A. Kilmer, formerly with Wiebolt's, succeeds Mr. Helmer as manager of appliances in the Chicago branch.



Only RIDER MANUALS Cover THE 60 Million Receivers

Sixteen years of specialized publishing have produced for servicemen the only single source to which they can turn for authoritative servicing data on sixty million receiving sets now in American homes. The fourteen volumes of Rider Manuals cover the sets issued up to April 1942—the ones most likely to develop faults and come to you for diagnosis and repair.

Therefore, efficient operation of your servicing shop requires that it be equipped with all fourteen Rider Manuals.

These standard works continue their unchallenged leadership in the field of radio servicing reference books because of their reliability, their accuracy and their completeness. In them you will find receiver schematics, voltage data, alignment data, resistance values, chassis layouts and wiring, trimmer connections and other vital material.

Volume XV is now in preparation and will extend still further the services performed by preceding volumes. It will be bigger. It will contain especially prepared clarifications to be found nowhere else. It will offer this expanded servicing informa-

tion in such a way that it will save a serviceman hundreds of hours each year—many times the cost of the manual.

In the meantime be sure you have all fourteen volumes. You will enjoy their benefits for years to come!

NOW IN FOURTEEN VOLUMES

Volumes XIV to VII each volume \$15.00
Volume VI 11.00
Abridged Manuals I to V (1 volume) 17.50
Record Changers and Recorders 9.00

GET ON THE MAILING LIST

First Post-War Issue Now in the Mails

"SUCCESSFUL SERVICING"

This monthly publication, dedicated to the financial and technical advancement of the radio and electronic maintenance man, is yours for the asking. Just . . .

MAIL COUPON

JOHN F. RIDER PUBLISHER, INC.
404 (e) Fourth Ave., New York 16, N. Y.

Name

Address

City

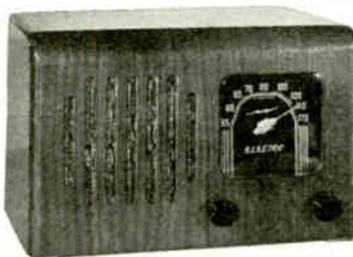
State

JOHN F. RIDER PUBLISHER, INC.

404 FOURTH AVENUE, NEW YORK 16, N. Y.

Export Division: Rocke-International Corp. 13 E. 40th Street New York City Cable: ARLAB

BUILD YOUR OWN



JUST WIRE IT
All Parts Are Mounted

ATOMIC HEATER & RADIO CORPORATION

DEPT. R.

104 PARK ROW

NEW YORK 7, N. Y.

The Finest In Radio Kits

The design, engineering and materials simplify construction and insure excellent reception and tone.

Cabinet is beautiful example of craftsmanship, made of choice veneer.

Tubes Required: Two 12SK7, one 12SA7, one 12SQ7, one 3SL6, one 3Z5S.

YOUR COST WITHOUT TUBES, \$15.80

Terms—10% Deposit with Order, Balance C.O.D.

Immediate Delivery

Jobbers View 18th Century Style Radios



Distributors from Ohio and Pennsylvania, on a visit to Stewart-Warner plant, voice approval for these Chippendale, Sheraton and Hepplewhite models. L. to r., Floyd Masters, manager Stewart-Warner radio division; John Brandenburg, asst. manager; Frank Helderle, West Coast rep.; J. C. Boylan, J. C. Boylan Co., Cleveland; and Albert E. Hughes, Philadelphia distributor.

Thermo in New Plant

Charles and Edward Lesser of Thermo Broiler Co., Inc., announce the opening of a new factory at 19 Rockwell Pl., Brooklyn, N. Y. The plant has 20,000 square

feet of space and is being used to facilitate increased production of the firm's broilers, irons and toasters. The firm also plans the manufacture of waffle irons, percolators, roasters, pressure cookers and a kitchen model washing machine.

"The Representatives" Take Action

Fred Ellinger, president of "The Reps" has announced the formation of a number of national committees for the organization. On the Industry Relations Committee are S. K. MacDonald, chairman; Leslie M. DeVoe, Fred Hill, C. L. Pugh and Russ Hines.

Appointed to the Membership Committee were Gordon E. Gray, chairman; Hal F. Corry, H. P. Haggerty, Ernest K. Seyd and Norman W. Kathrinus.

Those named for the publicity committee were David F. Tobias, chairman; Ralph C. James, Jr., J. J. Perlmuth, J. Y. Schoonmaker, and James Millar.

The Reps have passed a resolution to express thanks to the manufacturers who retained members of the organization while they served in the Armed Forces.

Wm. E. McFadden, the new national secretary-treasurer, reports the election of Mrs. Carolyn Segar, Ellicott Sq. Bldg., Buffalo, N. Y., as Member-at-Large.

The Chicagoland chapter has added Ralph T. Bringle, 549 W. Washington St., Chicago 6, Ill., to its membership rolls.

Recently John T. Hill, 800 West 11th St., Los Angeles 15, Cal., became a new member of the Los Angeles Chapter. Frank B. Koessler, Louis G. MacKenzie and Robert L. Morgan became associate members of the same chapter. All are salesmen of the Norman B. Neeley Enterprises.

Only Electone

BRINGS YOU THE
SMOOTH MODERN CASE
of ENDURING STEEL
1947 PERFORMANCE
By SHIELDING
Against
ELECTRICAL INTERFERENCE

- SUPER-GAIN CIRCUIT
- PLANETARY DRIVE

Mellow-toned
VOICE CHAMBER

NE NORTHEASTERN ENGINEERING, INC.
MANCHESTER NEW HAMPSHIRE
ENGINEERS AND MANUFACTURERS OF THE BEST IN ELECTRICAL AND ELECTRONIC EQUIPMENT

NEED WIRE NOW?
Columbia Has It for Radio, Electrical
and Communication Applications

SEPTEMBER SPECIALS!

No. 1	7/27 Bare Copper Aerial Wire 100 ft. coil @ .26 ea.	
No. 2	7/22 Tinned Copper Aerial Wire 100 ft. coil @ .74 ea.	
No. 3	Braided Shielded Wire No. 20 stranded Tinned copper with T/C shield and cotton braid over all. Can be used for single conductor microphone cable	Per 100' \$ 3.75 Per 1000' \$31.50
No. 4	2 conductor twister pair Intercom wire 2 No. 22 T/C solid wire twisted color coded. Geon Jacket on individual conductors	Per M feet \$ 8.50
No. 5	3 conductor same as above	Per M feet \$12.75

See your local jobber or write direct to

COLUMBIA WIRE & SUPPLY CO.
5740 ELSTON AVE., CHICAGO 30, ILLINOIS

Jobber Blankets Chicago with Portable Display



One of the 46 portable radio displays in the Chicago drive—at the Fair Store.

A big-scale merchandising stunt featuring the new GE self-charging portable was a Chicago radio event when 47 major stores in midtown simultaneously devoted full windows to the set. The plan was worked out by Gordon H. Hough, radio and television manager of R. Cooper, Jr., Chicago jobber for GE, working with Henry G. Randolph of the firm's receiver division in that city.

Each cooperating dealer displayed the radio as the only saleable item in the window, and the displays were on view



Gordon H. Hough

for several weeks. Special arrangements were made with several stores which generally do not sell radio.

Among the stores in the promotion were: Oak Park and Evanston Marshall Field stores; Cable Piano Co.; Carson, Pirie Scott & Co.; Mandel Brothers; The Boston Store; The Fair; four branches of Lyon & Healy; W. W. Kimball Co.; Lambert's; The Rudolph Wurlitzer Co.; three branches of Hudson-Ross; Rose Radio Store; Goldblatt Brothers; five outlets of the L. Fish Furniture Co.; six divisions of the Utility Stores; the Commonwealth Edison Co.; five branches of Spiegel, Inc.; five outlets of the Wieboldt Stores, Inc.; Holland's Jewelry and Radio Store; and Maypole Boats & Motors.

New Chicago Rep

George H. Timmings, 149 W. Ohio St., Chicago 10, Ill., has resigned as sales manager of the DX Radio Products Co., after an association of eight years. He will devote all of his time to serving the radio industry in and around Chicago as a manufacturers' agent.

MOST OUTSTANDING OF ALL INTERCOMMUNICATION EQUIPMENT!

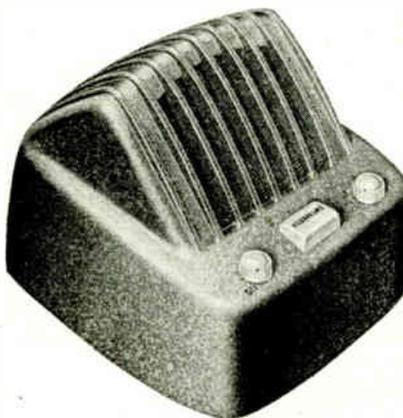
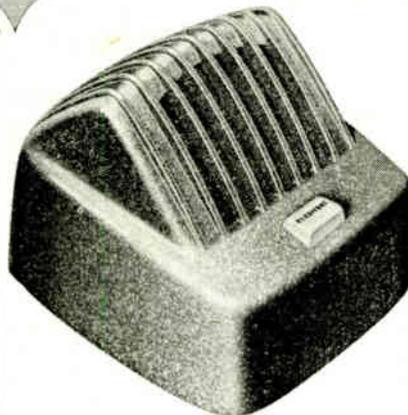
FLEXIFONE

Supervisor Models

... THE 1947 LINE THAT GIVES YOU SALES LEADERSHIP TODAY!

FLEXIFONE SPEAKER STATION

SUGGESTED CONSUMER PRICE **\$16⁵⁰**



FLEXIFONE 6-STATION MASTER

SUGGESTED CONSUMER PRICE **\$44⁵⁰**

FLEXIFONE MODELS ARE AVAILABLE NOW!

FLEXIFONE offers you *two* brand-new profit lines—Supervisor Models for small, low-cost systems and Executive Models for large installations. *FLEXIFONE'S* smart new styling, quality construction, and free sales helps mean new business for you!... Investigate *FLEXIFONE* today! **NATIONALLY ADVERTISED** in *Time*, *Newsweek*, *U. S. News*, *Business Week*, *Modern Industry*, *American Business* and other best-read magazines.

OPERADIO

FLEXIFONE



INTERCOMMUNICATION SYSTEMS



OPERADIO MANUFACTURING CO., DEPT. RT-9, ST. CHARLES, ILL.

Gentlemen:

Please send us the profit story on *FLEXIFONE* Executive and Supervisor intercommunication systems.

NAME _____

ADDRESS _____

CITY _____ STATE _____



Get This Business!

**Right Now!
Schools are Ready to Buy
MASCO SOUND SYSTEMS**

for Auditoriums, Gymnasiums, Athletic Stadiums... and we're ready to deliver the MA-50 with its 50 Watts of Truly Rated Power Output.

Model MA-50 Amplifier operates 2 to 12 speakers. Other features include individual bass and treble equalizers; 2 high impedance microphone inputs and one for phono pick-up; dependable performance that has stood the test of years; excellent tonal quality; designed for long hour usage; tapped output; safety fused.

Model MA-50 Amplifier with streamline cover, less tubes **98.50**
Kit of Matched Tubes for above... **15.95**

List Price



MASCO

MARK SIMPSON MANUFACTURING CO., Inc.
32-28 49th Street, Long Island City 3, N.Y.

SOUND SYSTEMS and Accessories



RAvenswood 8-5810-1-2-3-4

Set Production Now Over Pre-war Rate

The radio industry is now producing sets at a rate which exceeds the pre-war one, according to RMA figures released for the first time since V-J day. Sets produced by RMA members—the major manufacturers—for the month of June illustrates the pace of the business, although RMA points out that it is still far short of capacity. The June total was 1,052,597; the monthly average in 1941 was 1,100,000 sets of all types.

As the 1946 figure does not include many of the newcomers to the industry, it can be seen that the grand total would pass the 1941 figure.

Production of FM sets, while still proportionally small, is gaining steadily, the RMA report shows, and reached 17,273 in June. The continued shortage of wood cabinets for consoles has been largely responsible for the small FM receiver production.

While complete figures on January-through-June radio set production are lacking, indications are that it has been approximately 5,500,000 sets, RMA said.

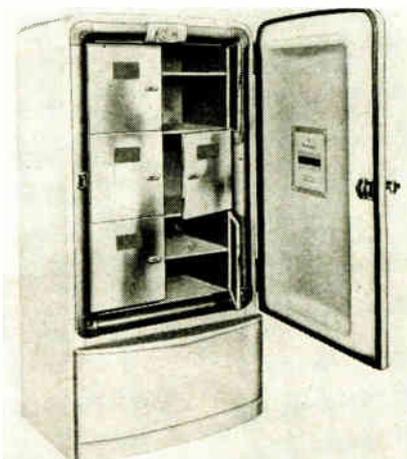
Of June production, over 750,000 sets were of the table model type. Auto radios numbered approximately 60,000.

Television set production, RMA reports indicated, has been limited largely to show models with only about 200 reported for the first half year. Several manufacturers, however, have announced plans for sizable production this fall and winter.

In a subsequent statement by the Civilian Production Administration, the June production total was set at 1,400,000, which substantially exceeded the RMA figure. CPA estimated that this was 25% increase over the 1940-41 period, and a 16% hike from the production level of May, this year.

CPA reported that 88% of the June production were table models, 6% consoles, and 6% auto sets. June output of table models was put at 75% over pre-war production.

Norge Home Freezer



Vertical, kitchen-type home freezer, model VHF-7, with 6.82 cu. ft. capacity. Interior of porcelain enamel, exterior, Norgloss finish. Etched space provided for writing in type of food in each compartment.

Buy * "AMERICAN" — SOUND BARGAINS SURPLUS STOCK

Tubular Condensers .001 and .002—600 volt test (TTR Solar)	100 for	\$ 3.95
Fuses, assorted sizes 3AG and 4AG	100 for	3.95
Klystron Tubes 723AB		6.72
Tube Puller19
High Frequency Tuner APR4		11.95
Precision Ceramicon Condensers, assorted	10 for	.79
Western Electric Network Condensers and Retard Coils, assorted	10 for	2.69
Mica Condensers .0002-5000 volt test	10 for	1.95
Mica Condensers .008-600 volt test	10 for	1.95
Resistors, assorted	100 for	1.69
Spaghetti Tubing, sizes 0 to 20	1000 ft. for	6.95
110 Volt Panel Light Assembly	3 for	2.10

Write for complete radio catalog

American Sales Company

1811 W. 47th STREET • CHICAGO 9, ILLINOIS

Freight prepaid on orders of \$200.00 or more.

New OPA Law Restores Margins of March 31

Dealers may look for a restoration of the margins they enjoyed on March 31, 1946 on most electrical appliances and on radio receivers, under OPA interpretation of the Crawford amendment to the law reinstating OPA, authorities in the trade have indicated. This is being accomplished by increases in the consumer ceiling prices which restore the percentage margins for wholesalers and retailers prevailing on that date, while keeping the factory-door price constant.

At the same time, OPA has indicated to industry advisory committees that although automobile dealers qualify for a complete restoration of their pre-war margins, radio and electrical appliance dealers do not. It bases this ruling on the contention that most radios and electrical appliances are sold by department stores and other dealers whose principal sales consist of many other lines of products as well. However, since most of the "squeeze" was applied after March 31, substantial relief has been obtained for the trade.

In the long fight against the unfair price absorption policy of OPA, many trade papers, including RADIO & Television RETAILING, played a conspicuous part. The militant fight against unfairness to their dealers was also waged by many manufacturers individually. Special praise for the part they played is being bespoken especially for the National Electrical Wholesalers Association by jobber members of the group.

Rep Ready for More Lines

B. C. Landis, formerly eastern division manager for Burgess Battery Co., has resigned and has opened a manufacturers' sales agency at 1472 Broadway, N. Y. C.

Mr. Landis plans to handle the distribution of radio and electrical appliances to jobbers in the New York metropolitan area.

Simmons Electronic Blanket on Sale

The new Simmons electronic blanket is now available to the public for the first time in leading department and furniture stores, Raymond J. Cochran, general manager of the blanket division of the Simmons Co., has announced.

"Production of the electronic blankets has reached a level which means a steady flow of merchandise to dealers through our 64 factory branches," Mr. Cochran said. "As consumer blanket buying accelerates in the Fall, we expect to increase production to fulfill existing dealer commitments for 1946." Price of the blanket is \$39.50 plus \$2.25 tax.

New Coils for Jobbers

The entry of the Pioneer Electric & Research Corp., of Forest Park, Ill., into the field as a supplier of high quality coils to the jobbing trade has been announced, simultaneously with the appearance of their new catalog. Known as the Perco line, antenna, r-f and oscillator coils as well as i-f transformers with core and trimmer adjustments are listed.

Looming up
BIGGER
all the
TIME!

S N C

The
TRANSFORMERS
with **INbuilt Quality** for
OUTstanding Performance

S N C
MANUFACTURING COMPANY

WEST LAKE ST., GLENVIEW, ILL.
Export Agents - Scheel International - 4237 N. Lincoln Ave. - Chicago, Ill. U. S. A.

OLSON

WINDOW Pole ANTENNA

- ★ Long Range Reception!
- ★ Triple Chrome Plated Brass
- ★ 4 Sections — Extends to 96"
- ★ Lead-in Strip ★ Gasket Seals

When mounted on any window sill of home or apartment, this Window Pole Antenna gives superior reception. Adjustable bracket, easily installed in a few minutes. Order your stock of these fast-selling Olson Antennas now!

Special
LOW PRICE

\$2.25
POST PAID

This offer good only in U.S.A.

Save "Olson Pointers" for premium gifts.
BUYING GUIDES free on request.

—Clip and mail this coupon today—

OLSON RADIO WAREHOUSE
73 E. MILL ST., DEPT. 44, AKRON, OHIO

Send me _____ Window Pole Antennas @ \$2.25 postpaid.
I enclose \$ _____ Send C. O. D.

NAME _____
ADDRESS _____



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

YANATA

KWIKHEAT
THERMOSTATIC
SOLDERING IRON

Kwikheat Division - Sound Equipment Corp. of Calif.
3903 San Fernando Rd., Glendale 4, Calif.

National Radio Week Promotion Plans

A plan for the celebration of National Radio Week, to be held in mid-November or some other time mutually agreeable with the National Association of Broadcasters, was one of the points discussed by the advertising committee of RMA, at meetings in Chicago. John S. Garceau is chairman of the group.

Suggested program for observance of National Radio Week were submitted by a subcommittee headed by John F. Gilligan, of Philco Corp., and including W. B. McGill, of Westinghouse Radio Stations, Inc.; L. E. Pettit, of General Electric Co.; and George Faurie, of Westinghouse Electric Corp.

An over-all four-point promotion program, using the theme, "A Radio in Every Room—A Radio for Every Purpose", was proposed for RMA at the meeting.

The four-point program adopted by the committee, under the chairmanship of Mr. Garceau, of the Farnsworth Television & Radio Corp., Fort Wayne, Ind., included: (1) a woman editors' clinic to be held in the early fall in New York; (2) organization of a speakers' bureau; (3) a program to encourage inclusion of radios in all department and furniture store room displays; and (4) solicitation of individual advertisers' support of the RMA program.

An outline of the program was submitted by a committee headed by Edward R. Taylor of Zenith Radio Corp., and including Victor A. Irvine, of Galvin Mfg. Corp., and Seymour Mintz, of Admiral Corp.

Program For Chicago's Electronic Conference

A comprehensive program has been planned for the 1946 National Electronics Conference to be held at the Edgewater Beach Hotel, Chicago, Oct. 3, 4 and 5.

The conference is sponsored by the Il-

Urge OPA Remove Ceilings from FM Sets

On July 26, the Office of Price Administration ordered price ceilings removed from television receivers for home use, "because of the present limited demand due to the few sending stations and limited range, together with very high installation costs and the lack of base-period prices in use in fixing ceiling prices."

Learning of OPA's action on television receivers, the publishers of Radio & Television Retailing and Electronic Industries on July 30 telegraphed Hon. Paul Porter, director of OPA, as follows:

"OPA to be congratulated on removing ceilings from home television receivers. But exactly same reasons stated in your July 26 order—viz:—limited demand, few sending stations, limited range, and high installation costs—also apply to frequency-modulation receivers. Hence we respectfully urge that OPA also remove price ceilings from all home radio receivers incorporating FM bands, in order to permit American public to obtain benefits of this great new service to the home and farm.

M. Clements, O. H. Caldwell"

linois Institute of Technology, Northwestern University and the University of Illinois together with the Chicago sections of the Institute of Radio Engineers and the American Institute of Electrical Engineers.

The purpose of the meet is to serve as "a national forum on electronic research, development and application"—it is planned to provide (1) technical meetings for the presentation of original papers covering latest developments; (2) forums for the review and correlation of recent progress; (3) symposia for the interchange of ideas, methods of approach, and technique of scientists, electronic engineers, and others.

Dealer Hears New Electronic Player



Electronic reproducer on GE's new Musaphonic units is shown by Grady L. Roark, left, Musaphonic sales manager, to Charles H. Hogue, center, GE district man, and to George Lohman of the well-known Haynes-Griffin store on Madison Ave. in New York City.

Admiral Sales Soar to New Peaks

Admiral Corp., and subsidiaries, makers of automatic radio-phonographs and Dual-Temp refrigerators, have reported record sales of \$12,300,000 for the first half of 1946. Sales for the second quarter of 1946 were \$7,700,000 as compared with sales of \$4,600,000 for the first quarter.

Although comparable figures are not available for 1945, Ross D. Siragusa, Admiral president, states that current sales have more than tripled the best six-month pre-war output in the history of the company.

Sales and profits, while currently running at record levels, will be further augmented by the fact that July was the first month of volume production of the Dual-Temp refrigerator. The delay in getting under way with Dual-Temp, Mr. Siragusa states, "may be attributed to the simple fact that the Dual-Temp now being produced is not merely a modernized version of the pre-war model, but is radically new both in design and performance."

Production of Admiral electric ranges immediately follows Dual-Temp. Features include a simplified 3-step method of automatic cooking and Flex-O-Heat, which provides any degree of temperature desired.

New Sales Program At Littlefuse Company

Appointment of John Findlay, veteran market analyst and advertising personality, as advertising and sales promotion manager for Littlefuse, Inc., 4757 N. Ravenswood Ave., Chicago, has been announced by Russell G. Akin, director of sales for the firm.

Mr. Findlay, who was recently managing editor of *Industrial Marketing*, will head up the aggressive new merchandising program launched by the company.

To bring expanded distribution to Littlefuse's more than 500 different items, the firm is currently shaping up a new wholesale distributing pattern. Greater emphasis will be given to regional sales promotional efforts and dealer helps. Also facilities will be set up at Chicago for more intensive sales research and sales control.

Wilson Sets Up the American Sales Company

Ted Wilson, in radio for 24 years, is again conducting his own business, operating the American Sales Co., 1811 W. 47th St., Chicago 9, Ill. The firm is currently offering the trade a selection of surplus stock components.

Mr. Wilson owned the Peerless Radio Co., 306 S. Western Ave., Chicago, in pre-war days and during World War II donated his stock and equipment to the government radio school in the Stevens Hotel, Chicago. During the war, he was a civilian electronics instructor with the DeForest School of Training, Chicago, the Army Air Force, and later was with the Navy Department in Washington, D. C.



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.

RAYTHEON
MANUFACTURING COMPANY

Excellence in Electronics
RADIO RECEIVING TUBE DIVISION
NEWTON, MASS. • CHICAGO



ANOTHER NEW MODEL
by Newcomb
The KXP-30
Phonograph or Monitoring Amplifier

Again leading the field in the production of quality sound equipment . . .

Newcomb announces a NEW MODEL 30-Watt phanograph amplifier, the KXP-30 . . . Its truly remarkable performance, its unusual flexibility of application make the KXP-30 the perfect answer to the amplifier needs of the most critical . . . Far wired music reproduction; as a manitaring or playback amplifier for broadcast or recording studio, the KXP-30 is unequalled . . . In the home, as a deluxe phonograph amplifier, its full quality treble and bass tones at even lowest volume levels make this outstanding contri-

bution by Newcomb the newest answer to the pastwar demand far quality in the sound reproduction field . . . Freedom from hum; dual-acting, distartian free individual tone controls; extended flat frequency respnse from 20 to 20,000 cycles . . . these and many other features combine to make the KXP-30, as all Newcomb products, the logical choice of the quality-minded buyer . . . Not Merely as Good as the Others, but Better than All Others!
Send for details of our complete line of sound equipment.

THE SOUND OF QUALITY

Newcomb
AUDIO PRODUCTS CO.
MANUFACTURERS
DEPT. A. 2815 S. HILL STREET, LOS ANGELES 7, CALIFORNIA

Better
ATLAS SOUND
Equipment
Ready for YOU



DOUBLE REENTRANT PROJECTOR

Many sizes. From 15 in. air column to 6 foot air column.



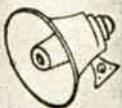
360 RADIAL, CHANDELIER PROJECTORS

Double Reentrant. For driver units. 3 and 4 foot air column lengths.



DRIVER UNITS

Various Power Handling Capacities. Newest types of Indestructible Phenolic Diaphragms.



MINIATURE TYPE REENTRANT PROJECTORS—BOOSTER SPEAKERS

High-efficiency, Weather-proof. Complete with Driver Unit and Universal Bracket.



CONE TYPE PARABOLICS and CHANDELIER BAFFLES

for all size cone speakers. Wooden and Metal Cone Speaker Enclosures, Baffles, Carrying Cases, Loud Speaker Support Stands and Brackets.



MICROPHONE SUPPORT STANDS

20 types and sizes. All Fittings, Adaptors and Accessories. Floor Stands, Desk Stands, Banquet Stands, Boom Stands.

Write for New Illustrated Catalog Sheets.

ATLAS SOUND CORPORATION

1451 39th St., Brooklyn 18, N. Y.

Crosley Unveils Nine New Sets

Nine new Crosley radio models, augmenting the firm's original 1946 line, have been introduced, according to Clarence Felix, manager of radio sales. The Crosley line now includes 20 models.

In the new series of receivers (see "New Lines" section) are three table models; two console combinations; a unique table model with new features of portability; and three models known as the "Duette" line, with the front and rear styled exactly alike and the chassis completely enclosed.

The series includes besides the "Duette" line the "Debutante" combination, the 14 tube Carrollton combo with FM, new "Minnette" plastic table models, and an "outdoor" type "Por-TABLE" table model.

Rex Cole Becomes Appliance Manufacturer

Rex Cole has entered the electrical appliance manufacturing field. First product to be made by his firm, Rex Cole, Inc., Long Island City, N. Y., is an electric air circulator. The unit, available for immediate delivery, is 14 $\frac{3}{4}$ in. high and in diameter, has grillwork around fan for protection, and is priced at \$45.95. R. L. Ryan, recently of the Army Air Forces, heads the advertising and sales promotion department.

Fada's Radio Quiz Show

Fada Radio is sponsoring a half-hour coast-to-coast program, "Winner Take All." Broadcast on Monday, Wednesday and Friday from Columbia studios in New York, the program is heard at 3 P.M., EDST. New 1946 Fada radios are given away as gift awards.

This program, which is carried by 200 radio stations throughout the country, reaches a listening audience of 5,000,000, and has a high Hooper rating.

Radio Goes to Senator Claghorn



Senator Claghorn (radio comic Kenny Delmar) helps celebrate opening of Chicago & Southern Airlines' service to the south. He gets a southland-manufactured Bendix radio from air official Harvey Williams and group of air stewardesses. It's one of the sets to be seen in Bendix's \$164,000 ad campaign in Aug.-Sept. national magazines, including a big color spread in "Life" for Sept. 30.

Champs in Broadcast



Sydney R. Berens, right, president of Minerva Corp. of America, gets congratulations from Jack Dempsey on production of Minerva "Tropic Master" set as overseas morale booster. They appeared on broadcast "Sports Club". Mr. Berens is a former amateur boxing champ.

Styling Accented in Lear Radio Showings

In current showings of its radios and combinations, Lear, Inc., is featuring its new desk-and-radio-phonograph combination (see "New Lines" section) plus its table model with automatic record changer, and the tilt-front combination console in Early American design with a 3-band radio, pushbuttons and a 10" speaker.

In introducing the richly styled desk-radio, Nate Hast, merchandise manager of the Lear Home Radio division, said that the unit was "definitely in the highest class of radio, but since radio has become as essential a part of American home life as eating or sleeping, the tendency has been toward making the radio investment an important one, and better homes will find this to their liking."

Barbey Building



George D. Barbey, well known distributor of Reading, Pa., has purchased this 4-story building in that city. It will be the streamlined new quarters of his company.

Market for Five Million Quality Sets

The market for quality radio phonographs now and for years to come will remain at a tremendously high level, Frank Freimann, executive vice-president of the Magnavox Co., said in a statement on "Quality Comes Into Its Own."

Surveys over the past two years indicate that some 20 million families plan to buy radio sets, and of these more than 50 per cent indicate that they will buy radio phonograph combinations, he pointed out. If only half of those who indicate preference for quality sets actually buy them, "it looks like a market for 5,000,000 instruments of our type," Mr. Freimann said.

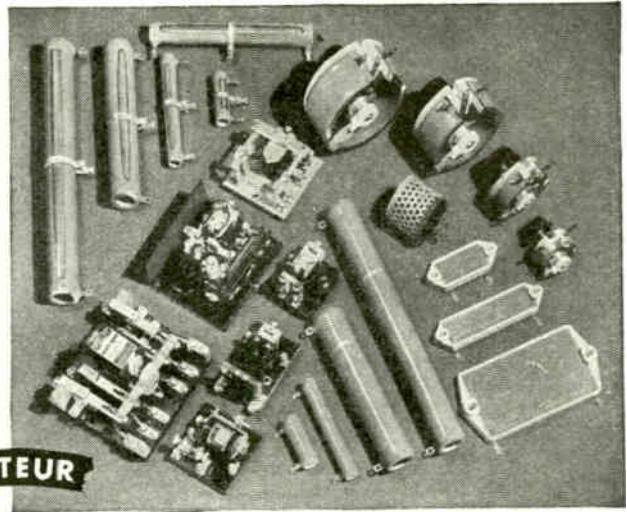
"Whatever the figure is," he continued, "it can't be absorbed by the radio industry within the next 18 months. Paradoxically though the market demands radio-phonographs—quality instruments in particular—90% of current radio production is in table models. Fifteen per cent of the total production was in record players of all kinds, including combinations. While this ratio will no doubt increase month by month, the deferred market obviously will not be absorbed for some time to come."

Magnavox will shortly be producing at the rate of about three and a half million dollars worth of radio-phonographs a month at retail prices, Mr. Freimann said.

"We will broaden our line with representative instruments in every price bracket, where it is consistent with quality and can be done economically," Mr. Freimann added.

Schick Sales Personnel

L. H. Simmonds, vice-president in charge of sales and advertising of Schick Inc., manufacturers of electric shavers, has announced the appointment of Edward Flaherty as supervisor of the Boston sales territory, and of Lawrence Glasner as supervisor of the Detroit sales territory.



FOR THE AMATEUR

The Ward Leonard Line of dependable Resistors, Relays and Rheostats are more popular with the amateur than ever before. Get the latest information on new and improved types. Send for the bulletins recently printed.

WARD LEONARD

RELAYS • RESISTORS • RHEOSTATS

Electric control devices since 1892

On Resistors and Rheostats see Bulletin D-2. For Relays see Bulletin D-11.

WARD LEONARD ELECTRIC COMPANY

Radio and Electronic Distributor Division

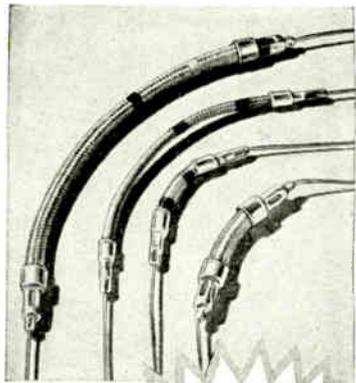
53 H WEST JACKSON BLVD. • CHICAGO, ILL.



**MANUFACTURERS OF RADIO, ELECTRICAL
AND ELECTRONIC COMPONENTS**

VOKAR Corporation

7300 HURON RIVER DRIVE • DEXTER, MICHIGAN



GLASOHM
flexible
resistors

★ Exclusively Clarostat! These flexible glass-insulated midget wire-wound power resistors spell tougher components for tighter spots. Fiberglass core and braided covering. Nothing to char or burn. Self-supporting when connected in place. Especially handy for point-to-point wiring. Favorites in dependable assemblies.

Here's the story . . .

Standard units carried in jobber stock, are the Type FYG, 2-watt, 1" body length by 1/8" dia. core. Patented "Clinch-Grip" ferrules and 2" pigtails. Won't work loose. Available in resistance values from 350 to 2000 ohms. Units can be bent, twisted or compacted into tight spots, without danger of breaking or weakening. Only 25¢ list price, each. Standard carton, 10 units. Available individually. Can be had in longer lengths—up to several feet long—on special order, for use as miniature low-power heating elements.

★ **Ask for Catalog . . .**

Our jobber has a copy of the Clarostat postwar catalog waiting for you. Ask for it—or write us direct.



CLAROSTAT MFG. CO., Inc. • 285-7 N. 6th St., Brooklyn, N. Y.

General Mills Executive at Appliance Parley



Participating at the General Mills home appliance sales department meeting in Minneapolis were, l. to r.: A. D. Hyde, president of mechanical division; Harry A. Bullis, president of General Mills; Maurice Graham, head of appliance research; Roscoe E. Imhoff, vice-pres. mechanical division in charge of home appliance sales; S. C. Gale, vice-pres. and director of General Mills advertising; and James R. Logan, vice-pres. of mechanical division in charge of appliance production.

GE Ready with New Radios and Combos

General Electric has introduced nine additional receivers, including an FM-shortwave group, a series of re-engineered Musaphonic units, and additions to the standard line.

The new FM-AM lines has combinations ranging from \$350 to \$450 and table models beginning at \$65. Deliveries are being made this month, according to E. Patrick Toal, sales manager for the standard units. FM models shown first were the combinations 417 and 502, with the Electronic Reproducer, a new tuning system using silver-plated variable inductances, and other features.

Three additions to the standard line were Model 303 (see "New Lines" section in this issue), Model 15—a portable record player for about \$40, and Model 12—a manual phonograph table model with an 8" speaker to sell at about \$50.

The deluxe "re-engineered" AM-FM Musaphonic units, which include four basic models all operating from the same type chassis, have 16 tubes, three short-wave spread bands, 10" PM Alnico 5 speakers, record changers playing intermixed 10" and 12" discs with electronic reproducer, and other features.

Frigidaire Completes Training Sessions

More than 500 key men participated in the Frigidaire Division of General Motors Corp. sales, service, comptrollers, and business management training program. The series of sales training schools were supervised by Ellsworth Gilbert, sales promotion manager. Among the many other company officials who participated were P. M. Bratten, general sales manager; M. M. Roberts, works manager; L. A. Clark, assistant general sales manager; H. F. Lehman, assistant general sales manager; P. V. Sprout, service department manager; F. H. McCormick, assistant chief engineer; E. F. Schweller, manager household engineering; F. H. Peters, advertising manager; H. M.

Kelley, appliance sales manager; W. F. Switzer, manager market and research; Miss Verna L. Miller, director of home economics.

Whiteman Philco Adviser

Paul Whiteman, Dean of modern American music, has been retained by Philco Corp. as its consultant on all matters relating to the entertainment field, it was announced today by James H. Carmine, vice-president in charge of merchandising. "With the growth of our activities in radio broadcasting and television, Mr. Whiteman's wide experience and eminent position in the entertainment field will be invaluable," Mr. Carmine said.

Sylvania Promotes Connor



George C. Connor of Sylvania Electric Products, Inc., is the new general sales manager, electronic division. He's been with the firm since 1934, and worked during the war as radio and radar liaison agent between the company and the government. Robert H. Bishop, director of sales, announced the appointment.

National Union Shows First of New Set Line

Making its entry into the radio set market, the National Union Radio Tube Corp., 57 State St., Newark, N. J., has introduced its first unit—a 6-tube ac-dc superhet table model. Introduced as the G-619 "Presentation" model, the radio tunes 540 to 1640 kc, has a built-in loop antenna and a 5" speaker. Other features are tuned rf and a panel lighted



NU model, G-619, an ac-dc superhet.

slide rule dial scale. This model has a mahogany veneer cabinet, measuring 13" wide, 8¾" high and 6½" deep. It is the first of a series of five, soon to be shown.

J. J. Clune, sales manager, distributor division, National Union, announced the addition of the sets to the company's "expanding line of electronic equipment and parts for national distribution."

Mr. Clune said that "NU's progressive merchandising policy continues the promotion of products directed particularly to the needs of its radio parts distributors and independent radio service dealers. Part of NU's policy is the elimination of quota commitments on the part of the distributor and dealer, thus insuring a balanced inventory and a profitable turnover."

New Service on Radio Surplus

The Atlanta, Ga., division of Concord Radio Corp. has announced a new service, making government surplus items available to radio and electronic parts buyers—service men, engineers, experimenters and radio amateurs. The new service will be known as the Concord surplus division. Edward Berliant, general manager of the Concord Atlanta branch has appointed ex-captain George Manassa, formerly with the War Assets Corp., in charge of site sales at the Atlanta A.S.F. Conley Depot. Headquarters and warehouse will be located at the Atlanta Chandler Warehouse. In addition, all available surplus materials will be on display and offered for sale at the Concord branch at 265 Peachtree St., Atlanta, Ga.

It is planned to prepare illustrated lists of available materials for mailing to those unable to visit Atlanta. These lists will be mailed, as issued, on request, to anyone writing to the Concord Radio Corp., Surplus Division, 265 Peachtree St., Atlanta 3, Ga.



the COMPLETE LINE!

RAULAND fills the complete bill for every application of Electronic Sound. Here is the preferred line for every need, for every market—Public Address . . . Intercommunication . . . Paging. RAULAND'S remarkable acceptance in each of these Sound fields is built on a great record of proved performance. The RAULAND name is a guarantee of superior design, maximum flexibility, output adequacy, superb tonal fidelity and trouble-free operation. It is this unchallenged performance record that has won universal preference for the complete line of RAULAND Electronic Sound.

PUBLIC ADDRESS



RAULAND
Audio Amplifiers and complete Sound Systems for every Public Address requirement.

TWO-WAY COMMUNICATIONS



AMPLICALL
The preferred two-way intercommunication unit—first choice of American business.

PAGING



RAULAND
Weatherproof Speaker

RAULAND
Paging Control Unit

Electroneering is our business

RADIO • RADAR
SOUND
COMMUNICATIONS
TELEVISION

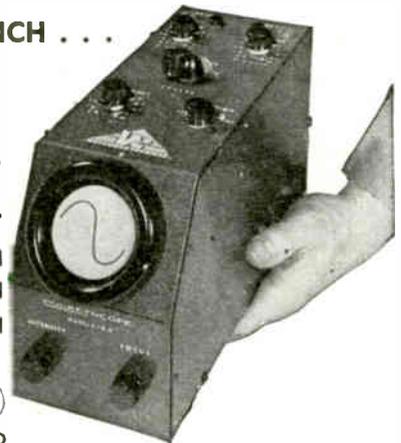
THE RAULAND CORPORATION • CHICAGO 41, ILLINOIS

A MUST IN EVERY LAB . . .
ON EVERY SERVICEMAN'S BENCH . . .
IN EVERY SERVICE KIT . . .

A pocket-size

OSCILLOSCOPE

The POCKETSCOPE



- So SMALL in size (4" x 6¾" x 10")
- So LIGHT in weight (5¾ lbs.)
- So COMPLETE in performance
- So INEXPENSIVE in price
- Plus WIDE-ANGLE VISION: on shelf, on floor, on bench
- Plus RETRACTABLE LIGHT SHIELD: for increased visibility.

A 2" "pocket-size" 'scope incorporating the cathode ray tube, vertical and horizontal amplifiers, linear time base oscillator, synchronization means and self-contained power supply.

FOR DELIVERY:

Contact your nearest jobber. If he doesn't have the POCKETSCOPE available, contact us direct.



WATERMAN PRODUCTS CO.
INCORPORATED

PHILADELPHIA 25, PENNSYLVANIA

**Order from LAKE!
You'll Make No Mistake!**

RADIO CABINETS & PARTS



Now Available!

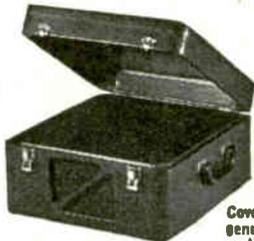
**Postwar
2 Foot
RECORD-
CHANGER**

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

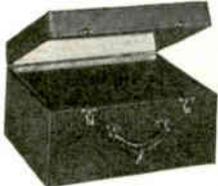
DE LUXE RECORD-CHANGER AND AMPLIFIER CASE

De luxe changer case with ample room for amplifier. Overall dimensions: 20" L x 16" W x 10" H. Sturdily built of 9/16" 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 1/4" H x 5" D \$2.75
- #3 — 13 1/4" L x 7 1/4" H x 6 1/4" D \$3.25
- #7 — 10 1/4" 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.

New OPA Makes Few Changes in Radio

Changes in the OPA set-up had little effect on the radio industry, according to reports from various industry groups. The Radio Manufacturers Association observed that "During the 25-day period when OPA was officially 'dead' there were a few parts increases but none officially reported on sets, and little adjustment was required in the industry . . . the 'roll back' of prices to the June 30th ceilings was the immediate impact on the industry of the new OPA extension law finally passed by Congress."

Conferences between RMA representatives and OPA advisory committees are in progress. At the first of these, the radio set industry was represented by former RMA president Paul V. Galvin, who appeared at the Washington meeting in the absence of President R. C. Cosgrove, who was then on the Pacific Coast.

An RMA statement on the general situation pointed out that the new 1940 average industry price base for manufacturers generally gives little prospect of early changes in radio prices of manufacturers. The new law indicates slow and difficult procedure, through the official industry advisory committees and after the collection of voluminous data on manufacturers' 1940 costs, plus subsequent material and labor increases. In the industry already there is considerable discussion of new decontrol procedure, also complicated and requiring formal petitions and hearings, first, by OPA Administrator Porter, and later appeals to the new Decontrol Board . . . the only immediate OPA action on radio, in numerous orders following enactment of the law, was the decontrol of television receivers . . . some price increases for certain radio components also are an early prospect, and OPA had released 176 orders on individual company receivers and phonographs which accumulated after June 30.

Sonora's Sovereign



Here's the high point of "Reconversion Ball" given by Sonora Radio & Television Corp.—Dorothy Cairns is crowned "Reconversion Queen" by Sonora president Joseph Gerl. The party was given by the firm to honor 61 returned GI's—all of them back to the company.

Lybig Corp. Offers New Sales Service

A new organization for securing national, as well as export sales for radio manufacturers has been organized, under the name of Lybig Sales Corp., 136 Liberty St., New York 4, N. Y., and is now in its fifth month of operation.

President of the new firm is Arthur H. Lynch, well known radio author and parts specialist. J. Alan Biggs resigned from the International Division of RCA to become the vice-president.

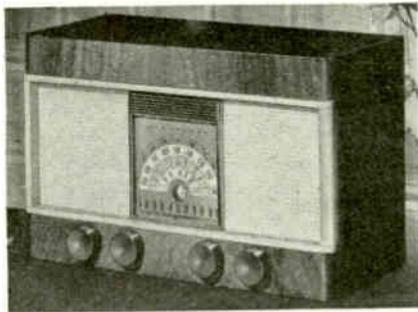
Lybig operates as "general sales manager" for its accounts and appoints its own sales representatives in various domestic and foreign territories.

Casco Receives U.S. Treasury Citation



A certificate of commendation was awarded by the U.S. Treasury Dept. to Casco Products Corp., Bridgeport, manufacturers of auto accessories and electrical appliances. Looking at the award, l. to r., are: John Pape, personnel manager; George Murdock, U.S. Treasury rep.; A. O. Samuels, vice-pres., and gen'l mgr.; and Frank V. Gullo, plant superintendent.

First Home Model



First model of Hallicrafters line of Echophone home receivers is this EC-113, a 3-band unit with 5 tubes plus rectifier. It's a superhet with electric bandspread tuning, airplane duplex type dial, grained mahogany veneer finish. \$53.50 in Zone 1.

Stewart-Warner Adds to Line

Three new AM radio sets—two table models and a console radio-phonograph combination—have been added to the line of Stewart-Warner Corp., Chicago, Floyd Masters, radio division manager, has announced. First additions since the 1946 line of 14 sets was announced last year, all three have been placed in production.

Immediate production of the three new sets (see "New Lines" section) was made possible by procurement of sources for two "bottle-necked" components, according to Mr. Masters.

The sets include a single-band, ac-dc table model, available in maple, walnut or blond modern finish wood cabinet; a two-band ac-dc table model in plastic cabinet, and, a two-band, ac console model radio-phonograph combination with record changer, in walnut or mahogany finish wood cabinet.

Viewtone Television to Larger Quarters

Expanding its production space, Viewtone Television & Radio Corp., has moved into the 9 story building at 81 Willoughby St., Brooklyn, N. Y. The former location, 203 East 18th St., Manhattan, will be used for stock storage, it was announced by Irving Kane, president.

Despite the move, production has continued on the Viewtone straight television set, the "Vanguard", the firm's popular-priced unit. A radio-phonograph combination video job is also made by the company.

Viewtone was reported to be adopting a policy of "service by dealers", whereby cooperating retailers handle installation, service and repairing for the company.

Rexon Head on Trip to Europe

Jacques Schwabe, President of Rexon, Inc., New York, general distributors in the U. S. of Thorens lighters, phonographs and record changers, is now on a tour of the Thorens factories in Switzerland and other points in Europe. He will concentrate on an increased flow of Thorens products to the U. S.

PERCO

The Answer to Your Problems

UNIVERSAL ADJUSTABLE COILS

IMMEDIATE DELIVERY!

Each universal adjustable coil, regardless of type, is adjustable through the range required to work with any gang condenser and in the case of the oscillator coils, with any gang and I-F frequency between 175 and 465 KC. All antenna and R. F. coils are litz wound on thin wall tubing with adjustable iron cores. All coils are treated to prevent the absorption of moisture. Complete directions for use packed with each coil.

Order from your jobber

Write for our catalog. It's free, without obligation on your part.

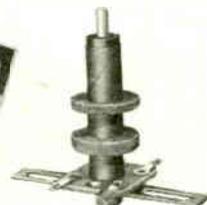
THE PIONEER
ELECTRIC & RESEARCH CORP.
7212 Circle Ave., Forest Park, Illinois



SHIELDED



UNSHIELDED



UTILITY

The NEW MODEL 670



SUPERIOR Super-Meter

A Combination
VOLT-OHM
MILLIAMMETER plus
CAPACITY
REACTANCE
INDUCTANCE
and
DECIBEL
MEASUREMENTS

Added Feature: Special GOOD-BAD scale for checking quality of electrolytic condensers at a test potential of 150 volts. Complete with test leads and instructions

\$28⁴⁰

SUPERIOR Model CA-11 Signal Tracer	\$18.75
SUPERIOR Model 450 Tube Tester	39.50
SUPERIOR Model 650 Signal Generator	48.75
SUPERIOR Model 600 Set Tester (Combination Tube Tester & Volt-Ohm-Milliammeter)	62.50
V.M. Two-Post Automatic Record Changer	19.95
(In lots of 3 or more)	ea. 18.95
6 ft. Service Cords (Underwriter Approved)	.17
600 VOLT BY-PASS CONDENSERS	
.006-.002-.001 .6¢ .05	9¢
.01	.7¢ .1
1/2 lb. Friction Tape (Army approved)	24¢

We have a full line of Weston Equipment

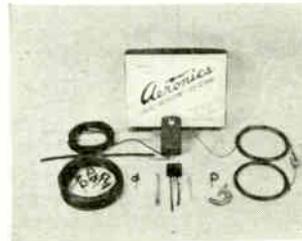
Write Dept. R9 for catalog

Variety **ELECTRIC CO., Inc.**
601 Broad St., Newark 2, N. J.

Aerionics

NOISE REDUCING ANTENNA

3
Frequency Ranges
Broadcast - Shortwave - FM
Completely Assembled



Write for Literature

AERIONICS, INC.
132 Nassau St., New York 7, N. Y.
Lic. A.A.K. Patents

A NEW AND DIFFERENT TYPE OF

SALES AGENCY

YOU CAN'T AFFORD TO OVERLOOK

WHY YOU SHOULD GET IN TOUCH WITH US IMMEDIATELY

Conditions in all phases of the market have changed radically from those of the pre-atomic period.

If you, like most other manufacturers, have been primarily concerned with production during the past few years, you need the services of an organization which has surveyed the new conditions, from the sales standpoint, and has the answer to them. The profit you make during the next few years will depend on how well you meet these new conditions. Perhaps we can help you meet them—get in touch with us now.

WHAT WE HAVE TO OFFER YOU

Sales and Merchandising experience, of course. This new company is composed of men with enviable records of sales leadership with top-flight manufacturers of component parts, amateur equipment, combinations and radio sets—PLUS a unique combination of current market facts available from no other source. These are the reasons why it will pay you to get in touch with us now.

Regional or National Sales Representation—From our Chicago headquarters, we will provide result-producing sales representation in single markets, several states, on a nationwide basis or for any combination of territories.

Jobber Coverage—We have the confidence of the best radio parts jobbers—earned by years of honest dealing. Can assure consistent coverage resulting in maximum volume. Also equipped to provide consulting service to factories.

Industrial Sales Engineering—Full coverage of all Industrial accounts is provided by men qualified to meet the highly specialized and technical requirements of this profitable market.

Responsible Representation—This company not only provides complete sales coverage of the market, but assures representation of the type that you will be proud to have behind your product—dependable and thoroughly responsible.

Sales Know-How—Our Market selection methods and knowledge of the sales techniques, required to produce the largest volume of profitable business, can be of major importance to your immediate plans. Don't miss this sales opportunity.

Trade Relations—We know the accounts. They have complete confidence in us. Our experience proves that they will buy and push what we offer—because they know it will be "right".

HOW TO GET IN TOUCH WITH US NOW

Until all product line arrangements are completed, no general announcement of the new organization will be made. In the meantime, write us through Fuller & Smith & Ross Inc., Dept. C., 1501 Euclid Avenue, Cleveland 15, Ohio. Your correspondence will be held in confidence and answered promptly.

Paul Galvin Denies Motorola Sale Rumor

Stating that rumors had been circulated in Chicago to the effect that he was giving up active management of the Galvin Mfg. Corp., makers of Motorola radios, Paul V. Galvin has emphatically denied that he has any intention of relinquishing his connection with the firm or of selling his interests in the company.

In a statement to RADIO & Television RETAILING, the Motorola president said that "my attention has been called to a trade rumor that I, personally, am selling out my interest in the Galvin Mfg. Corp. and giving up my active management of the concern. There is absolutely no foundation for this rumor. I have no intention of selling my interests and I am not even discussing the matter of sale with anyone. Nor did I have any idea of giving up my active management of the affairs of the Galvin corporation."

Small Sets Big Sellers, Says Jack Geartner

Jack Geartner, sales manager of Electronic Corp. of America, has cited his company's recent experience with a plastic table model radio selling at \$35.75 as proof that contrary to reports the market is not truly glutted with small receivers.

"The heart of the table model problem" according to Mr. Geartner, "is that with a plentiful supply of table models, the selling honeymoon period is over. Consumers are reluctant to invest in inferior sets. The customer is becoming more selective."

Mr. Geartner said that ECA preferred to withhold production and shipment of sets until adequate parts and cabinets were available. "Our Model 108", he said, "was an unusually good value for

the price, was well supported by advertising and bore a warranty tag and accurate performance rating. No dealer had any trouble selling the merchandise."

As further evidence that the number of potential buyers of small radios has not been reduced substantially, Mr. Geartner added, "A market study conducted for ECA shows that radio sales from about 1941 has been consistently at low ebb during this time of the year. Vacations, shopping inconveniences due to hot weather and similar factors reduce sales in durable goods. However, the appearance of more sets has increased the difficulty of converting inquiries into sales, for the customer sees an opportunity to choose the best value. When this opportunity was not available, buyers were simply more eager."

Sam Harper Resumes as Rep

Sam M. Harper, veteran manufacturer's representative, who left his agency to do special war work, has returned to his business and is now in a position to take on non-competitive lines. His present quarters are at 215 Fulton St., New York 7, N. Y.

Mr. Harper has been in radio since 1928. During World War II he was chief engineer of the Haines Mfg. Co., makers of resistors.

For General Mills

Curt H. Carmichael, Dallas, Texas, has been named Southwestern district manager for the home appliance department of General Mills, Inc. He has opened district headquarters at 410 Continental Building, Dallas. The territory includes Texas, Oklahoma, Louisiana, and Mississippi.



"It also drowns out any promiscuous swearing!"

Turner Vice-President



William J. Nezerka is now vice-president and sales manager for The Turner Co., Cedar Rapids, Ia., makers of microphones and electronic devices. He's been elected to Turner board of directors.

Plicote Appoints Large Distributor Group

Twenty-one distributors in 18 states have been named as jobbers for the entire line of Plicote finishes, according to news from J. G. Brown, director of sales for Plicote, Inc. Mr. Brown said that these jobbers' plans call for extensive newspaper advertising to feature the line in merchandising campaigns. The distributors are as follows:

Straus-Frank Co., San Antonio, Tex; General Utilities Distributors, Inc., Chicago and Milwaukee; Mayfield Feed & Grain Co., Dahlart, Tex.; Appliance Distributors, Inc., Indianapolis, Ind.; Painters Warehouse, Phoenix, Ariz.; Kentucky Appliance Corp., Louisville, Ky.; Earl J. Akins, 444 S. Spring St., Los Angeles; Twin States Distributing Co., Charlotte 2, N. C.; Ken R. Humke Co., Portland, Ore.; Sears-Piou Co., St. Louis, Mo.; Construction Device Co., San Francisco; Gunter-Johnson Electrical Supply Co., Atlanta Ga.; George C. Weatherbee Co., Detroit, Mich.; Lowden & Weisbly, Denver, Colo.; Grandrapids Paint & Enamel Co., Grand Rapids, Mich.; Watkins-Cottrell Co., Richmond, Va.; Harrison Distributing Co., West Salem, Ill.; Palmetto Electric Supply Co., Columbia, S. C.; West Kentucky Supply Co., Paducah, Ky.; Modern Appliance & Supply Co., New Orleans 19, La.; and Electric Constructors, Inc., Birmingham, Ala.

Electromatic's Big-Scale Promotion

Electromatic Mfg. Corp., 88 University Place, New York City, manufacturers of "Coluratone" combination radio and automatic record players, table model radios and automatic phonographs, has launched an extensive promotional campaign on its line. Starting on an advertising appropriation of nearly \$250,000 for this year, the campaign will include trade papers, consumer magazines, publicity, newspaper mats, point-of-sale displays, salesmen's portfolios, direct mail, dealer folders and self-sales tags attached to each Coluratone set.

An unusual "Piano Test" has been de-

veloped to convince prospective customers of the faithful reproduction of all notes provided by the special audio-amplifier system contained in these Electromatic models. Consumers are requested to bring their own favorite recordings to the store for the test, or to ask the dealer to play for them a recording of Grieg's Piano Concerto in A Minor. This platter, which includes a commentary by Andre Baruch, well known radio announcer, is furnished as a selling tool to all Electromatic dealers.

GE to Offer All Feature Units

An all-purpose home entertainment instrument, combining television, FM, standard broadcast and a record-player, is planned for next year by the receiver division of the General Electric Co.

Plans to market this complete unit, to sell for approximately \$475, were announced by Paul L. Chamberlain, manager of sales for the division, at a special sales meeting of district managers of the electronics dept.

This model will be equipped with a 10" picture tube with a picture of approximately 8" wide by 6" high and will be able to tune in all 13 television channels without the need of service work. In addition to AM reception, this model will receive FM on the new frequency band and will also have an automatic record player.

Detrola Output Climbs to New Peak

Production of home radio receivers, automatic phonographs and other electronic products in the Detrola radio plant, Detroit, totaled more than 22% greater for the seven months ended May 31 than the units produced in the entire year 1941, president C. Russell Feldmann has announced.

Mr. Feldmann said that "even this expanded rate finds us operating at much less than our enlarged capacity. We will continue to step up production as rapidly as supply problems can be solved."

Detrola-brand radios are sold only in the state of Michigan and in export, but the bulk of the plant's output is distributed by large department stores, chain stores and other large national merchandising organizations under their own brand names.

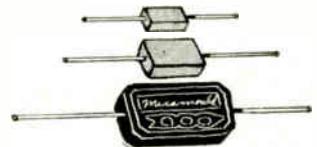
Noma-Pollak Merger Announced

A new and major expansion by Noma Electric Corp., involving the absorption of Pollak Mfg. Co., which will substantially enlarge Noma's production facilities has been announced. In a joint statement, Henri Sadacca, president of Noma, and Leo L. Pollak, president of Pollak, disclosed that directors of both companies have approved the merger.

Substantial expenditures previously planned for increasing productive capacity at several Noma plants will be made unnecessary by the consolidation, Mr. Sadacca said.

Leotone Specials

- TUBES:** Perfect condition but not in sealed cartons. Guaranteed for 90 days.
- #26, 27, 41, 42, 46, 56 & 6F629
 - #89, 6C6, 6D6, 6J5, 6K7, 6L6, 6V6, 6SA7, 6SK7, 6SQ7, 12SA7, 12SK7, 12SQ739
 - #42 & 7749; 50, 866 & 6A369
 - Victor power transformer for models R-32, 45, 52 & 75 (unshielded) 5.95
- RADIDMEN'S HARDWARE:** an indispensable assortment of approx. 1000 screws, nuts, lugs, washers, etc., in handy metal container49
- Earphone Headbands (HS-23), leather covered adj. steel frame with 18" tipped double phone cord and PL-54 plug39
- PL-54 PHONE PLUG** with 13" Double Tipped Cord19
- TRIMM 2,000 OHM** (Sig. Corps) Earphones Complete with Double Cord & PL-54 Plug 1.75 ea.; 4 for 6.00
- CRYSTAL SET KITS,** Includes 5 1/2" Bakelite Sliding Coil, 1/4" Brass Bar & Slider, Isolantite Base Detector, & Mtg. Hardware...1.75 ea.; 6 for 9.00
Phone Tips, standard plated, 3/8" long...1.00 for .98
- SERVICEMEN'S KITS #1: 15 ASSTD. SHIELD CANS** for tubes, coils, transformers, etc..... 1.00
- #2 — Speaker Cones; 12 Assorted 4" to 12" (including magnetic) moulded & free-edge. Less voice-coil 2.00
 - #3 — Dial Scales; 25 Assorted airplane & slide rule (acetate & glass included) 2.98
 - #4 — Escutcheon Plates; 25 Assorted airplane, slide rule & full-vision types 2.95



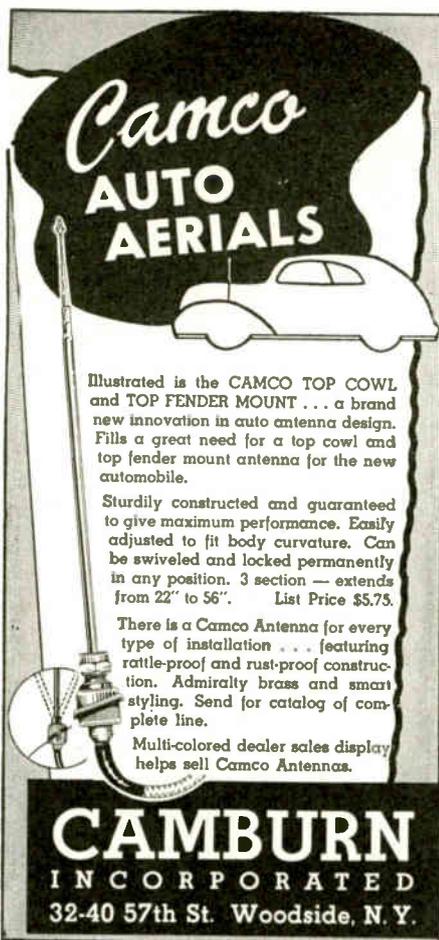
- #5 — BAKELITE MICA CONDENSERS: 50 Assorted .00001 to .25 mfd, marked in figures... 2.95
 - #6 — TUBULAR BY-PASS CONDENSERS: 50 Assorted .001 to .25 mfd; 200 — 600 V., standard makes 2.49
 - #7 — Electrolytics: 10 Assorted including multi-section & can types 1.95
 - #8 — Knobs; 25 selected wood & bakelite, including set screw & push-on 1.00
 - #9 — Voltage Dividers; 10 Assorted standard multi-tapped, high wattages included 1.98
- SPEAKER PARTS:** 6" replacement cones, 3/4" V. C. opening (less voice coil) 6 for 1.00
- Centering shims — Kit of 16 in leather case29
 - Grille Cloth — Decorative gold or silver weave. Per square foot15
 - Celotex baffles, 14" x 14" x 1/2"; specify size of opening35
 - Plastic sq. louvre grille for 5" speaker15
- 16" N.B.C. RECORDINGS** — Each contains 2 complete 15 min. programs. Such titles as: Remagen Pickup, Combat Crew, Overseas Assignment plus numerous others — 33 1/3 RPM29
- PHONO PARTS:** 8" rim-drive turntable, 3/4" hole89
- 10" Gen'l Industries turntable, 3/4" hole98
 - 9 1/2" Philco Heavy Duty recording turntables; tapering shaft hole 3/8" to 1/2"; shpg. wt 3 lb. 1.25
 - 12" turntable felts23
- MAGNET WIRE:** #30, 31 or 32 plain enamel, per lb.89
- Single Conductor. Shielded Wire for phono pickups, etc. 100 ft. spool 2.49
- D.P.D.T. TOGGLE SWITCHES (H&H):** 6 external lugs, 6A/125 V. Split Bail39
- 20 mfd/200 V tubular electrolytics 6 for 1.00



- #1 — Bar 8 1/2" x 1/4" x 1/8"39
- Bar in shorter lengths, per inch12
- #2 — Face 1 1/4" x 1 1/8" x 3/8" high98
- #3 — Heavy duty bar, 2 1/2" x 1 1/8" x 5/16"98
- #4 — Face 3/4" x 3/8" x 3/8" high39
- #5 — Polished, 7/8" x 9/16" x 3/8" high35
- #6 — Polished bar, 9/16" x 1/4" x 1/8" 20 for 1.00



LEOTONE RADIO CO.
MAKERS OF CONES AND FIELD COILS
65-67 DEY STREET, NEW YORK 7, N.Y.
WORTH 2-0284-5
12,000 SQ FT OF RADIO PARTS



Camco
AUTO AERIALS

Illustrated is the CAMCO TOP COWL and TOP FENDER MOUNT . . . a brand new innovation in auto antenna design. Fills a great need for a top cowl and top fender mount antenna for the new automobile.

Sturdily constructed and guaranteed to give maximum performance. Easily adjusted to fit body curvature. Can be swiveled and locked permanently in any position. 3 section — extends from 22" to 56". List Price \$5.75.

There is a Camco Antenna for every type of installation . . . featuring rattle-proof and rust-proof construction. Admirably brass and smart styling. Send for catalog of complete line.

Multi-colored dealer sales display helps sell Camco Antennas.

CAMBURN
INCORPORATED
32-40 57th St. Woodside, N. Y.

In Canada . . . The Astral Electric Company,
Scarboro Bluffs, Ontario

METROPOLITAN
guarantees prompt delivery!

New Model 670
SUPERIOR
SUPER-METER

A Combination VOLT-OHM MILLIAMMETER plus CAPACITY REACTANCE and DECIBEL MEASUREMENTS Includes a special GOOD-BAD scale for checking the quality of electrolytic condensers at a test potential of 150 volts. Complete with test leads and operating instructions. **\$2840**

New Model 450
SUPERIOR
TUBE TESTER

"Speedy Operation" assured by newly designed rotary selector switch which replaces the usual snap, toggle or lever action switches. Tests all tubes up to 117 volts including 4, 5, 6, 7, 7L, Octals, Loctals, Bantam Junior, Peanut, Television, Magic Eye, Hearing Aid, Thyratrons, Single Ended, Floating Filament, Mercury Vapor Rectifiers, etc. Also Pilot Lights. Net **\$3950**

Write Dept. RT9, for FREE Catalog

METROPOLITAN
ELECTRONIC & INSTRUMENT CO.
6 Murray St. • New York 7, N. Y.

SALES HELPS FOR DEALERS

Dealers Get Calendar by Famous Artist

"The yearly calendar is the surest and most economical method for a dealer to get his name into a customer's home for a full year", is the belief of sales executives at Tung Sol Lamp Works, Inc., Newark, N. J.

The company commissions a top flight American artist each year to paint a calendar picture; the artist for 1947 is Douglass Crockwell, winner of many art awards, and well known for his Saturday Evening Post covers.

"Friend of the Family" is the 1947 calendar picture. It portrays a young boy holding a Gordon setter puppy with the puppy's mother looking on. Tung-Sol makes the calendar available to dealers through their jobbers.

Jumbo Radio Display



Part of Philco's big-scale merchandising campaign is this new display. It has room for 16 to 18 sets, and has recessed flood lighting to show radios off better.

Counter Combo "Salesman"

As part of its dealer sales help program on the "Coluratore" radio and automatic phonograph combinations, Electromatic Mfg. Corp., announces that its new counter-and-window display cards are now ready for free distribution.

Printed in color, these easeled cards measure 12" x 15", for both window and interior display. The display features the leading Coluratore seller Model 607A.

Each Electromatic dealer will receive at least two display cards by mail. For extras, dealers are requested to contact Len Welling, Electromatic Corp., 88 University Place, New York 3, N. Y.

Actual Talkie Is Shown in Display

Set-up display in full color for Dictograph's 2-way talkie, now available as one of the firm's merchandising helps. It includes an inset in which an actual unit is shown, and measures 24" by 32". The display is available with orders of



Actual talkie unit is part of this display.

twelve or more of the talkie sets.

Dictograph Products, Inc., 580 Fifth Ave., New York 19, N. Y., is also offering posters and counter cards, to be used separately or in combination with the set-up display.

Premier Sales-Aid

An illustrated two-color broadside issued by the Premier vacuum cleaner division of the General Electric Co., under the title, "We're Stepping Out", gives an outline of the Premier advertising program and describes in brief detail some of the major sales aids available to Premier dealers this year. Featured items include a deluxe selling display, an assortment of neon and neon-fluorescent signs, sound-slide sales demonstration films, sales training booklets, mailing pieces and other literature, and a variety of window and store displays.

Clip Board



Twenty-five different products, including 20 different clips and flexible covering insulators are shown on this new merchandiser of Mueller Electric Co., 1583 E. 31st St., Cleveland 14, Ohio. It's 17" by 21", with easel for counter use, or it will hang on wall.

Universal Dealer Aid



Frank Nester, of Landers, Frary & Clark's sales department describing a new tank type vacuum cleaner display stand to J. V. Begley and Jim Parker, company sales reps.

Westinghouse Light Meter

The new "see-ability meter", a tool developed to demonstrate proper lighting standards in terms the homemaker will understand, is now available in quantities from the Westinghouse lamp division.

The new meter substitutes "levels of lighting" for the technical "foot-candle" terminology used by lighting engineers. Lighting levels are graded alphabetically from A through E to correspond with the degree of difficulty in various home seeing tasks.

Vaculator Ad Program

M. K. Grey, vice-president of the Hill-Shaw Co., has announced that the advertising program for Vaculator glass coffee makers and Dutch Clothless coffee filters will be materially expanded. The new Vaculator campaign includes a schedule of almost fifty publications reaching the various trade fields and consumer fields served by Vaculator coffee makers and electric table stoves and ranges.

Kay-O Flash-O-Lite



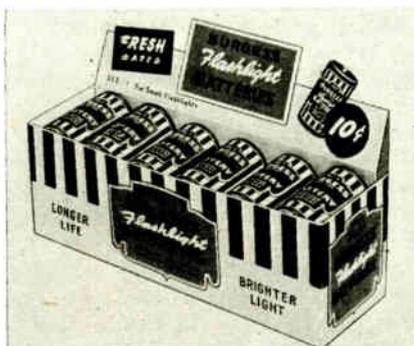
Kay-Wat Mfg. Co. display card holds twelve Flash-O-Lites. These look like fountain pens, with a clip. 5 1/4" long; polished aluminum case.

Walsco Runs \$1,000 Contest for Radiomen

The Walter L. Schott Co., Beverly Hills, Calif., producers of the Walsco line, have started a prize contest open to all radio technicians, servicemen, "hams", etc. Prizes worth \$1,000, such as a typewriter, wrist watch, automobile tires, sets of Riders Manuals, and many other valuable ones will be awarded for suggestions for new items to be added to the Walsco line. All that is required is a short description or sketch of items needed by servicemen or technicians and not already available in practical form.

The competition started August 5 and closes September 30. All entries must be submitted on blanks which are available at all radio parts jobbers.

Counter Carton



Handy new counter display carton from Burgess Battery Co., Freeport, Ill., holds 12 of the 10C Size 1 flashlight batteries (for small flashlight cases). It's No. 11V-6" by 2".

Applications of Onan Electric Plants

"Independent Electric Plants Can Meet Immediate Power Demands on Farms" is one of the subjects featured in the new issue of "Power Points"—a bi-monthly booklet issued by D. W. Onan & Sons, Minneapolis 5, Minn.

This "Power Points" also includes a feature on the first radio-equipped freight train, and other newsworthy applications on Onan electric plants. It's a 12-page, illustrated, two-color booklet.

Bendix Films for Dealers

Spot movies made in Hollywood, consisting of a series of 13 "trailers", are being offered to dealers selling the Bendix automatic home laundry. Walter J. Daily, advertising and promotion director, says that a substantial number of Bendix dealers are seizing the opportunity for showing the washing machine in action on the screen.

Little Giant Dealer Aids

Little Giant Inc., Hayward, Cal., manufacturers of the Little Giant Tray Queen washer, is offering store and window banners, decals, and newspaper mats to interested dealers. K. F. Keefe, is general manager, and G. D. Hecker, Jr., is sales manager of the company.

MILO

Your "Q" for Quality

MILO HAS IT

SIMPSON Portable

VOLT · OHM · MILLIAMETER
MODEL 215



\$32.50 NET

Size: 5 1/2" wide; 7" long; 3" deep. Weight: 2 1/2 lbs. Has all essential ranges, both AC and DC. First small, low-priced instrument to have 4 1/2" meter.

RANGES:
 (5,000 ohms per volt D.C.; 1,000 ohms A.C.)
 Volts, A.C. and D.C.: 0-2.5, 10, 50, 250, 1,000, 5,000
 Output, A.C. Volts: 2.5, 10, 50, 250, 1,000, 5,000
 Milliamperes, D.C.: 0-10, 100, 500
 Microamperes, D.C.: 0-250
 Decibels: (5 ranges) —12 to +52 DB
 Ohms: 0 to 4,000 (30 ohms center); 0 to 400,000 (3,000 ohms center); 0 to 4 megohms (30,000 ohms center)

READY at Milo!
FEDERAL SELENIUM RECTIFIER
 for: *CONSOLE RADIOS
 *AC-DC PORTABLES
 *VIBRATOR POWER SUPPLIES
 *INTERCOM POWER SUPPLIES
 **REPLACES ANY 117 VOLT RECT. TUBE

Orders
 6 to 49 **99c.** Ea.

Orders
 of 1 to 5 **\$1.09** Ea.

Quotations on larger quantities gladly furnished.

FEATURES
 REPLACE TUBE and SOCKET; REQUIRE LESS SPACE; FACILITATE SMALLER CABINET DESIGN; PROLONG LIFE OF SET; GIVE IMMEDIATE RECTIFICATION
Schematic Applications with every order.

Milo has complete stocks of nationally known IRC, AEROVOX, B & W, NEWCOMB, THOR-DARSON, MEISSNER, TUNGSOL, WESTON, SUPREME, etc.

If not rated, 20% with order, balance C.O.D. Dept. R

MILO

Radio and Electronics Corp.

200 Greenwich St., N. Y. 7, N. Y.
BEekman 3-2980-1

Export Div.: WESTERN INTERNATIONAL
 168 Washington St., N. Y. 6, N. Y.

Special . . .
**R-L's NEW POST WAR
 WIRELESS PHONOGRAPH**
 with Automatic Record Changer-



**IN STOCK FOR IMMEDIATE
 DELIVERY**

No wires to connect. Just plug in and play through radio. 45 minutes of uninterrupted plays of 10 or 12 inch records without reloading. For 110V. 60 cycle operation. Complete with open type walnut veneer cabinet. Shipping weight 14½ lbs.

B6200 Net, Each **\$26.97**

Write for Free 1946 Parts Catalog



731 West Washington Boulevard
 Dept. R. CHICAGO 6, ILLINOIS

PROFIT-MAKERS for Radio Dealers

Order direct from this ad and save time. Some stocks are limited, so don't delay.

RECORD CHANGERS

Seeburg, the best obtainable \$29.50
 V.M. Record Changers 22.50
 Portable Cases for record changers,
 place for amplifier and up to 8"
 speaker 14.95
 Portable Record Player Cases 8.95

PHONOGRAPH NEEDLES

GAROD Permanent Needles
 50c List—card of 12 3.00
 \$1.00 List—card of 12 6.00
 \$1.50 List—card of 12 9.00
 PFANSTIEHL Needles
 \$1.50 List Doz. 9.00
 BENNET Permanent Needles
 \$1.50 List, Doz. 9.00
 DUOTONE Permanent Needles
 \$1.00 List—Card of 12 6.00
 \$1.50 List—Card of 12 9.00

PICKUPS AND CARTRIDGES

Astatic Crystal Pickups 3.30
 Webster Crystal Pickups 3.30
 Shure Crystal Pickups 3.30
 Astatic Permanent Needle Crystal
 Pickups 6.90
 Astatic Cartridges—L40—L22 2.60
 B3—L70 3.33
 LP 5.23
 Webster Cartridges—E4—N3 2.60
 D2 3.20
 Shure Cartridge—P93 2.60

Write for Catalog

Hundreds of bargains in parts, supplies and equipment. Also ask for special bargain list of tubes now available.

Lifetime
SOUND EQUIP. CO., Dept. V-9
 911-913 JEFFERSON AVE., TOLEDO 2, OHIO

Jahns Joins the Templetone Corp.

Dr. Dale Pollack, vice-president in charge of Engineering with Templetone Radio Mfg. Corp., New London, Conn., has announced the appointment of Edward R. Jahns as chief electrical engineer. Mr. Jahns has held a similar position for the past eight years with the Pilot Radio Corp., from which he resigned as chief engineer in charge of all home radio receivers.

Dr. Pollack stated that this appointment will enable him to increase research and development in Templetone FM and television.

Wants Lines for Latin American Market

Of interest to those who wish to market radios and electrical appliances in Latin America is the statement of Navy veteran Albert Schultz, 1646 Weeks Ave., New York 57, N. Y., to the effect that he now has "exclusive working arrangements with distributor organizations in 6 countries—Argentina, Brazil, Chile, Uruguay, Venezuela and Peru."

Mr. Schultz made these contacts in Latin America during a recent 4-year stay there, concentrating on jobbers with a good command of the market in their areas. Mr. Schultz says "it is my purpose to obtain for these distributors an exclusive line of radios, phonographs, combinations and recorder-combinations, as well as a complete line of electrical appliances."

Battery Sales Manager



New sales manager of Ray-O-Vac Co., Madison, Wis., battery makers, is J. A. McInay, who was previously eastern sales manager. He succeeds J. C. Ryan, now vice-pres. in charge of operations. D. M. Cook has been named merchandising manager, and J. G. Studholme sales promotion manager.

20 Years Ago

From the September, 1926, Issue
 of Radio Retailing

TELLING THE PUBLIC ABOUT PROGRAMS—Merchandising radio broadcasts through window displays, newspaper ads, direct mail, telephone messages, handbills, home demonstrations and store concerts.

SOLVING THE TRADE-IN PROBLEM—Pacific coast retailers decide to offer owners of old sets an allowance of one-half the estimated re-sale price.

AUDIO AMPLIFIERS—A new item to sell to all your old customers.

ELIMINATING INTERFERENCE—New York dealer specializes on cutting down noise, and runs a \$75 business investment up to \$2,000.

EVENING WORK ON RADIO SALES—Use of part-time salesmen with cars, making after-hours calls on radio prospects, increases dealers' sales average.

HOW SUPER-POWER SERVES THE NATION—Results achieved by WJZ, the first high-powered broadcaster.

WHAT THE TRADE IS TALKING ABOUT—Three hundred manufacturers to exhibit products at Radio World's Fair at Madison Square Garden; RMA sees chaos averted in broadcasting control; Federal Radio Corp. introduces "Orthosonic" models.

Tullo is Emerson Vice-President

Harvey Tullo, who lately rejoined Emerson Radio and Phonograph Corp. as director of purchases has been elected vice-president in charge of purchasing. Mr. Tullo recently left the Zenith Radio Corp. where he was vice-president in charge of purchasing.

Smith Opens New Radio Parts Firm

Herman H. Smith, formerly president of Radio Essentials, Inc., Mount Vernon, N. Y., has severed his connection with the company and will form his own organization—Herman H. Smith, Inc., 405 44th St., Brooklyn, N. Y.

The new company will manufacture a line of radio and electronic components and hardware and will act as suppliers to radio parts jobbers.

Stewart-Warner Opening Attracts Crowds

Record crowds flocked to the grand opening of Flato's newly established retail showroom in Houston, Texas. Police details were necessary to handle the crowds and special restrictions, limiting sales to bona fide residents of Houston, were established.

The Edwin Flato Co., distributor for Stewart-Warner, has its headquarters at Corpus Christie, Texas, and also represents Stewart-Warner in San Antonio and Houston. M. A. Compton, Jr., associated with the company for 14 years, prior to war service, is general sales manager of the new Houston store.

Complete Servicing or None Is New Plan

Radex, a new store at 1722 Massachusetts Ave., Cambridge, Mass., owned by Charles Rice and Ralph Panetta, has a "reconditioning" plan for handling radio service. No chassis is accepted for repairs at this shop unless the owner agrees to repairs that will result in the set leaving the store in as good condition as it left the factory.

"Stop-gap repairs will not make satisfied service customers," says Mr. Panetta, "and the customers seem to agree with our plan. Only three out of 500 clients refused to have us do the reconditioning we recommended."

Home Laundry Training Has World-Wide Coverage



Bendix Home Laundry Institute now turns to training distributors in foreign countries, after having handled some 5,000 field specialists in the U. S. Edwina Nolan, third from left, Institute director, demonstrates new automatic home dryer to Betty Barkey of Canada; Audrey Johnson of Chile, Mrs. A. G. Taylor of Canada, and Joan C. Shimamura of Honolulu.

ECA Booklet Discontinued

The Electronic Corp. of America has announced that its booklet, "The Amazing Electron," is out of print and no longer available.

Named by Hotpoint

William G. Conley, Jr. has been appointed manager of the kitchen sales division, Edison General Electric (Hotpoint) Co.

JFD NEW "BIG 4" SERVICEMEN'S BASIC KIT!



A Great New
TIMESAVER
For Radio Servicemen!
FOUR Basic Radio Service
Kits in ONE Package

SPECIAL!
SERVICEMEN'S COST

\$18.00
LIST PRICE
\$33.35

For Radio Servicemen Starting a Repair Business . . .

For Established Radio Servicemen Who want to Save Time and Energy . . .

These 4 Popular JFD Kits have everything needed for 75% of all radio service work.

1. **B25A Bolt Kit**. Assortment of 25 Dial Bolts in Metal Container. Includes FREE 64-page JFD Servicemen's Manual. Testing bolts for more than 1500 set models.

2. **SG2S Dial Cable & Cord Reel**. Contains 5 Metal Spools of fast-moving dial cables and cords.

3. **77B Ballast Kit**. Contains five JFD Improved Alnico AC-DC Adjustable Ballasts. Suitable for more than 95% of all ballast tube replacements.

4. **8P-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 Model "Big 4"

Servicemen's SPECIAL Net Price \$18.00

J.F.D. MANUFACTURING CO., 4109-4123 FT. HAMILTON PARKWAY, BROOKLYN 17, N. Y.

Radio Books For Radio Servicemen

"INSIDE THE VACUUM TUBE"

A goldmine of information for the student, amateur, serviceman or engineer.

425 PAGES PRICE \$4.50

"UNDERSTANDING MICROWAVES"

Provides a foundation from which the reader can proceed to understanding of various microwave developments of the past five years.

400 PAGES PRICE \$6.00

"RADAR"

For students, hobbyists and laymen . . . \$1.00



and THESE STANDARD WORKS

The Cathode Ray Tube at Work \$4.00
Frequency Modulation . . . \$2.00
Servicing by Signal Tracing . . . \$4.00
The Meter at Work . . . \$2.00
The Oscillator at Work . . . \$2.50
Vacuum Tube Voltmeters . . . \$2.50
Automatic Frequency Control \$1.75

An-Hour-a-Day-With-Rider Series - on "Alternating Currents in Radio Receivers," on "Resonance & Alignment," on "Automatic Volume Control," on "D-C Voltage Distribution." Hard bindings . \$1.25 each

JOHN F. RIDER PUBLISHER, INC.

404 FOURTH AVENUE, NEW YORK 16, N. Y.

Specializing in books for advancement of the radio servicing industry.

Belden Names New West Coast Rep

H. W. Clough, vice-president of the Belden Mfg. Co., Chicago manufacturers of wire cable and automotive wire, announces the appointment of Russell C. Bowen as company representative for the sales district of northern California and Nevada.

Mr. Bowen, recently discharged captain, served as a bombardier with the 8th Air Force in England. He is the winner of many citations, including the Distinguished Flying Cross and the Purple Heart.

Mr. Bowen is the latest veteran to complete the special sales trainee program inaugurated under Belden's sales expansion program. The course, lasting 10 weeks, is designed to ground salesmen in production as well as service and sales methods.

Sales Drive on Electric Tool Kits

A new advertising campaign, linked to the tremendous interest among ex-servicemen in developing hobbies, has been initiated by Casco Products Corp., Bridgeport, Conn., to introduce their new electri-craft tool kit models. Drive accents the kit as "a shopful of tools, complete with 35 accessories for hobbyists, craftsmen, mechanics" and will be backed by a well-rounded merchandising program.

Communications Progress on Parade



Very much in the parade when the city of New London, Conn., celebrated its 300th birthday, this float of the Templetone Radio Mfg. Corp. of that city was built by Templetone employees. It represents 300 years of communications—from "town crier" to streamlined transmitter.

Clippard Firm in Big Expansion

Manufacturing facilities at Clippard Instrument Laboratory, Inc., Cincinnati, have been greatly expanded through acquisition of a new plant at 1125 Bank, Cincinnati, Ohio, according to W. L. Clippard, Jr., president and director of engineering.

The new property provides 25,420 sq. ft. of floor space, and adjoining structure

will furnish 25,000 additional sq. ft. of space.

Clippard Instrument Laboratory, Inc., will continue to manufacture all types of R.F. coils and coil assemblies, small bobbin-wound magnetic coils, paper section coils and specialized laboratory and production test equipment for radio and electrical manufacturers. Its present line of radio test equipment for radio jobbers, dealers and servicemen also will be expanded.

WIRE AUDIO SALES FOR WIRE! IF YOU SEE IT ADVERTISED BY AUDIO SALES .. They have it in stock!

THIS MONTH'S SPECIALS

C-t. No.	Description	Net Price
801	No. 18 R. C. stranded tinned copper lead-in 500 ft. coils. Ea.....	\$2.80
802	2/21 twisted solid C. C. telephone and intercom wire. per 1000 ft. spool....	6.25
727	2/18 solid tinned twisted shielded intercom wire, 100 ft. coils. Ea.....	2.00
739	2/20 SV Round rubber jacket cord, black, for speakers, etc. 500 ft.....	7.50
740	2/18 SJ Neoprene Service cord, for all appliances, 500 ft.	15.00
820	No. 20 single shielded hook up wire for pickups, etc. 500 ft.....	7.00
510	Thordarson 6V. 10 Amp. Transformers	1.25

JOBBERs: Write for our new big price list. We have one of the largest wire stocks in the East.

AUDIO SALES COMPANY
11 WARREN STREET · NEW YORK 7, N. Y.

ANSLEY

"Radio-Phonographs of Superb Tone"

Radio-Phonographs • The Dynaphone
Electronic Pianos • The DynaTone
Built-In Radios • The Paneltone

ANSLEY RADIO CORP. • TRENTON, N. J.

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

NEW BOOKLETS

Technical Appliance Corporation's new catalog No. 27 is closely packed with 12 pages of illustrations and descriptions of Taco antenna equipment. Liberal space is devoted to explanations of the correct installations of every type.

The FM antennas listed include folded dipoles with and without reflectors, doublets, double-v and t-type. Transformers and extenders for using the FM antenna on AM-FM combinations are also shown. Broadcast and all-wave kits occupy two pages, as do the various television antennas.

Master antenna systems for apartment houses, hotels and radio shops, filters, accessories and relay boxes for automatic switching of antenna in radio store demonstration setups complete the book, which is obtainable by addressing the Technical Appliance Corporation, 46-06 Delong St., Flushing, N. Y.

Philco Products is currently mailing its newest parts directory, which gives full replacement part information on all Philco receivers, including part values, substitute parts, and prices. Philco Products, Inc., Accessory Division, Philadelphia, Pa.

Edwin F. Guth Co., 2615 Washington Blvd., St. Louis 3, Mo., has issued a full-

color folder, "America's No. 1 Lighting Job" containing information on modern lighting practices as illustrated by the re-lighting job done by Guth at West Point.

Sylvania Electric Products, Inc., has just issued a new "wrap-around" catalog packet on "custom" fluorescent lighting with standardized fixtures, for offices, stores, schools, labs, etc. Specifications and installation data are given on 11 of the basic fixtures, with illustration and details. Emphasis is on easy maintenance and adaptability of design.

General Electric Co., Bridgeport, Conn., has issued one of the most complete works yet published on "planning a home for better living electrically."

A 64-page, profusely illustrated, full-color publication covering kitchens, laundries, lighting, wiring, electronics, heating and air conditioning, it is available through General Electric appliance retailers at 25 cents a copy.

After a general introduction, the booklet takes off on a room-by-room tour of the average house—showing what should be done to insure most efficient use and complete enjoyment of electricity in the kitchen, laundry, bedroom, bathroom, living room, basement, garage and outside.

Moulic Specialties Co., Bloomington, Ill., has issued a descriptive bulletin on the firm's new electronic multi-power supply unit, Model MS-1. It contains complete, illustrated material on the new unit, which is designed for schools, industrial and research labs.

National Retail Furniture Association, 666 Lake Shore Drive, Chicago 11, is ready with a 33-page bulletin covering the details of on-the-job training for veterans in the retail furniture industry.

Aerovox Research Worker, the publication of the Aerovox Corporation, New Bedford, Mass., is back in post-war circulation again. Current monthly issues are featuring a series of articles entitled "VHF Primer", dealing with ultra-high frequency principles and practices, which began with the March 1946 issue, and will continue until December. Free copies of the Research Worker may be had by writing to Aerovox, or through local parts distributors.

Emerson Electric Mfg. Co., St. Louis, Mo., is offering a new catalog, "Emerson Electric Fans for 1946," which illustrates in color and describes in detail the firm's complete line of fans. It will be mailed to those requesting it.

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. (0.5 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. (0.5 Amp. filament max.)

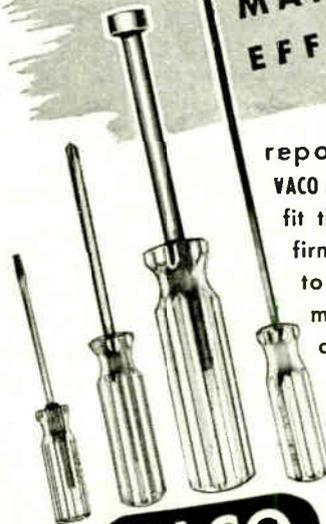
Canadian representative, ATLAS RADIO CORP., Toronto, Canada

ELECTRO PRODUCTS LABORATORIES

Pioneer Manufacturers of Battery Eliminators

549 WEST RANDOLPH STREET CHICAGO 6, ILL.

THE FEEL OF A
VACO
MAKES FOR
EFFICIENCY



• Case histories reported to us show that **VACO AMBERYL HANDLE SCREW DRIVERS** fit the hand properly, take a firm grip and respond better to pressure... resulting in more efficient and more contented employees.

Besides our regular line, we create special drivers for special purposes.

173 Types • Write for Catalog

VACO

PRODUCTS CO.

317 E. ONTARIO ST., CHICAGO 1, ILL.

In Canada: 560 King St. W., Toronto 2, Ont.

DATES AHEAD

Future Events of Interest to Readers

- Sept. 16-21: National Hardware Show, Grand Central Palace, New York City
Sept. 30-Oct. 2: Nat. Retail Furniture Assn. (NRFA), All-Industry Conference, Atlantic City, N. J.
Oct. 2: Eleventh Annual Conference of the International Assn. of Electrical Leagues, Astor Hotel, New York City
Oct. 3-5: 1946 Nat. Electronics Conference, Edgewater Beach Hotel, Chicago
Oct. 10-11: Television Broadcasters Assn., Inc., Postwar Television Conference, Waldorf Astoria, New York City
Oct. 10-11: Joint meeting, Officers and Boards of Directors, American and Canadian Radio Manufacturers Assn. (RMA), Chateau Frontenac, Quebec, Canada
Oct. 14-18: Nat. Electrical Contractors

- Assn., Annual Meeting, Ritz-Carlton Hotel, Atlantic City, N. J.
Oct. 14-19: Electronic Radio and Television Exposition, Grand Central Palace, New York City
Oct. 19-27: Oklahoma Builders Assn., Home Show, Municipal Auditorium, Oklahoma City, Okla.
Oct. 21-24: Nat. Assn. of Broadcasters (NAB), Twenty-Fourth Annual Convention, Palmer House-Stevens, Chicago
Oct. 28-Nov. 1: Fourth All-Industry Refrigeration and Air-Conditioning Exposition, Cleveland Public Auditorium, Cleveland
Nov. 7-8: Nat. Farm Electrification Conference, Hotel Sherman, Chicago, Ill.
Nov. 17-24: Nat. Crafts & Science Show, Madison Square Garden, New York City
Jan. 6-18: Furniture Show, Winter Market, Furniture Mart, Chicago
Jan. 27-31: Eleventh International Heating and Ventilating Exposition, Lakeside Hall, Cleveland

Distributor in Big Dealer Display Drive

A territory-wide display campaign on the Bendix "Invisible Radio with the Phantom Dial" is under way in the St. Louis area. Crest Corp., Bendix radio jobber in the area is helping over 100 dealers in Illinois and Missouri to install novel window displays featuring the set.

The campaign started with a big window display at Favour-Barr Co., St. Louis, fourth largest department store in the U. S. in point of volume. The radio—a mahogany end table of period design, occupied the center of the window and was silhouetted on a dais before a waterfall background of multi-colored velour. Spot-lighted from all angles, the display showed the Phantom Dial recurrently on and off, using a flasher unit produced by the Bendix Radio sales promotion department.

Youngstown Regional Mgr.

Charles W. DeVoe has been appointed a regional manager for the Youngstown kitchen division of Mullins Mfg. Corp., Warren, Ohio. He will take over the territory formerly managed by Dan Sembach, who has been moved to the Chicago area. Mr. DeVoe will have charge of Youngstown distribution in seven states: Iowa, Kansas, Oklahoma, Nebraska and parts of Arkansas, Wyoming and Missouri.

Specialist in Television

An indication of increasing activity in television in New York is seen in the announcement by the Fied-Ler Radio & Electronic Service, Inc., 144 E. 61st St., New York 21, N. Y., that the firm has

greatly increased its facilities for handling video installation and service. Edward A. Fiedler, company partner, reports that new instruments costing over \$1,000 have recently been purchased, for handling television repair work.

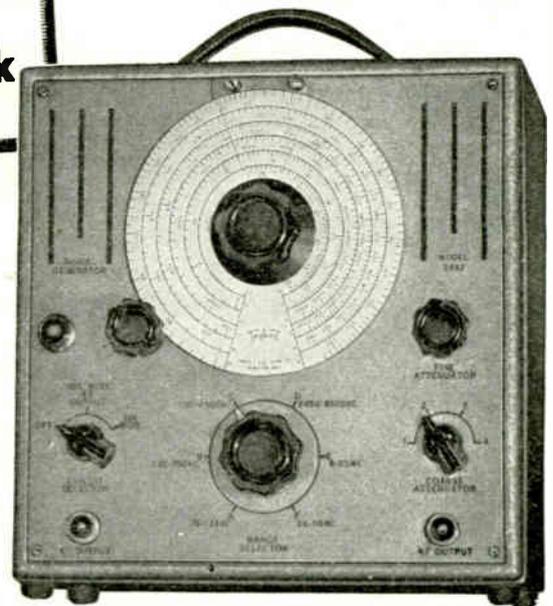
For the Man Who Takes Pride in His Work

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

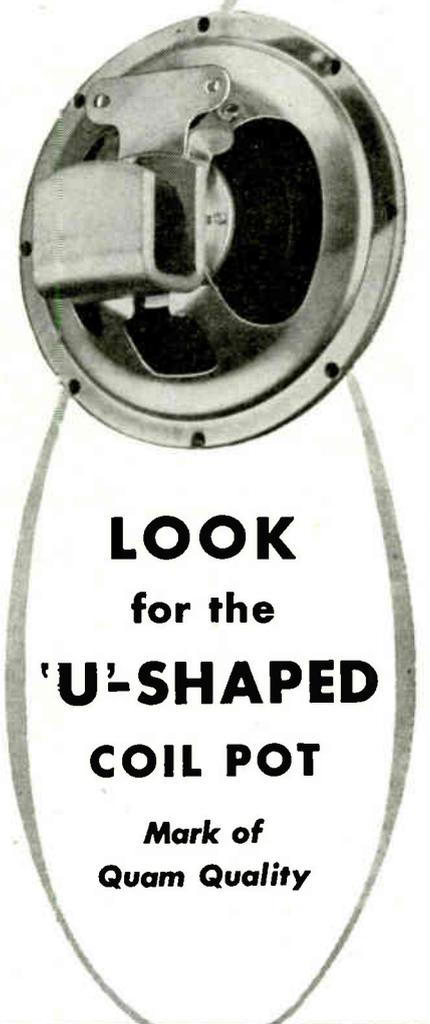
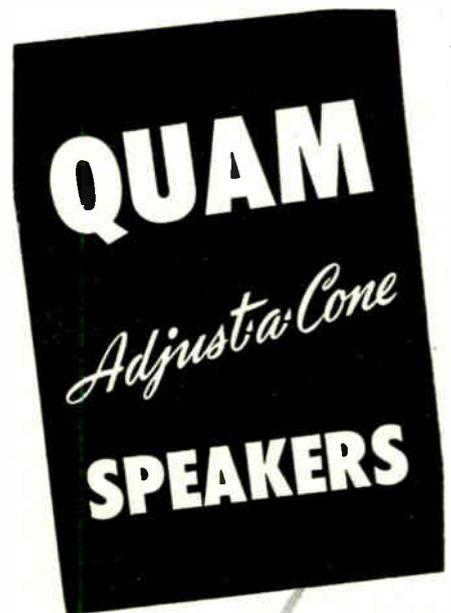
ELECTRICAL INSTRUMENT CO. BLUFFTON, OHIO

INDEX To Advertisers

SEPTEMBER, 1946

	Page		Page
Admiral Corp.	93	Mallory & Co., Inc., P. R.	Cover 2
Aerovox, Inc.	157	Merit Coil & Transformer Corp.	4
Aerovox Corp.	144	Metropolitan Electronic & Instrument Co.	160
Air King Radio Div., Hytron Radio & Electronics Corp.	25	Milo Radio & Electronics Corp.	161
Alliance Mfg. Co.	81	Musicraft Records, Inc.	77
American Magazine	50	Musitron Co.	65
American Phenolic Corp.	123	National Carbon Co., Inc.	133
American Sales Corp.	148	National Stamping & Electric Works	100
Ansley Radio Corp.	164	National Union Radio Corp.	121
Apollo Records Distributing Co.	82	Newcomb Audio Products Co.	151
Atlas Sound Corp.	152	Noblitt-Sparks Industries, Inc.	49
Atomic Heater & Radio Corp.	145	Northeastern Engineering, Inc.	146
Audio Sales Co.	164	Olson Radio Warehouse	149
Bendix Radio Div., Bendix Aviation Corp.	8, 9	Operadio Mfg. Co.	147
Burgess Battery Co.	142	Permo, Inc.	67
Burkaw Electric Co.	68	Photo-Vision, Inc.	95
Caldwell-Clements, Inc.	78, 79	Pioneer Electric & Research Corp.	157
Camburn, Inc.	160	Pyramid Electric Co.	115
Capitol Records, Inc.	61	Quam-Nichols Co.	167
Chicago Tribune	18	Radio Corp. of America RCA Victor Div.	32, 33
Clarostat Mfg. Co., Inc.	154	RCA Victor Records	52
Collier's	12, 13	Tube Div.	106, Cover 4
Columbia Recording Corp.	57	Radolek Co.	80
Columbia Wire & Supply Co.	146	Rauland Corp.	155
Commercial Credit Co.	99	Raytheon Mfg. Co.	151
Delco Radio Div., General Motors Corp.	22	Rexon, Inc.	20
Diamond Record Corp.	69	Rider Publisher, Inc., John F.	145, 163
DuMont Laboratories, Inc., Allen B.	14	R-L Electronic Corp.	162
Duotone Co.	75	Sams & Co., Inc., Howard W.	129
Electro Products Laboratories Electromatic Mfg. Corp.	165 27	Saturday Evening Post	23
Electronic Corp. of America	19	Scott Radio Laboratories, Inc.	15
Electro-Voice, Inc.	119	Seeburg Corp., J. P.	Cover 3
Electrovox Co., Inc.	62	Sentinel Radio Corp.	26
Emerson Radio & Phonograph Corp.	2, 3	Simpson Electric Co.	135
Fada Radio & Electric Co., Inc.	5	Simpson Mfg. Co., Inc., Mark	148
Farnsworth Television & Radio Corp.	24	Slate & Co.	72
Federal Telephone & Radio Corp.	16	SNC Mfg. Co.	149
General Electric Co.	7, 11	Sonata Electronics Corp.	72
General Industries Co.	66	Sonora Products, Inc.	21
Graybar Electric Co.	103	Sprague Products Co.	124, 125
Hearst Advertising Service	10	Stelman Radio Corp.	74
Hickok Electrical Instrument Co.	127	Stewart-Warner Corp.	6
Hoffman Systems	164	Stromberg-Carlson Co.	28
Hollander Radio Supply Co.	73	Sylvania Electric Products, Inc.	116, 117
Howard Radio Co.	136	Templeton Radio Mfg. Corp.	47
Hytron Radio & Electronics Corp.	131	Trilmont Products Co.	100
International Resistance Co.	137	Triplett Electrical Instrument Co.	166
Jackson Electrical Instrument Co.	140	Tung-Sol Lamp Works, Inc.	141
Jensen Mfg. Co.	143	Turner Co.	138
J.F.D. Mfg. Co.	163	Union Radio Corp.	81
Kellogg Switchboard & Supply Co.	97	Vaco Products Co.	165
Kwikheat Div., Sound Equipment Corp.	150	Vaculator Glass Coffee Brewer Co.	101
Lake Radio Sales Co.	156	Variety Electric Co., Inc.	157
Landers, Frary & Clark	84	Vokar Corp.	153
Leotone Radio Co.	159	Ward Leonard Electric Co.	153
Lifetime Sound Equip. Co.	162	Waterman Products Co.	155
Lincoln Electronics Corp.	75	Waters Conley Co.	71
McGohan Co., Don.	81	Webster Chicago Corp.	76
Maguire Industries, Inc.	139	Webster Electric Co.	132
Majestic Radio & Television Corp.	70	Weston Electrical Instrument Corp.	168
		Wilcox-Gay Corp.	58
		Zenith Radio Corp.	17

While every precaution is taken to insure accuracy, we cannot guarantee against the possibility of an occasional change or omission in the preparation of this index.



**LOOK
for the
'U'-SHAPED
COIL POT**

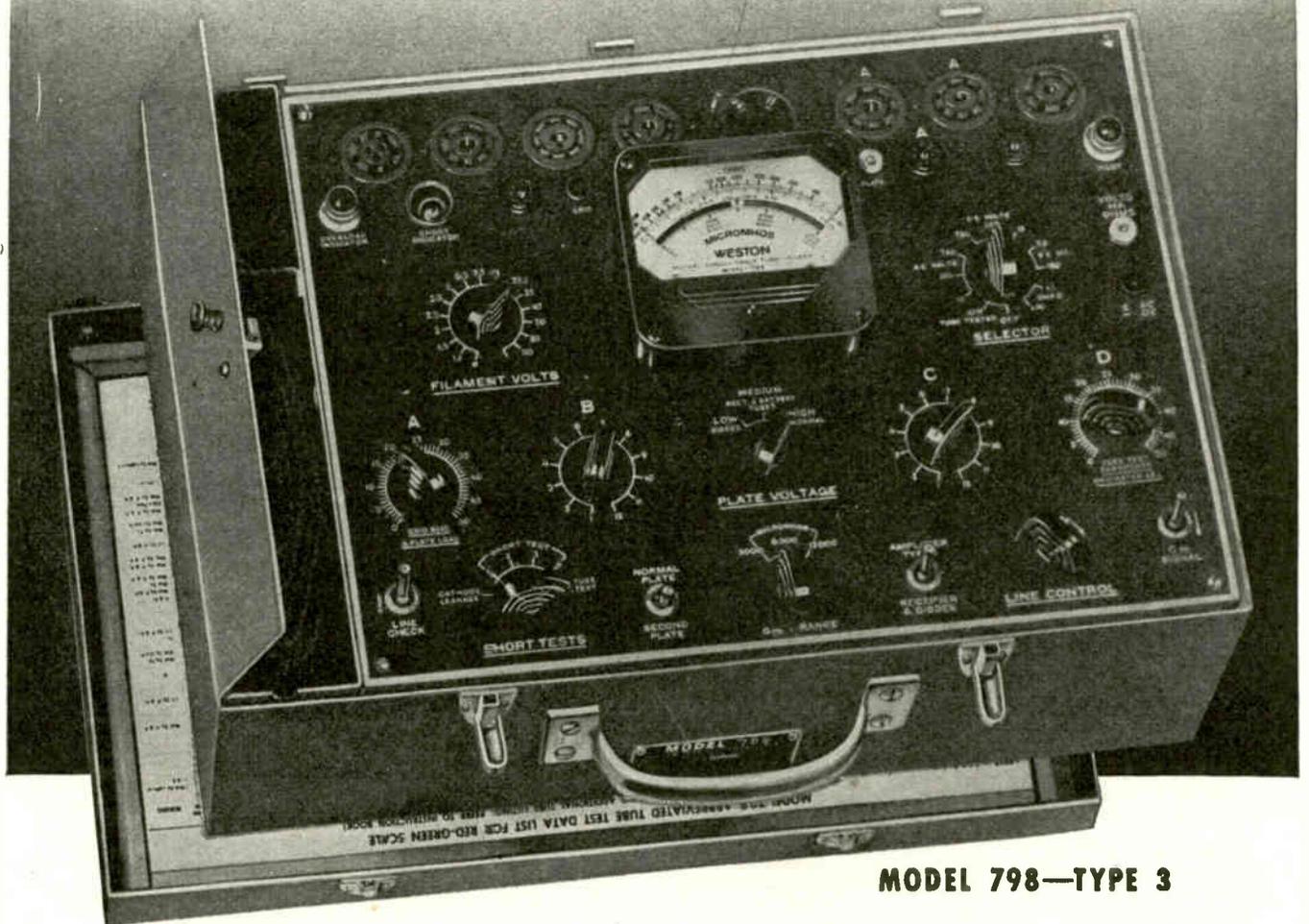
**Mark of
Quam Quality**

**QUAM-NICHOLS
COMPANY**

*Builders of
Quality Speakers since 1923*
33rd PLACE at COTTAGE GROVE
CHICAGO 16, ILLINOIS

NEW!

WESTON Mutual Conductance Tubechecker and Circuit Analyzer



MODEL 798—TYPE 3

Outstanding Features

- ✓ Direct-reading mutual conductance tests, and "Good-Bad" indications.
- ✓ New patented high frequency tube testing circuit.
- ✓ AC-DC volt-ohm-milliamperage ranges.
- ✓ Tests 4, 5, 6, 7 prong octal, loctal, miniature, and acorn tubes... spare octal and miniature sockets.
- ✓ Hot neon leakage test between any two tube elements... neon short check.

✓ Adjustable plate, screen, grid bias, and signal voltages.

✓ Flexibility in switching simplifies testing present and future tubes.

✓ Durable heavy-gauge, light-weight aluminum case.

Model 798 combines broad utility, ruggedness, and dependable accuracy for maintenance of sound and electronic equipment. Detailed bulletin available. Weston Electrical Instrument Corporation, 581 Frelinghuysen Avenue, Newark 5, New Jersey.

Weston Instruments

ALBANY • ATLANTA • BOSTON • BUFFALO • CHARLOTTE • CHICAGO • CINCINNATI • CLEVELAND • DALLAS • DENVER • DETROIT • JACKSONVILLE • KNOXVILLE • LOS ANGELES • MERIDEN • MINNEAPOLIS • NEWARK
NEW ORLEANS • NEW YORK • PHILADELPHIA • PHOENIX • PITTSBURGH • ROCHESTER • SAN FRANCISCO • SEATTLE • ST. LOUIS • SYRACUSE • IN CANADA, NORTHERN ELECTRIC CO., LTD., POWERLITE DEVICES, LTD.

LOOK TO SEEBURG CHANGERS FOR TROUBLE-FREE OPERATION ... BETTER PERFORMANCE



Phonograph manufacturers know that the success as well as the popularity of the instruments they manufacture depend in no small measure on the record changer they use. This is why so many of the leading producers of phonographs look to Seeburg for these mechanisms.

- The multiple posts of Seeburg changers hold records flat and prevent wear on spindle holes.
- The quiet mechanism moves records into place with minimum time between changes.
- The featherweight crystal pickup reproduces subtle harmonies and prevents wear on records.
- The strong, quiet motor brings the turntable up to speed and holds that speed constant.

These are some of the reasons why this latest line of Seeburg Record Changers continues to be the favorite with manufacturers and owners alike.



The new Seeburg Wire Recorder — a brand-new development — permits perfect home recording of speeches, plays, radio programs. Single control knob simplifies operation.

RADIO MANUFACTURERS — provision must be made in your circuits to accommodate the Seeburg Wire Recorder. We invite inquiries.

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

Now... ***MORE*** RCA Batteries
are coming your way!



MORE OF THESE
FAST-MOVING TYPES

PLUS THESE NEW
PORTABLE AB PACKS AND
INDUSTRIAL TYPES



YES—production has been stepped up on RCA Preferred Type Batteries—and nine new, fast-selling AB Packs and Industrial Types have been added to the line. Now you can enjoy bigger sales than ever before, and cash in on the repeat business that will naturally come your way.

And remember—there are no slow movers in the RCA battery line, be-

cause RCA has concentrated production on volume types that will service over 98% of battery-operated receivers. That means fewer types for you to stock.

What's more, the high acceptance value of the RCA trade-mark on every carton makes them easier to sell.

See your RCA Distributor today for full details on the expanded line of RCA Preferred Type Batteries . . . and watch for more battery merchandisers that will increase your store traffic.

Listen to "THE RCA SHOW,"
Sundays, 2 P.M., EDT, NBC Network

RCA Preferred Type Radio Batteries are Radio-Engineered for Extra Listening Hours



TUBE DEPARTMENT

RADIO CORPORATION of AMERICA

HARRISON, N. J.

*Company for sale
9th Street
New York*